

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

July 18, 2013

Apples ↔ Washington Red demand is steady but light. Some suppliers will deal for volume on the smaller sizes. Reds continue to peak on extrafancy 88/100's. Golden Delicious are steady and continue to peak on extra-fancy 88/100's. Granny-Smiths are also steady and they are still heavier to the 80's and larger. Some Granny-smith shippers will deal for volume orders of the smaller sizes. Galas are steady but extremely limited as they are almost finished for the season in Washington. California expects to start packing Gala's on approximately August 1st. Fuji's are still peaking on 88's and larger and the market is steady but supplies are very light

Asparagus ↑ The supplies on grass are light out of Mexico and Peru. This market is active. The weather has been very cold in Peru and the growing regions of Mexico have had excessive rains and cool temperatures. Supplies will be light throughout the week and pricing will likely increase.

Avocado ↑ Demand remains strong and for avocados. Shipments are still setting industry records. Mexico's supplies have dropped drastically and Mexican growers are demanding much higher field prices than US shippers are willing or able to pay. California is seeing a drop in volume coming in from growers due to the current heat wave in California. The size curve has adjusted upward slightly producing more of the larger fruit and shorting the supplies of the smaller fruit; overall resulting in a rising market on the 60's and 70's and an industry not getting enough supply to meet demand. Peruvian fruit has arrived and is helping out the supplies of larger fruit, but not much on the small fruit.

Bell Peppers — **Western** ↑ **Eastern** ↑ Western Bells: Green bell market is higher. New spring crops are currently shipping from Southern California and have started with mostly large fruit available. Bells are loading from Bakersfield, Thermal, Gilroy, and Los Angeles. Recent weather though, has affected harvesting as some districts are experiencing stages of bloom drop. Open field colored Red bell market is generally higher as they have gone through recent hot weather also. Slight demand exceeds availability

from Southern California. New districts are coming online soon. Gold bells markets continue steady availability depends on growing district. Eastern Bells: The pepper market will continue to rise for the next week or so. Georgia is finished and North Carolina continues to have mostly crown picking. There are small amounts getting started in New Jersey but, again, mostly crown picking. Michigan is still a week or two away from working any pepper.

Broccoli ↔ This market is firm. Many suppliers have started the week with stronger supplies on crowns compared to bunched product. This pattern of production will likely continue throughout the week. Demand overall is on the light side. Pricing is competitive.

Cauliflower ↑ The cauliflower market is active with all suppliers. Supplies have weakened on large sizing as many suppliers have caught up with excess inventories. Prices will vary from shipper to shipper as some continue to be slightly better off than others. The overall quality is strong with very few complaints of yellow discoloration being reported.

Celery ↔ The celery market is firm. Shippers are varying in pricing as some suppliers are better off than others. With Oxnard finished in production, expect availability to be up and down over the next few months. Large sizing, twenty-four counts in particular continues to be the best sizing available. Santa Maria is in production as well. Michigan celery is not due to start until the third week of July.

Citrus — **Lemons** ↑ **Oranges** ↔ Lemons: Supplies are good on the smaller sizes and demand exceed on the 140's and larger. Seasonal demand is very strong, keeping market firming and on the rise. Quality is good. Oranges: The Valencia oranges are fresh, in good condition and are eating well. Valencia sizing is currently peaking on 113's and 138's. Larger sizes are limited in availability.

Lettuce — **Leaf** ↑ **Iceberg** ↑ Leaf: The romaine market is slightly stronger. Tip burn has been reported. Supplies are light to moderate. The green leaf market is very active. Low yields and smaller planting by growers has caused a gap in

the marketplace. Tip burn and dehydration has been reported sporadically upon arrivals. This market continues to be competitive with most suppliers. Iceberg: This market continues to gain strength. Low yields are occurring with all suppliers. The reason for the low yields is primarily due to high temperatures in past weeks. Suppliers are scrambling to fill orders. Production is light. Early forecasts indicate lettuce numbers will be moderate to light for the entire week, and pricing will steadily increase. Some issues on quality include tip burn, some mechanical damage, and pink ribbing.

Melons — Honeydew ↑ **Cantaloupe** ↔ Cantaloupe: Offshore fruit is on the second cycle. Cantaloupe: The Westside California cantaloupes are going and have excellent quality. Availability has been suffering on all sizes due mainly to the hot temperatures at night and during the days. Sugar is excellent with high Brix and fruit is still peaking to 12's and larger, with very limited availability of small fruit. Honeydew: Mexican dews have finished for the season. Domestic dews are available with good volume. Demand is moderate and supplies have slowly increased. The market is still depressed. Quality and sugar content are both very good on our domestic honeydews.

Onions ↔ Yellow are steady as can be in California and New Mexico. Some of the New Mexico shippers have changed varieties and are peaking on jumbos and smaller now, while many of the California packers are peaking on the larger sizes. Demand has still been only fair so many shippers will still flex for volume yellow orders. Reds are also steady. / California has more volume than New Mexico though and the volume flex on jumbos is still available out West. Whites are mostly steady in both districts but some suppliers are higher. Washington will begin packing new-crop yellows in approximately 2 to 3 weeks. The quality has been good on all colors.

Potatoes ↑ Idaho continues to push higher due to poor storage quality. Old-crop supplies are only going to get tighter as we approach August so expect the market to keep rising. Continue to stay ahead on potato ordering to ensure timely coverage. The earliest reports of new-crop Idaho spuds are between August 5th and 8th. Colorado is also higher and supplies remain limited. Colorado is also having some issues with storage quality. Expect their market to continue to rise until new-crop starts. The Colorado shippers expect to begin bringing in Nebraska and Kansas potatoes between July 29 and early August. Washington will start packing new-crop Norkotahs by the end of July. Bakersfield, California has finished packing Norkotahs russets and they are cleaning up inventories now. Bakersfield is finished packing all colored potatoes except Whites. Stockton, California is packing new-crop red, white, and gold potatoes and they are all peaking on A-size. B-size is very limited in Stockton. The demand for colored potatoes has been very strong so stay ahead. Eastern Washington will start packing Reds and Golds next week. Minnesota & Wisconsin will start packing Red & Gold potatoes in early August.

Tomatoes — Eastern ↑ **Western** ↔ Western: High temperatures in California are expected to peak in the valley on Saturday with temps in excess of 105 degrees followed by a low pressure system that is expected to bring cooler temps by the end of next week. Prices remain elevated on rounds and Romas. Grape and Cherry tomato prices have firmed up. Eastern: Tight supplies in the east coupled with harsh weather have caused prices to spike this week. South Carolina is finishing up their crops with supplies in the weeks coming from a combination of growing areas including Virginia, North Carolina, Tennessee and Kentucky. While Southern Florida is expecting more rain, growing regions north of the state are expecting warm weather as high temps sweep through the North East this weekend bringing on some local supplies. With more fruit entering the pipe line, prices should ease by the first week of August.

