

freshPress

News That Is As Fresh As Our Produce

December 13th 2013

Top 5 Five

1. ASPARAGUS **ALERT!**

A decline in production has created a shortage in supplies across the board. Sizing is an issue.

2. CANTALOUPE **ALERT!**

Cantaloupe markets have strengthened as supplies on small fruit remain tight.

3. SPINACH **ALERT!**

Heavy rainfall coupled with cold resulted in weaker plants that are more susceptible to bruising and mechanical damage.

4. STRAWBERRY **ALERT!**

Strawberries continue to be in a demand exceeds supply situation.

5. TOMATOES

Larger sized markets across the board are gaining strength.

Brix Avg

**HONEYDEW &
CANTALOUPE 12-13%**

PINEAPPLE 14-16%
Color: Gold



asparagus **ALERT!**

Peru's seasonal production decline has created a shortage in supplies across the board. Sizing is an issue, especially larger sizes. We anticipate this for the next 3 to 4 weeks.



avocado hass

Markets are steady out of Mexico and Chile. Quality is good.



bean, green

Markets are a little lower with good supplies.



berry-blackberry

Markets are active as fruit production is strong from Mexico.



berry-blueberries

Markets are rising until shipments from Chile arrive.



berry-raspberry

Demand is strong and markets are active as product is tight.



berry-strawberry **ALERT!**

Strawberries continue to be in a demand exceeds supply situation. Production from Oxnard, Coachella and Central Mexico continues to be light due to erratic cold/wet weather patterns in all areas, limiting harvest. Sizing continues to run very small and quality is marginal. Quality issues of white shoulders, bruising, light mold and decay are being reported. For the next 2-4 weeks, the industry will be extremely light on supply and quality on what remains available to ship will be fair at best. Sizing of the fruit is small. Fewer berries and many more of them to pack in a clam, equals significantly less production.

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broccoli & cauliflower

Cauliflower markets are stronger. Cool weather in the desert growing region has slowed production this week. This market is likely to remain strong with the holiday demand about kick in. Broccoli markets are stable.



celery

Western markets are slightly higher as cold weather curbed production. Eastern celery harvest has started in a light way but there is not significant volume to affect the market.



citrus-lemons

Markets are expected to firm up as damage is assessed from cold weather. Quality is good and the crop is peaking on larger fruit. Small fruit will get extremely tight.



citrus-limes

Supplies have tightened up due to cooler weather. Fruit is not sizing up and there is not much harvestable fruit on the trees. Markets are stronger as demand increases for holiday business. Quality is good.



citrus-oranges

Markets are on the rise as they assess cold weather damage. Quality remains good and larger sizes are abundant.



cucumber & eggplant

Cucumber markets are stronger on lighter supplies, especially on the super selects. Eggplant markets are steady on good supplies and quality.



grapes

Markets are winding down on domestic grapes and for the most part remain stable; however, Green Grape markets are strong. Imports are starting from Chile, Peru and Brazil.



lettuce

Iceberg Lettuce markets remain steady to slightly higher with good supplies available. Weather has had little effect so far due to ample supplies and light demand. Romaine is experiencing quality issues such as blister and peel. Leaf and butter lettuce markets remain steady with ample supplies.



melon-honeydew & cantaloupe ALERT!

Cantaloupe markets have strengthened as supplies on small fruit remain tight. Brix is averaging 12-13%. The Honeydew market has increased as well as demand is good.



onions

Markets are stable and demand remains good. White Onion markets remain strong. Overall quality is good.



green peppers & squash

Both are now harvesting from Florida and Mexico. Markets are steady and quality is good.



red and yellow peppers

Red and Yellow Pepper have transitioned to Nogales. Markets have eased a little on both colors, with good quality.



potatoes

The Idaho Potato market is stable on larger sizes. Smaller size markets are strong due to holiday demand.



tomatoes

Roma markets are gaining strength. Cherry and Grape markets are down and Round markets remain strong. Larger sized markets across the board are gaining strength.

Reality Check

VEGETABLES	Quality			Price		
	HIGH	AVG	LOW	HIGH	AVG	LOW
Asparagus		•		•		
Beans		•			•	
Broccoli		•			•	
Cabbage		•			•	
Cauliflower		•			•	
Celery		•			•	
Cucumbers		•			•	
Lettuce-Iceberg		•			•	
Lettuce-Leaf		•			•	
Lettuce-Romaine		•			•	
Lettuce-Spring Mix		•			•	
Onions-Red		•			•	
Onions-Yellow		•			•	
Peppers-Green		•			•	
Peppers-Red		•			•	
Potatoes-Russet		•			•	
Squash-Yellow		•			•	
Squash-Zucchini		•			•	
Tomato-Cherry		•			•	
Tomato-Grape		•			•	
Tomato-Mature Green		•			•	
Tomato - Roma		•			•	
Tomato - V/Ripe		•			•	
FRUITS						
Avocado		•				•
Berry- Blackberry		•				•
Berry- Blueberry		•			•	
Berry- Raspberry		•			•	
Berry- Strawberry		•			•	
Grape- Red		•			•	
Grape- Green		•				•
Kiwifruit		•			•	
Lemons		•			•	
Limes		•			•	
Melon-Cantaloupe		•			•	
Melon-Honeydew		•			•	
Melon-Watermelon		•			•	
Oranges		•			•	
Pineapple		•			•	

Hachiya Persimmon

Ripen & enjoy!



Please Distribute to:

Executive Chef, General Manager, Kitchen Manager,
Purchasing Manager, F&B Manager

Information is subject to daily weather and market fluctuations and is meant to be used as a guide.