

# freshPress

News That Is As Fresh As Our Produce

January 3<sup>rd</sup> 2014

## Top 5 Five

### ASPARAGUS

With continued light supplies from Peru, and a late start in Mexico, markets will remain high.

### BLACKBERRY

Recent rain in Mexico has affected quality and availability.

### LEMONS

Markets remain strong as fruit was damaged due to extreme cold weather.

### RASPBERRY

Raspberry production continues to decline

### STRAWBERRY

Strawberry markets remain strong.



## Brix Avg

**HONEYDEW & CANTALOUPE** 13-14%

**PINEAPPLE** 14-16%  
Color: **Gold**



### asparagus

With continued light supplies from Peru, and a late start in Mexico, markets will remain high.



### avocado hass

Markets have edged up on lighter supplies, due to limited harvest during the holiday period in Mexico and will get stronger as game day approaches.



### bean, green

Markets are steady with good supplies.



### berry-blackberry

Recent rain in Mexico has affected quality and availability. The outlook for next week remains weaker.



### berry-blueberries

Volumes are higher as vessel product arrives. Overall demand remains strong.



### berry-raspberry

Raspberry production continues to decline with last week's harvest being slightly reduced. The weather outlook remains fair.



### berry-strawberry

Strawberry markets remain strong as the weather in Florida continues to hold back harvest volumes. West coast berry volume is still light but slowly picking up, causing the overall strawberry market to remain active this week.



### broccoli & cauliflower

Both markets have seen lower demand this week keeping the markets steady to slightly lower. Florida has also begun to harvest, giving some options to the east coast users. Quality has been good.

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## celery

Markets are lower with good supplies out of the west and in Florida. Quality has been good in both growing regions.



## melon-honeydew & cantaloupe

Markets remain steady on Cantaloupe and Honeydew. Demand has been good on both. The first cycle of Guatemalan fruit is coming to a close and Honduran fruit will then begin. Quality has been good with brix averaging 13-14%. Sizing is becoming more consistent.



## citrus-lemons

Markets remain strong and increases are expected as fruit was damaged due to extreme cold weather a few weeks ago. Smaller fruit is limited and quality is fair.



## onions

Markets remain stable on all colors. Expect to see the markets take an upward trend in the next few weeks.



## citrus-limes

Markets remain high, but stable, with overall good quality.



## citrus-oranges

Markets are on the rise again this week due to recent cold weather that had damaged some fruit. Quality is good.



## peppers

Peppers continue out of Florida and Mexico. Green Pepper markets have tightened up slightly, firming up markets. Markets on colored Peppers are stable, with good quality harvesting mainly in Mexico. There are some Florida colored peppers available. Good quality is coming from both areas.



## cucumber & eggplant

Both Cucumber and Eggplant markets have firmed up slightly. Florida Cucumber crops continue to wind down, with some increased arrivals from Honduras. Choice Eggplant continues to be in good supply, although the overabundance is gone. Fancy grade eggplants have firmed up.



## squash

Green and Yellow Squash markets are generally stable.



## potatoes

Idaho Potato markets have experienced a slight increase. Quality of potatoes remains good.



## grapes

The domestic deal continues to wind down. Import Grape volumes are increasing from Chile, Peru and Brazil.



## tomatoes

Florida Tomato markets are low with excellent quality. Light volumes are starting out of Mexico and the west.



## lettuce

Supplies and quality are good with occasional blister. Demand is light from the cold weather in most areas.

## 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		●				●
<b>FRUITS</b>						
Avocado		●			●	
Berry- Blackberry		●				●
Berry- Blueberry		●				
Berry- Raspberry		●				
Berry- Strawberry		●				
Grape- Red		●				
Grape- Green		●		●		
Kiwifruit		●				
Lemons		●				
Limes		●				
Melon-Cantaloupe		●				
Melon-Honeydew		●				
Melon-Watermelon		●				
Oranges		●				
Pineapple		●				

## Sunchoke

Their delicate crunch adds a welcome nuttiness and texture.



## 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.