

Same Informative
Report with a
Fresh New Look!

FRESH DIRECTIONS

WEST CREEK FRESH

An informative weekly produce trend report.

November 2013

APPLES ↔

New York continues to pack McIntosh, Galas, Red Delicious, Empires and Courtland's. The New York fruit is still peaking on the larger sizes and has more 88 and 100 sizes. Michigan is packing Reds, Golds, Gala's, McIntosh, Jonagolds, and Jonathans. Most of the Michigan fruit is in the 113 to 138 size range, although some varieties are larger. Washington Red Delicious is steady to lower and is still peaking on the larger sizes and the Washington extra-fancy #1 grade. Smaller size reds are available in better numbers. Golden Delicious continues to peak on 80/88's and the extra-fancy grade. Golden delicious are spread evenly across the size spectrum. Washington Granny-Smith is steady to lower and is peaking on 88/100's. Galas are still peaking on 88/100's and the market is steady. Washington Fuji's are steady to lower and most packers are peaking on 80's and larger. Honeycrisp, Braeburns, and Pink Ladies are available now. Cameos and Jonagolds will be available this week.

ASPARAGUS ↔

This market is firm. Supplies are light to moderate out of Mexico and Peru. The best sizing continues to be in the standard and large in terms of quantities. Supplies are light on jumbo sizing. 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. The California season is done. Chilean fruit is arriving in limited volumes. Market is steady.

BELL PEPPERS

Western Bells: ↑ Green bell market is higher. 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 mar-

kets slightly higher as this is slowing down production. Coachella has started with light production. Nogales will see sporadic crossings this week. Open field colored Red bell market is definitely Higher as cooler weather approaches this week. Demand still exceeds availability from Southern California. Tardiness in Coachella and Mexico startups will keep markets high. New districts are set to come online by mid-month (Coachella). Gold bells markets continue steady availability depends on growing district. Extreme demand exceeds.

Eastern Bells: ↔ The market remains steady with fairly strong demand. Supplies have dropped as Florida is still a few days away from working pepper. Quality, however, has been excellent.

BERRIES

Strawberries: ↑ Light supplies and good demand is creating a slightly firmer market for this week. Oxnard/Santa Maria is the main shipping point on Strawberries out of California. Quality will start to improve gradually, due to cooler night time temperatures, weather permitting. Long range forecast is calling for rain to come into the Northern growing areas the front part of next week. Mexico has started, with supplies loading out of McAllen, Texas with a few shippers. Rain in this growing area has slowed production and hurt quality slightly. Quality is being reported as fair to good.

Raspberries: ↔ Supplies and demand are moderate with good quality being shipped currently. Market is steady. Supplies are being harvested in Mexico, Oxnard and Watsonville currently.

Blackberries: ↑ Central Mexico received rain this past weekend, which has held up transfer trucks and lowered harvest estimations. This market could become tight, with good demand and lighter supplies. Quality is still fair depending on shipper.

Blueberries: ↓ Blueberry supplies are getting better on both coasts. Market is coming off a high and has weakened. Quality is being reported as good.



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BROCCOLI ↑

The broccoli market is active with all suppliers. Demand exceeds supply. Knuckling and branching has been issues with this commodity. Escalated pricing does not exist on value added items as well as contract business currently. Salinas and Santa Maria continue to be the main growing regions with light availability in Mexico as well. Yuma will not begin production until after Thanksgiving at the earliest.

CARROTS ↔

Supplies of JBO carrots are good as carrots grown in the coastal areas of California are going and size is good. Quality is good.

CAULIFLOWER ↔

The cauliflower market is firm. Demand continues to exceed supply on all sizes. This pattern will likely continue throughout the week. Santa Maria and Salinas are the main growing areas for this commodity. This market is expected to be light in availability for the entire week. Yuma will not begin production until after Thanksgiving with most suppliers.

CELERY ↔

The celery market is up. Supplies are light to moderate out of Salinas and Santa Maria. Oxnard has started up in a light way. Volumes will p/u later in the month. Early forecasts indicate overall production will stay moderate for the entire week. The quality is reported to be good in all the growing regions.

CITRUS

Lemons: ↔ Demand remains very good on all sizes from all shippers, but we are now seeing supplies coming in to meet the demand. New crop Desert fruit supplies are now starting to build some inventory. The new crop Ventura fruit will come on in limited volume by the end of November.

Oranges: ↔ The Valencia orange supplies will go into November. There is a good mix of sizes. New crop California Navels have started in limited production with sizing 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, but start up will be slow.

Limes: ↔ Supplies are good. Quality has Improved on limes, but with the past rains in the growing areas, there are still some quality issues showing (stylar, Brown/sugar spots and lighter color).

CUCUMBERS

Western Cucumber: ↔ Market is steady. Crossings through Nogales are increasing and supplies are adequate. Quality is good. Baja California cucumbers are decreasing in supplies as they are slowing wrapping up.

Eastern Cucumbers: ↔ South Georgia's cuke deal is going strong and central Florida is ramping up. Supplies are plentiful and this has kept the market down to some extent. No big changes are expected in the cuke market this week.

EGGPLANT

Western Eggplant: ↔ Market is settling as more products are crossing. Still a demand exceeds as movement is brisk. Coachella starting this week and will help keep market steady.

