

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

October 10, 2013

**Apples** ↔ New York continues packing McIntosh, Galas, Red Delicious, and now they Empires and Courtland's as well. All variety's are bigger and are peaking on mostly 100-size. Michigan continues to pack Reds, Golds, Gala's, and a few McIntosh and all of the Michigan fruit is small. New-crop Red Delicious is peaking on 48-72's and the Washington extra-fancy #1 grade. Small new-crop Reds are still very limited! Golden Delicious continue to peak on 80/88's and extra-fancy fruit. New-crop Washington Granny-Smith is mostly steady now and continues to yield more of the smaller sizes. California Granny-Smiths are still available and remain heavier to the smaller sizes but supplies are light. California Granny's have some flex in the price as most shippers are cleaning up. Washington Gala's are heavier on 88/100's and the market is steady. The Washington Fuji market is stable and most packers are peaking on larger sizes. California Fuji's are steady and are peaking on the smaller sizes. Washington Honeycrisp is available and is peaking on 56-72's.

**Asparagus** ↑ Supplies out of Mexico have tightened up. This market is stronger. The best sizing continues to be in the standard and large in terms of quantities. Jumbos are tighter and the price is up. Peruvian product continues to have moderate availability and can still be loaded out of Miami if desired. The overall quality continues to be reported as being good in both growing regions.

**Avocado** ↔ Demand still remains very strong on all sizes... Mexico's supplies are now increasing and we should see some better numbers come in starting this week. With continued good weather, supplies should slowly start to build. The California supplies are dropping as we can see the end of their season coming by the end of the month. Chile has yet to bring much to the US with Europe take most of their fruit. Market is steady to lower.

**Bell Peppers — Western** ↑ **Eastern** ↔ Western: Green bell market is steady. Crops are currently shipping from Southern California and mostly large fruit available. Bells are loading from Fresno, Gilroy, Los Angeles, and (colored bells) South Texas. Supplies are lightening up. An expected cooling trend may press markets slightly higher as this is slowing down production. We expect Coachella to start bell peppers by mid/

late October. Open field colored Red bell market is firming up slightly as cooler weather approaches this week. Demand still exceeds availability from Southern California. New districts are set to come online by month's end (Coachella). Gold bells markets continue steady availability depends on growing district. Extreme demand exceeds. Eastern: South Georgia is a tad late getting started with their pepper. However, Michigan still has decent supplies and they are looking to move their remaining pepper. This will be a two tiered market for the next week or so as both regions price according to their supplies.

**Broccoli** ↑ The broccoli market continues to gain strength. Demand clearly exceeds supplies and this will continue throughout the week. Averages are being watched by all suppliers, whether the order is for value-added or carton business. Escalated pricing is in effect on contracts as well as value-added items. Salinas and Santa Maria continue to be the main growing regions with availability in Mexico as well.

**Cauliflower** ↑ The cauliflower market is stronger with all suppliers. Many suppliers have walked in at the beginning of this week sold out. There continues to be reports of brown spotting upon arrivals. This is due to adverse weather conditions in past weeks. This market is expected to get stronger throughout the week with many suppliers.

**Celery** ↔ The celery market is up with most suppliers. Large sizing, 24s in particular has smaller production numbers compared to previous weeks. Supplies are expected to be moderate at best. Production continues to be out of Santa Maria and Salinas.

**Citrus — Lemons** ↔ **Oranges** ↔ Lemons: Demand still exceeds supplies on all sizes from all shippers. This will continue on for another 2 to 4 weeks as the new crop Desert fruit builds inventory. The Ventura crop is basically done and what is left is old and tired. 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 and supply for small fruit (113's/138's) is currently matching. New crop California

Navels look to start in limited production by the end of the month.

**Lettuce — Leaf** ↔ **Iceberg** ↑ **Leaf:** The leaf market is gaining strength, especially with romaine. The green leaf availability is good as this market is steady but there is no demand on this commodity. There continues to be arrival issues that include tip and fringe burn. Romaine Hearts will be moderate in availability for the week. Red leaf is lighter in production than in previous weeks. Iceberg: This market continues to gain strength with all suppliers. Supplies are expected to be light for the rest of the week. There continues to be quality issues including tip burn, some mechanical damage, and pink ribbing. Weights on the average on palletized lettuce have ranged from 38-41 pounds. Some suppliers are ahead of fields trying to keep up with demand. This has caused lighter weights to occur. Production in Huron is expected to begin in the third week of October.

**Melons — Cantaloupes** ↑ **Honeydew** ↑ **Cantaloupe:** The Westside has finished packing for the season for the most part. There is some limited availability of California fruit still available north of Sacramento. The Phoenix, AZ area is just starting up with limited availability and shippers struggling on sugars. Yuma shippers should start in about 2 weeks. Honeydew: The Westside, like Cantaloupe, have finished packing but there is also product available in a very limited way up north. Nogales is crossing over Mexican dewes but they are struggling on sugars as the domestic fruit is as well. The sugars should increase in the next couple of weeks and we should have better volume starting as well.

**Onions** ↔ The northwest is steady on yellow onions. Many of the Washington shippers are done harvesting and storing or are close. The Idaho/Oregon shippers are focusing on finishing the harvest and hope to be finished in the next week. Washington is peaking jumbo & medium yellows while Idaho/Oregon is peaking on jumbos. The Colorado yellow market is steady and they are also peaking on jumbos. Red onions are steady in all three areas. Washington still has the most volume on red onions. Whites are steady in all districts and on all sizes. The quality has been good on all colors in Washington, Oregon, Idaho, and Colorado.

**Potatoes** ↑ Idaho potatoes are mostly steady but the market has varied. Some suppliers are in smaller lots and are lower on the smaller counts while others are peaking on the large counts and are cheaper on them. Norkotahs are peaking on 50's-70's while the Burbanks have ranged from large too small. Washington Norkotahs are steady and they continue to peak 80's and larger. Nebraska and Colorado are steady to slightly lower and they are heavier to the larger counts. Wisconsin russet prices are steady and are now one of the best bargains out there. The Wisconsin russets are peaking on the smaller counts still. Bakersfield is still bringing in Red, Gold, and White potatoes from Washington. Western Washington continues packing reds, whites, and Golds and they are all peaking on A-size. The Washington market is steady to lower. Wisconsin red potatoes are mostly steady on B's and C's with some flex on A-size. Minnesota red potatoes are steady on all sizes as well and they will also flex on volume orders of Red A's.

**Tomatoes — Eastern** ↓ **Western** ↔ **Western:** The season has begun to close this week marking the last harvest for some growers with more following suit in the weeks to come unless California is hit with significant rain bringing things to a halt. Grape tomato availability has improved but round and roma supplies are lighter this week again with extra large fruit very hard to find as California winds down. As California winds down more Jumbo sizes are coming across the border from Baja with demand supporting elevated price on larger sizes. Mexico has been increasing in production and we should see an increase of availability through November. Eastern: Many growing areas are transitioning with supplies diminishing and prices dictated by demand. Quincy Florida is in full production while Tennessee and Alabama growers begin winding down with Pricing and availability being determined by the weather. Virginia will also begin winding down next week as they move into 2nd and third picks bringing smaller sized rounds to market. Over the weekend, the gulf coast was spared by tropical storm Karen however more rain is expected this week as the system dissipates over the east. As we move through the month of October, grape and cherry prices are expected to firm up again as supplies transition from the Eastern shore back to South Carolina and Florida. We can expect an active market at the end of October until Ruskin and neighboring districts finish the transition back to Central Florida.

