



Fresh Crop Report

WEEK OF JANUARY 26, 2014



RSS Heirloom Spinach adds vibrant color and earthy flavor to pasta salads.

Produce Highlights

Avocados

- Strong retail demand is keeping supplies tight.
- Expect elevated prices until after the Super Bowl (February 3).

Grapes

- The green and red seedless grape markets are elevated, but should start to ease soon.
- MFC Lunch Bunch Grapes are not available; Field Select portion-packed Lunch Bunch grapes will be substituted until early February.

Strawberries

- Prices are starting to ease in California and Mexico; warm weather is aiding growth.
- Expect ample volume by Valentine's Day.

Apples



Region	Supplies	Quality	Price
MI	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

The majority of the market is stable, but prices for small, foodservice-size Gala, Granny Smith, and Honeycrisp varieties are climbing. Sugar levels measure 12 to 14 Brix (sugar to acid ratio). MFC Fuji, Gala, Granny Smith, Golden Delicious, and Red Delicious Apples are available.

Asparagus



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$\$
PERU/FL	^^^	*****	\$\$\$

Mexican prices are easing. Supplies are abundant; 28-pound packs will begin shipping later this week. Peruvian volume (into Florida) is average. Quality is very good: flavor is grassy and pleasantly bitter. MFC Asparagus is available.

Avocados



Region	Supplies	Quality	Price
CHILE	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market is firm at high levels. Chilean stocks are diminishing. Strong retail demand is keeping Mexican supplies (into California and Texas) tight. Expect elevated prices until after the Super Bowl (February 3). Quality is very good: texture is creamy and flavor is nutty. RSS Avocado Chunks, Halves, Pico de Gallo Guacamole, and Pure Pulp are available.

Bells: Green



Region	Supplies	Quality	Price
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Florida prices remain high; recent cold weather stunted growth and diminished supplies. Mexican stocks (into Nogales, Arizona and South Texas) are adequate, but strong demand is driving up the market. Quality is very good: skins are smooth, texture is crisp, and flavor is zesty. MFC and Markon Essentials (ESS) Choice Green Bell Peppers are available.

Bells: Red and Yellow



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$\$

The market is unchanged. Mexican volume (into Nogales and South Texas) is sufficient. Quality is good: flavor is sweet, yet mildly peppery. MFC Red and Yellow Bell Peppers are available; ESS Red Choice Bell Peppers are on the market.

Blackberries



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$\$

Prices are level; weather has warmed, increasing overall stocks. Quality is good, but mold and soft texture are minor issues. Sugar levels measure 12 to 13 Brix.

Blueberries



Region	Supplies	Quality	Price
ARG	^^^	*****	\$\$\$
CHILE	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market has eased; supplies are ample in all areas, especially 12/6-ounce packs. Quality is very good: flavor is sweet and texture is firm. Sugar levels are high, ranging from 14 to 18 Brix.

Broccoli



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$
CA	^^^	*****	\$\$\$
MEX/TX	^^^	*****	\$\$\$

Prices are beginning to inch down; warm weather is increasing volume in the Arizona and California growing regions. Mexican stocks (into Texas) are adequate. Quality continues to improve: crowns are deep green with firm texture and earthy flavor. MFC Broccoli Crowns are available.





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Cantaloupe



Region	Supplies	Quality	Price
HOND	^^^	*****	\$\$\$

The market is up; new crop stocks will remain tight until early February. Large sizes are more plentiful than small. Quality is very good: texture is firm, yet juicy. Sugar levels range from 12 to 14 Brix.

Cauliflower



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$

Prices are easing. Last week's warm weather increased growth; supplies are sufficient. Quality is very good: color is snowy white.

Celery



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$
CA	^^^	*****	\$\$

The market is low; demand is weak. Stocks are ample, especially 24- to 36-count celery. Flavor is zesty and stalks are straight. MFC Celery is available.

Cucumbers



Region	Supplies	Quality	Price
MEX	^^^	*****	\$\$
HOND/FL	^^^	*****	\$\$

Prices are steady; volume is average in both growing regions. Quality is very good: flavor is fresh and mildly tangy. MFC Cucumbers are available.

Grapes



Region	Supplies	Quality	Price
CHILE	^^^	*****	\$\$\$

The green and red seedless markets are elevated, but should start to ease soon. Sugar levels range from 17 to 18 Brix for green seedless and 22 to 24 Brix for red varieties. MFC Lunch Bunch Grapes are not available; Field Select portion-packed Lunch Bunch grapes will be substituted until early February.

Green Leaf/Variety Lettuce



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$

Expect low prices for several weeks; supplies are abundant. Quality has improved: problems like epidermal blistering, peeling, and wind scarring have diminished. MFC Premium Green Leaf is available.

Honeydew



Region	Supplies	Quality	Price
HOND	^^^	*****	\$\$\$
MEX/AZ	^^^	*****	\$\$\$

The market remains high. Mexican stocks (into Nogales) are limited due to a production gap. Offshore growers are harvesting in Honduras; prices will start to ease once supplies increase in this region. Melons are sweet: sugar levels range from 11 to 13 Brix.

Iceberg Lettuce



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$

Prices are near the bottom; volume is high. Expect a comparable market for several weeks. Quality problems like epidermal blistering and peeling are improving. Head weights are increasing. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available is being substituted as needed.