Eastern Eggplant: ↑ Eggplant is finishing up in Georgia and Florida is still weeks away from starting, causing this market to gain strength. Supplies will remain limited, particularly on the fancy grades, through the week.

GRAPES ↑ ↔

Crimson, Scarlet Royal and Vintage reds are all available with excellent quality. The market is a mixed bag right now depending on varietal, color and size you need. The green grapes are still plentiful with Autumn King, Thompsons and Pristines shipping out. The market is steady with good demand mostly larger size fruit available. Black seedless grapes have excellent quality and very good availability as well. Seeded Globe grapes are available with excellent quality.

GREEN ONIONS ↔

This market is flat. Most production is coming out of Mexico. Currently the weather has been favorable with little issues to report. Mexico and California are the major growing regions currently. Supplies will be steady throughout the week.

LEAF LETTUCE ↔

The romaine market is steady There is flexing that is occurring with a few shippers on volume type orders. The green leaf availability is good. There continues to be arrival issues that include tip and fringe burn, especially on romaine. Red leaf production is moderate but with little demand, there are no issues with availability. Light supplies are available in Yuma if needed. Most suppliers are still in Salinas. There is also some production in Huron as well.



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LETTUCE ↓

This market is softer. Supplies are good in the Huron region. Although weights have been in the middle to high thirties, the quality has been good in terms of color and texture. There have been very little complaints on bugs which are normally always an issue with Huron lettuce. Deals are being offered from a few suppliers. The market overall is sporadic in pricing. Yuma will begin early production this week.

MELONS

Cantaloupe: ↓ The fruit available up in Northern California is finishing up this week with small sizing only available. The Arizona grown fruit is a mixed bag of sizes with some shippers with large fruit and others only with small fruit available. Mexican Cantaloupe is crossing into Nogales with better availability and prices this week. Quality is still just fair. The offshore fruit will go on vessels today and we should see the first of the Cantaloupe into Florida as soon as the end of the week. However, the fruit is very large Jumbo 9's and larger.

Honeydew: ↔ Availability of domestic fruit is still limited but quality is good. Mexican dewes are crossing into Nogales with good volume and better quality. We should see the first of the offshore dewes towards the end of next week.

ONIONS ↔

Yellows remain steady in the northwest. Mexico is still buying a few yellows but their demand is definitely less. Domestic retail demand is still taking many of the medium yellows. The Colorado yellow market is also steady and they are still peaking on jumbos. Reds are steady in the northwest. Retail and export demand most of the mediums but jumbos are available. Washington still has the most volume of reds. Colorado is steady on reds. The White market has stabilized in all districts due to lighter export demand. The quality has been good on all colors in all areas.

POTATOES ↔

Idaho Norkotahs are mostly steady on all sizes. There are still volume deals on Norkotahs number-two's as well as on the 70-count and larger. Idaho Burbanks are steady to slightly lower on all sizes and they have better availability on the smaller end. Most packers are running poly and mesh for the Thanksgiving ads so expect consumers to remain short. Washington cartons are steady and are still peaking on 80's and larger. Washington also has volume deals on 70's and larger. Nebraska and Colorado are still

heavy to 70's and larger and they are steady on all sizes. Wisconsin russet prices are steady on all sizes but they are getting more of the larger counts now. Bakersfield, California still has Reds, Golds, and Whites from Washington. Their market is steady to slightly lower. Western Washington reds, whites, and Golds are all peaking on A-size. The Washington market is slightly lower as well. 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 but they also have some flex on volume orders of Red A's.

SQUASH

Western Squash: ↔

Market is on a settling on both Italian and Yellow S/N in some districts. As weather cools slightly in southern California, production has begun wrapping up for their season. Nogales has started with increasing crossings from Mexico and ought to offset any potential lightening up of Southern California production. Current production is more than adequate.

Eastern Squash: ↔

There are plenty of supplies in South Georgia as well as Central Florida. Georgia's cooler temperatures have depleted some supplies on yellow causing the market in Georgia to jump up a tad. Florida's new crops are plentiful and the market there is weaker.

TOMATOES

Western: ↔

California's extended season this year is coming to a close. Growers have finished picking and will continue to sell through next week as fruit colors up. Roma harvest remain light, yet demand the past couple of weeks has trended downward for now due to soaring prices a few weeks back. Supplies continue to be limited but low demand has loosened up pricing a bit. Rain following the tropical storm last week has hampered Grape tomato yields and has caused pricing to firm up further this week. Demand in the west will remain on Baja until central Mexico begins in winter near the New Year.

Eastern: ↑

Quincy, Florida, is continuing to harvest, finishing up with second to third picks, so sizing has fallen off from previous weeks. Little immediate relief will be coming from Ruskin due to weather challenges since planting. High heat and condensation are producing lower yields and affecting size. Extra Large rounds will be scarce the next several weeks and those available will command a



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hefty price until December when the next crop is harvested. Roma volumes have increased this week balancing the price the demand has put on Mexican imports. Grape tomato production is following the same trend as rounds as the transition heads to south Florida. Lower yields mean higher prices this month. Cherry tomatoes are being harvested with better volumes getting started and may take some pressure away from grape tomato demand/prices rise.

WATERMELON ↓

Market is settling and availability is improving in some districts. Current Nogales crossings are increasing. Quality is good. Other districts are limited availability.