

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

October 24, 2013

Apples ↔ New York is still packing McIntosh, Galas, Red Delicious, Empires and Courtland's. New York fruit is still heavy to the 88 & 100 sizes. Michigan is packing Reds, Golds, Gala's, McIntosh, Jonagolds, and Jonathans and all of the Michigan fruit is still small. 88 size reds is the largest size that Michigan is quoting. Washington Red delicious is mostly steady and is still peaking on the larger sizes in the Washington extra-fancy #1 grade. Smaller size Red supplies are available in better numbers. Golden Delicious continues to peak on 80/88's and the extra-fancy grade. The Golds are spread evenly across the size spectrum. Washington Granny-Smith is steady and is peaking on 88/100's. California Granny-Smiths are still available and remain heavier to the smaller sizes. Washington Gala's are heavier to 88/100's and the market is steady. Washington Fuji's are steady and most packers are peaking on 80-size and larger. Honeycrisp, Braeburns, and Pink Ladies are available now. Cameos and Jonagolds will be available by Monday.

Asparagus ↑ Supplies out of Mexico and Peru are light to moderate at best. This market is up. The best sizing continues to be in the standard and large in terms of quantities. Supplies have picked up on jumbo sizing if loading in LA. 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 good on all sizes. Mexico's supplies are steady. Sizes are mostly 48's/60's. Smaller sizes (70's) still tight as maturity levels still too low to harvest many, and larger sizes (40's/36's) have not grown up. With continued good weather, supplies should slowly start to build. The California supplies are dropping greatly as we see many shippers finishing or only packing 1 or 2 times a week as they come to the end of their season. Chile has yet to bring much to the US with Europe take most of their fruit. Market is steady.

Bell Peppers — Western ↑ **Eastern** ↑ Western: Green bell market is indicating an uptick in fobs. Crops are currently shipping from Southern California from Baja. Bells are wrapping up in Fresno, Gilroy, Supplies are lightening up. An expected cooling trend may press markets slightly higher as this is slowing down production. Coachella expected to start bell peppers by late October. Nogales will see sporadic crossings this week. 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: Recent rain in South Georgia has driven the pepper market up a tad. Supplies have dropped as Florida is still several days away from working pepper. Look for prices to go up slightly this weekend. Quality, however, has been excellent.

Broccoli ↔ The broccoli market is steady, overall. Demand continues to be good. Knuckling and branching has been issues with this commodity. Escalated pricing continues on contracts as well as value-added items. Salinas and Santa Maria are the main growing regions with light availability in Mexico as well.

Cauliflower ↑ The cauliflower market is active with all shippers. Aside from some slight rough curd and yellow cast, the overall quality is good. Demand exceeds supply. Santa Maria and Salinas are the main growing areas for this commodity. This market will be strong for the rest of the week.

Celery ↔ The celery market is steady. There are a few shippers flexing, so be aware. Most sizes are competitive in terms of pricing. Production is expected to be moderate for the week. Production continues to be out of Santa Maria and Salinas. The overall quality is reported to be good. Oxnard is expected to begin production in approximately two weeks.

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 orange supplies will go through the end of October. There is a good mix of sizes. New crop California Navels have started in limited production this week as sizing is peaking on 72's/88's/56's, small fruit is very limit. We should see all shippers going by the first week of November.

Lettuce — Leaf ↔ **Iceberg** ↔ Leaf: The romaine market is firm. The green leaf availability is moderate and pricing is also steady. There continues to be arrival issues that include tip and

fringe burn, especially on romaine. Romaine Hearts will be moderate in availability for the week. Red leaf production is moderate but with little demand, there are no issues with availability. Iceberg: This market is firm. Demand exceeds supplies with a few shippers. Light weights are an issue out of Salinas and Huron. Weights are averaging 34-38 pounds depending on the supplier. There continues to be quality issues including tip burn, some mechanical damage, and pink ribbing. Many suppliers are ahead of fields trying to keep up with demand. This has caused lighter weights to occur. Demand is expected to be good for the rest of the week.

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 Salinas. The Phoenix, AZ area is just starting up with extremely limited availability and shippers struggling on sugars. Yuma, AZ has started with some limited volume that is mostly going to contract obligations. Nogales, AZ has some limited Mexican fruit just starting to cross. The market remains demand exceeds supplies. Honeydew: The Westside has finishing packing honeydew with availability only in Arizona. 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. Market remains demand exceeds.

Onions ↔ Washington is steady on yellows and they are still peaking on jumbos and mediums. Idaho/Oregon is stronger on jumbos due to increased export and domestic demand. The Colorado yellow market is steady and they are also peaking on jumbos. Reds are also steady in Washington while Idaho/Oregon is steady to higher. There are still some volume deals for jumbo reds in Washington. Washington still has the most volume of reds. Colorado reds and whites are steady but strong. Idaho/Oregon is higher on whites because of demand from Mexico. The quality has been good on all colors in all areas.

Potatoes ↑ Idaho is mostly steady on Norkotahs and they are still mostly large, so 90's and smaller are limited. There are some volume deals in the Norkotahs 40's and 50's. Idaho

Burbanks are steady and they are peaking on 60-80's. The Burbanks have ranged from large too small in size. Most of the Idaho packers are running Norkotahs right now. Washington cartons are steady and they continue to peak 80's and larger. Washington also has some volume deals on the larger counts. Nebraska and Colorado are peaking on the larger counts and they are steady on all sizes. Wisconsin russet prices are steady and they are still heavy to the smaller counts. Bakersfield, California still has Reds, Golds, and Whites from Washington. Their market is steady on all sizes. Western Washington reds, whites, and Golds are all peaking on A-size. The Washington market is slightly 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. Minnesota has some flex on volume orders of Red A's.

Tomatoes — Eastern ↑ **Western** ↑ Western: California has stretched their season through October this year and will finish by the end of this week to early next week putting the focus on Mexico o start soon. More crossings are being seen out of Baja with Vine Ripe and Romas reported to be of good quality. The storm headed for Mexico has veered off course lifting the threat of delays at the border. As long as local demand in Mexico is not exaggerated, imports should remain steady. Some rain this week has reduced Grape tomato yields and has caused pricing to firm up slightly this week. Demand in the west will remain on Baja until central Mexico begins in winter. Eastern: Rounds are up a few dollars this week with only a few growers still in crown picks of who are expected to finish by next week. Poor weather causing a delay in planting weeks back have pushed the Palmetto-Ruskin season to begin near the first week of November. There will be a gap in sizing for the next 10 to 15 days and prices have increased following the demand for rounds in short supply. Roma tomatoes remain elevated as well and are not expected to improve until mid November. Few Grape and cherry tomatoes are becoming available as they transition to Florida but the yields have not been significant.