Lemons



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$

Strong demand has pushed up the market slightly. California's District One season is winding down; small sizes (140- to 165-count fruit) are tightening. District Two harvesting is increasing. Flavor is tart and juice content is high: sugar levels range from 6 to 8 Brix. MFC and ESS Choice Lemons are on the market.

Onions



Region	Supplies	Quality	Price
CO	^^^	*****	\$\$\$
ID	^^^	*****	\$\$\$
OR	^^^	*****	\$\$\$
UT	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$

Prices are up. Poor weather during the growing season has caused internal decay and soft rot in some storage stocks. The market will remain elevated until Mexican supplies hit the market in mid-February. MFC Red and Yellow Onions are available; ESS No. 2 Yellow Onions are also on the market.

Oranges



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
TX	^^^	*****	\$\$\$

The California Navel market is escalating; volume will be low through May, especially small sizes (113- to 138-count fruit). Stocks from Florida and Texas can be substituted if necessary. Sugar levels range from 11 to 12 Brix. MFC Navel and ESS Choice Oranges are available; Field Select is being shipped as needed.

Pears



Region	Supplies	Quality	Price
WA	^^^	*****	\$\$\$

This is the last week for Washington Bartlett shipments. D'Anjou supplies are sufficient; large sizes are more plentiful than small fruit. Sugar levels range from 12 to 14 Brix.

Pineapple



Region	Supplies	Quality	Price
CR	^^^	*****	\$\$\$
ECU	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market is slowly inching up; expect limited stocks through April. Quality is very good: sugar levels range from 13 to 14 Brix.





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Potatoes



Region	Supplies	Quality	Price
CO	^^^	*****	\$\$\$
ID	^^^	*****	\$\$\$
MI	^^^	*****	\$\$\$
NE	^^^	*****	\$\$\$
WA	^^^	*****	\$\$\$
WI	^^^	*****	\$\$\$

Burbank prices have inched up a bit; stocks are tightening. The Norkotah market is unchanged. MFC Burbank and Norkotah Potatoes are on the market; ESS No. 2 Idaho Potatoes are also available.

Raspberries



Region	Supplies	Quality	Price
MEX/TX	^^^	*****	\$\$\$

The market is slightly lower than last week. Mexican volume (into South Texas) is increasing; prices will ease over the next several weeks. Quality is good: color is bright red and flavor is sweet. Sugar levels range from 13 to 14 Brix.

Romaine



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$

Abundant supplies are pushing prices down. Quality has improved: frost-related damage such as epidermal blistering, peeling, and fringe burn are minimal. MFC Premium Romaine is available.

Salads & Blends



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$

The market is stable; stocks continue to increase due to ideal weather in the growing region. Quality has improved; mildew, yellowing, wads, and chunks are diminishing.

Spring Mix



Region	Supplies	Quality	Price
AZ	^^^	*****	\$\$\$

Prices are steady; stocks are plentiful in the Yuma growing region. Quality is very good: some red varieties may exhibit weak texture, but problems are improving. RSS Conventional and Organic Spring Mixes are available.

Squash



Region	Supplies	Quality	Price
FL	^^^	*****	\$\$\$
HOND/FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

The market is unchanged despite tight stocks in Florida and Honduras. Wind scarring is a minor quality problem in Florida. Harvesting is increasing in Honduras. Mexican stocks (into Nogales and South Texas) will be the main source for several weeks.

Strawberries



Region	Supplies	Quality	Price
CA	^^^	*****	\$\$\$
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are starting to ease in California and Mexico; warm weather is aiding growth. Expect ample volume by Valentine's Day (February 14). Stocks from Florida remain limited. Berries are sweet: sugar levels range from 14 to 15 Brix. MFC Strawberries are available in Coachella and Oxnard.

Tomatoes



Region	Supplies	Quality	Price
FL	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

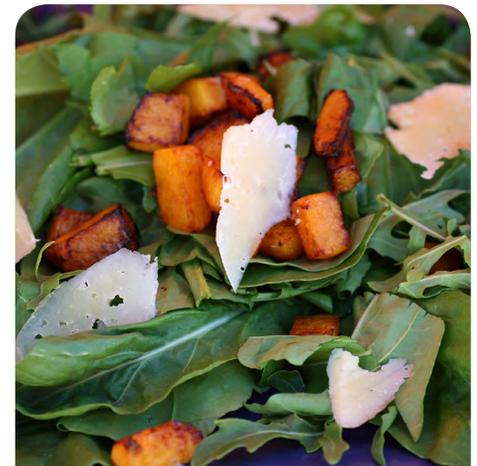
The Florida mature-green market remains elevated; recent cold weather has tightened supplies. Mexican Roma and vine-ripe prices (into Nogales and South Texas) are inching down; volume is increasing. Quality is best in Mexico.

Watermelon



Region	Supplies	Quality	Price
GUAT	^^^	*****	\$\$\$
HOND	^^^	*****	\$\$\$
MEX	^^^	*****	\$\$\$

Prices are high. Mexican stocks (into Nogales and South Texas) are scarce due to recent rain. Offshore fruit (from Guatemala and Honduras into California and Florida) is becoming more plentiful. Flesh is firm, color is deep red, and sugar levels range from 12 to 14 Brix.



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