

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

August 22, 2013

Apples ↔ Washington C.A. Red delicious is peaking on extra-fancy 88/100's and the market is steady. Some suppliers will deal for volume orders of C.A fruit. Washington will start packing newcrop Reds in early to mid September. Gingergolds & Earlygolds are steady to lower and are peaking on higher grade 80/88's. C.A. Granny-Smiths are mostly steady and they are heavy to size 80's through 100's in the Premium grade. California will start packing newcrop Granny-Smith in approximately 3 days and Washington will start with early Granny-smiths in early to mid September. Washington has started packing new-crop Gala's and they are peaking on 100/113's. California Gala's are steady on all sizes and supplies are light as they are almost finished packing. Washington Fuji's are steady but extremely short on the smaller sizes. Most Washington Fuji's are peaking on 72/80's.

Asparagus ↔ Supplies are stronger in Mexico and Peru, and this has softened the market. Overall this market is steady. Demand has fallen off as well. Mexico production will end late September to early October pending weather. Standard and large sizing is still having the best availability. Jumbo and Extra Large asparagus are still tight.

Avocado ↑ Demand still remains very strong on all sizes. 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 and we are seeing more 60's and 70's coming in and fewer 48's and larger. Peruvian fruit has been helping out some on the supplies of larger 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. Demand 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: As continued wet weather hampers pepper production in all of the Northern growing regions, production is at a minimum and quality is marginal.

Broccoli ↔ The broccoli market is firm on bunched product as well as crowns 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 have light to moderate availability at least thru the middle of the week.

Cauliflower ↔ The cauliflower market is firm. The best size continues to be in twelve counts with most suppliers. Supplies are expected to be moderate at best, so with a good demand, this market could get stronger by the end of the week. The gap in pricing amongst shippers has closed considerably. Issues of yellowing and brown spotting continue to be an issue sporadically from order to order.

Celery ↔ The celery market has remained unchanged from last week. Small sizing is still demanding a higher price. Michigan is in full swing with production. Volumes are good out of Salinas and Santa Maria. The best deals shippers are offering continue to be in twenty four and thirty counts so push as much as possible.

Citrus — Lemons ↔ **Oranges** ↑ **Lemons:** 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 starting to peak on 88's/72's/56's. Demand for small oranges, 113's/138's has greatly increased as schools start back up. Market is firming.

Lettuce — Leaf ↔ **Iceberg** ↔ **Leaf**: The leaf market is steady, overall with most suppliers. There are a few shippers that are commanding a higher price, but this is not indicative of the true market. There continues to be quality issues such as tip and fringe burn. Romaine Hearts will continue to be in good supply this week. Red leaf will have good supplies, while green leaf has become tighter in availability. **Iceberg**: This market is steady as demand has lightened up considerably. Schools have begun in a light way with more to open in the next few weeks. This will inevitably cause the market to get stronger. Supplies are on the light side with a few suppliers, but overall, there is definitely a surplus of product compared to past weeks. The weights continue to range 38 to 43 pounds. Some issues on quality include tip burn, some mechanical damage, light weights and pink ribbing.

Melons — Cantaloupe ↔ **Honeydew** ↔ **Cantaloupe**: The market has been stabilizing for the past several days. The run of sizes has spread across the board with most sizes being available. The 18's are the least available size. Demand is good and product is moving nicely. Quality is good to excellent. **Honeydew**: With better temperatures for melons in the valley the honeydew are making sugars. The honeydews are also available in all sizes. Demand is good and quality is also good to excellent.

Onions ↔ Idaho/Oregon & Washington are both steady on yellows. The jumbo sizing in the northwest is just average right now. Most northwest packers are short on Colossals and Supers. New Mexico and California continue packing and they are steady but both areas are winding down. Reds are steady in all districts. The red availability in New Mexico and California remains light. Whites are steady in both California and New Mexico but most shippers have light supplies. There are few whites in the northwest but their availability is also light. The quality has been good on all colors in all districts.

Potatoes ↔ The Idaho Norkotahs market is steady on all sizes. The sizing has varied by shipper from large to medium to small. The quality/maturity on the Idaho Norkotahs has been good. There is only one supplier left packing Burbanks and this is his last week. Washington Norkotahs are steady 70's and larger and slightly lower on 80's and smaller. Nebraska & Colorado Norkotahs are also steady and they are peaking on the smaller counts but the volume has been light. Wisconsin russets are steady on all sizes and they continue to peak on 90's and smaller. Stockton, California continues packing Red, White, and Gold potatoes and they are all peaking on A-size. B-size Golds and reds are extremely short in California. Eastern Washington is still packing a few Reds and Golds but they are almost finished packing already. Western Washington has started packing red potatoes. Wisconsin red potatoes are steady to lower and the availability is improving. Minnesota & Texas continue packing red potatoes as well and they are also down slightly. Minnesota has an even spread across the size profile.

Tomatoes — Eastern ↔ **Western** ↔ **Western**: Tight supplies overall continue to support an elevated market in the West. Rounds are more available in larger sizes while smaller fruit continue to be very limited including rounds and Romas. Grape tomato production is also extremely light with limited availability. A high pressure system developing may bring a warming trend bringing monsoonal moisture to the valley with 50%- 70% chance of showers expected over Baja. Eastern: The markets remain elevated across the board due to high heat and frequent rains. Most rounds are coming from Carolinas, Michigan, and Alabama where Cherry and Grape tomato supplies are limited. Markets may improve come September, however crop condition and weather do not promise any immediate relief. Tropical weather in the gulf may bring more rain by the end of next week but looks like the concentration of thunderstorms will be over Florida.

