

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

January 3, 2013

Apples ↑ New York is packing Empires, Golden Delicious, Red Delicious, Rome's, and McIntosh but expect lighter supplies again this week. They also have limited numbers of Courtland's. All New York varieties are large except the Macs which are small. They are expecting to finish packing in mid March or possibly sooner. Washington Reds continue to peak on size 88/100's with high color. Small lower grade reds remain very short. Golden Delicious are also heavy to the 88/100 sizes and the Washington extra-fancy grade. Lower grade Golden's are more available than many varieties but are still limited. Granny-Smiths are still heavy to the higher grades and size 64-80's. Lower grade Granny availability is extremely low especially on 88's and smaller. Small Granny-Smiths may be the shortest item in Washington right now. Gala's are still producing more of the Washington extra-fancy grade and continue to peak on 80-100's. Gala demand is very strong and many shippers are sold out of them!! Washington Fuji's are heavy to 64/72/80's and are producing more of the Washington extra-fancy grade. The Washington Fuji volume I up this year so look for potential deals there. Pink-Lady's, Cameo's, Jonagolds, Braeburns, Rome's, Jazz, and the other varieties are all still available.

Asparagus ↑ This market is extremely active on all sizes. Due to unfavorable weather conditions in Mexico, the availability of this item will be scarce for the entire week. Peruvian grass is available but supplies are being sucked up quickly due to a lack of production in Mexico. Place orders as soon as possible.

Avocado ↔ Mexico continues with good volume. We are seeing some limited supplies of Chilean fruit on the market. Mexican fruit remains the major supplier and remains aggressively priced.

Bell Peppers — Western ↔ **Eastern** ↔ The western green bell market is very unsettled; some indications market is moving upward on large fruit. Southern California is currently shipping green bells from Thermal and Coachella and will be wrapping up soon. Increasing crossings through Nogales; sizing will be more toward medium and choice;

supplies are more than adequate on these sizes. Last and latest weather disturbances will hamper production in some growing areas. Open field colored Red bell market is steady but still light supplies. Growers are anticipating slight increase in production as new ranches come online. Coachella/Thermal California are currently shipping light volume. Demand exceeds market. Open field colored bells to started crossing through Nogales. Last and latest weather disturbances will hamper production in some growing areas. In the eastern market, the pepper market remains steady and, barring foul weather, should remain so for the balance of the week.

Broccoli ↑ This market is active on bunched product as well as crowns. Shippers are gapping due to the adverse weather conditions over the past three weeks in Yuma and Santa Maria. Overall, the quality continues to be good with no major issues to report. Supplies will be light throughout the week, and pricing is expected to rise.

Cauliflower ↔ This market is steady. Supplies have eased up in Yuma. There continues to be a few issues on spotting seen upon arrivals so please beware of this. Supplies will be strong on sixteen counts and this is where the best pricing is being offered. Twelve counts are demanding a higher price.

Celery ↔ This market is steady. The smaller sizes, 36s and smaller has better supplies than the previous week, and this is where the best deals are to be had. The supplies on 24 counts are light in availability. Santa Maria and Oxnard are the areas of production for this commodity. Yuma has production in a light way.

Citrus — Lemons ↑ **Oranges** ↔ The Desert lemon crop volume is good. Size is switching to more of the larger sizes (115's and 95's) with 165's and 200's lightening up with normal seasonal growth. Quality is good. Market is firming on smaller sizes. In the orange market, the Navel crop volume is good, but rains and morning fog has tightened supplies a bit. Gas time is down to 24 hours or less and should be moving down from there over the next few weeks.



Fruit is testing well and color is improving with the cooler nighttime temps that growing areas are now getting. Fruit is currently packing on heavy to the Fancy grade and peaking on the smaller sizes.

Lettuce — ↑ Leaf ↑ Iceberg The leaf market is stronger. Romaine hearts have light availability and this will continue throughout the week. Overall, green and red leaf as well as romaine has become stronger in the marketplace. Cold weather has hindered the growth of these commodities. There is activity on the iceberg lettuce commodity with most suppliers. The cool weather has created slower growth, and supplies look to be moderate at best for the rest of the week. The weights on the palletized lettuce continue to be steady at 41-44 #s. Demand has picked up after the holidays. There continues to be some complaints on mechanical damage and pink ribbing. Yuma continues to be the main growing area for this commodity.

Melons — Cantaloupes ↑ Honeydew ↑
In the cantaloupe market, offshore fruit is coming in with better volume. There is a little better availability of small fruit as fruit is peaking to 12's now. Pompano area has good availability. The west coast now has good availability as well. Honeydew: Good availability of Mexican honeydew still coming in with shippers looking to move the fruit. Offshore has good availability but fruit is still large.

Onions ↑ Northwest yellows are stronger on all sizes. Expect light availability this week with only three packing days. Most suppliers are still bullish from the Korean and Japanese export demand & lower stocks-on-hand. Washington is still producing mostly jumbo and medium yellows while Idaho/Oregon has larger size. Reds are in both areas but the market remains strong because most

shippers have lower red storage inventory. Whites are steady to slightly in both areas as the availability is lower. The quality has been good in both areas and all colors.

Potatoes ↓ The potato market is a flat line. Idaho cartons are steady on all sizes. We have run in to some availability issues due to extreme cold temperatures and the holiday with no pack out. Demand for both varieties has been fair. Most Idaho shippers are still packing Burbanks but several have Norkotahs too. 70's and larger are still the bulk of the Idaho carton production while 80's and smaller are somewhat limited. The Washington market is steady on all sizes and they are also heavier to the larger counts. The Colorado market is steady on all sizes. Colorado is producing more of the larger counts and is also limited on 80-count & smaller. The russet quality has been good to excellent in all areas. Stockton, California is still packing whites and golds but they are near the end of the season. Bakersfield, California is also packing Gold's and Whites. Both California varieties are heavier to A-size. Washington, Wisconsin, and Minnesota continue packing red & gold potatoes and they are all mostly steady. All areas have better availability on A-size. Idaho reds and golds are also both peaking on A-size and the availability is good. B-size is limited in Idaho for both varieties. The colored potato quality has been fairly good to excellent in all areas.

Tomatoes — Eastern ↔ Western ↔ In the western market, vine ripe and Roma production continue to improve in Mexico. Cherry tomatoes remain short with ample supplies of grape tomatoes in the west. In the eastern market, Florida is in decent production and shippers have a plentiful amount of rounds, Romas and grape tomatoes of good quality.

