

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

August 8, 2013

Apples ↔ Washington Red Delicious is still peaking on extra-fancy 88/100's and is steady with fair demand. Some suppliers will deal for volume on the smaller sizes. Golden Delicious is steady and is also peaking on extra-fancy 88/100's. Granny-Smiths are steady as well and are still heavier to the 80's & larger. Some Granny suppliers will deal on volume orders of the smaller sizes. Washington Galas are steady but extremely limited as they are almost finished for the season. California Gala's are steady on 88's and larger and lower on 100's and smaller. They are still producing mostly smaller fruit. Washington Fuji's are steady but extremely short and are heavy to 88's and larger. Imported Fuji's are mostly steady but there is some price-flex.

Asparagus ↔ This market is firm as demand has fallen off slightly. Supplies are light to moderate out of Mexico and Peru with small, standard, and large. Jumbo and Extra Large asparagus is still extremely tight.

Avocado ↑ Demand remains strong on all sizes and is exceeding supplies on 60's and smaller and now pushing supplies on larger fruit. Shipments are still setting industry records. Mexico's supplies are still very light and Mexican growers are demanding much higher field prices than US shippers are willing or able to pay. California size curve has adjusted upward slightly producing more of the larger fruit and much less on 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 some on the supplies of larger fruit, but not much on the small fruit. Market is very volatile.

Bell Peppers — Western ↔ **Eastern** ↑

Western Bells: Green bell market is trying to find its spot. Crops are currently shipping from Southern California and have started with mostly large fruit available. Bells are loading from Bakersfield, Thermal, Gilroy, Los Angeles, and South Texas. Recent weather though, has affected harvesting as some districts are experiencing stages of bloom drop. New lots expected to pick up pace in terms of supplies. Open field colored Red bell market is generally higher as they have gone through recent hot weather also. De-

mand exceeds availability from Southern California. New districts are coming online soon. Gold bells markets continue steady availability depends on growing district. Extreme demand exceeds. Eastern Bells: Wet weather is hampering the pepper production; look for this trend to continue if rain persists in areas of production.

Broccoli ↑ The broccoli market remains strong with light supplies out of Salinas and Santa Maria. Quality is still nice with solid green color and good crown size. Expect bunched product as well as crowns to be light for the rest of the week, with pricing increasing. Place orders early as shippers are selling out quickly.

Cauliflower ↔ The cauliflower market is steady, overall with most suppliers. Pricing is unusual. There is a gap up to three dollars amongst the different shippers. The quality is all over the board from nice white to some yellow cast. Supplies look to be light to moderate for the rest of this week.

Celery ↓ The celery market is softer with very competitive prices. Michigan is in full swing with prices comparable to delivered California prices. Volumes are good out of Salinas and Santa Maria. Many suppliers are offering deals on volume type orders so please be aware.

Citrus — Lemons ↑ **Oranges** ↔ Demand exceeds supplies on all sizes from all shippers. Summer time demand is great and relief from the off shore imports have not come yet. Chile is sending most of their crop to Europe for higher prices and Mexico is only now beginning to pick some limited volume and will not have much to the market for a few weeks. Look for short supplies until new crop desert lemon start in September. Oranges: The Valencia oranges are beginning to re-green. Re-greening occurs as the orange continues to ripen on the tree and the summer's warmer weather and longer day's cause the orange's skin to reabsorb chlorophyll, resulting in a green skin at the stem end. The fruit is still fully ripe, sweet and eats well. Valencia sizing is currently peaking on 113's and 138's. Larger sizes are limited in availability.

Lettuce — Leaf ↓ **Iceberg** ↑ **Leaf**: The leaf market is settling out with good supplies on all varieties. Shippers are offering deals to move excess volume. There are still quality issues with tip and fringe burn from shipper to shipper. Romaine Hearts will be in good supply this week with prices getting back to normal. Iceberg: Demand continues to exceed supplies with most shippers. The market is strong and looks to remain this way for the rest of the week. The weights are in the 38 to 43 pound range. Some issues on quality include tip burn, some mechanical damage, light weights and pink ribbing.

Melons — Cantaloupe ↑ **Honeydew** ↑ **Cantaloupe**: The market is in a demand exceeds supply situation. With the early start this year shippers are ahead in fields, and the current weather is below normal temperatures, so the fruit is not making sugar. Shippers cannot harvest Westside fruit unless it meets the minimum of 9 sugars on the refractometer. In addition, the fruit coming out of the field is peaking to 9's so small fruit is very scarce. Honeydew: Domestic dews are still available but with limited supplies as well. Demand is moderate but dews are also very large with Honeydew: Domestic dews are still available but with limited supplies as well. Demand is moderate but dews are also very large with small fruit limited. Shippers are also having the problem with sugars being very low. The market looks to get a little stronger but not much movement.

Onions ↔ **New Mexico** is steady on all yellows and is still peaking on jumbos and mediums but a couple suppliers have better size. California yellows are also steady on all sizes. Demand for yellows in both states has been fair. Washington is packing some transplants and some direct-seeded yellows right now and they are steady. The first Idaho/Oregon shippers will pack yellows next Monday/Tuesday. Reds are stronger in California due to lighter supplies while New Mexico is steady. Washington also has some direct-seeded reds and they are steady. Whites are steady in both California and New Mexico but some shippers have light supplies. The quality has been good on all colors.

Potatoes ↔ Most Idaho shippers expect to be done with old-crop by August 19th. Currently there is still availability and good quality Burbanks available. New crop Norkotahs have started with higher prices than the Burbanks and limited availability. Most shippers are still trying to clean up Burbanks prior to getting into the new crop potatoes. Washington Norkotahs are steady on all sizes and continue to peak on 80-count and smaller. Nebraska has started packing new-crop Norkotahs. Bakersfield, California is finished packing all colors. Stockton, California continues packing Red, White, and Gold potatoes and they are all peaking on A-size for all varieties. Stockton supplies remain short on all sizes due to strong demand. Eastern Washington is still packing Reds and Golds and they are heavier to B-size. The Washington colored potato market is steady to lower. Wisconsin has started packing red potatoes. Minnesota & Texas are starting to pack Red potatoes...

Tomatoes — Eastern ↔ **Western** ↑ **Western**: Supplies in the west continue to be spotty with a majority of volumes consisting of larger sized fruit. Prices are firm across the board where all varieties continue to run tight. More hot weather is expected over California and Baja regions exceeding 100 degrees through the beginning of next week. Eastern: Inconsistent weather patterns continue to support the elevation of recent markets with more rain in Florida and unusually high temperatures in the Northeast. Demand is up for rounds and Romas coming to market in lighter volumes, most of which are coming from Alabama, Carolina, Tennessee and Virginia. More rains are expected North of Florida through next week moving south with tropical moisture drying up around the 18th.

