

targeted freshPress

Produce that's Fresh. Information that's to the Point



VEGETABLE	SOURCE	January 17, 2014
Asparagus	Peru	Mexico has started in a light way. Weather permitting; we should see gradual increase in production. This will take the pressure off of Peru, and help ease prices over next couple of weeks.
Broccoli	CA	Lighter supplies and better demand has caused a strengthening in markets. Quality remains good.
Cabbage	FL	The market has stabilized as supplies are slow from Florida. Conditions will remain through next week.
Carrots	MX, CN	Market conditions are stable.
Cauliflower	AZ	Lighter supplies and better demand has caused a strengthening in markets. Quality remains good.
Celery	CA, FL	Markets are stable with light demand. Good quality and supplies on the West Coast and Florida.
Corn	FL.	Weather has turned the market around. Active markets with limited supplies.
Cucumbers	DR, HN.	Markets are high as demand exceeds supplies on Cucumbers from Honduras.
Eggplant	FL, MX	Cold weather will affect already light supplies of Eggplant from Florida. Mexican markets are expected to react to the shortages on the East Coast.
Green Beans ALERT	FL	Recent record breaking rains in the Florida growing areas, and forecasted cold weather over the next week will result in extreme shortage of product. Snip Green Beans are affected as well.
Herbs	CA, SA	Adequate supplies are favoring the east Coast. Western supplies are more limited.
Lettuce – Iceberg	AZ	Overall, Lettuce markets are steady with good volumes and quality available.
Lettuce – Fresh-Cut	MX	Romaine supplies are improving from previous tip burn and pelleting issues. Iceberg supplies are improving.
Lettuce – Leaf, Green & Red	AZ	Overall, Lettuce markets are steady with good volumes and quality available.
Lettuce – Romaine	AZ	Overall, Lettuce markets are steady with good volumes and quality available.
Lettuce – Spring Mix	AZ	Spring mix quality has improved. The product is exhibiting limited bruising through the harvesting process. Supplies will remain steady for now.
Mushrooms	PA, CH	White Mushrooms will be tight for the next few weeks due to cold weather causing slow growth.
Onions	WA, ID	The Yellow Onion market is very active as demand has increased. Red Onion markets are up slightly as well. Quality is fair.
Onions – Green	MX, CA	Markets are stable with adequate volumes.
Peas – Snow	GT	Slightly stronger markets with quality product.

targeted freshPress



Produce that's Fresh. Information that's to the Point

Peppers – Chiles	FL	Quality is good with seasonal declines in supply.
Peppers – Green, Red & Yellow	FL, MX	Recent cold and rain, along with a forecast of very cold weather over the next week in Florida will keep Green Pepper markets high. Mexican markets will strengthen due to increased demand as a result. Red and Yellow Pepper markets in Mexico are generally stable.
Potatoes – Russet	ID, WA	Idaho Potato markets have firmed up slightly as demand on carton potatoes have increased. Quality is fair.
Potatoes – Red, White & Yukon	MN, WI, TX	The Red market is steady with better availability in B size. Yukon and whites are available with good quality.
Potatoes – Yams	NC	Supplies are better as drier weather improves conditions.
Spinach	AZ	Weather conditions have improved the quality of product available for harvesting. Colder weather is forecasted for this weekend into next week.
Squash – Yellow & Zucchini	FL, MX	Markets will remain strong. Wind, rain, and forecasted cold weather will hold back growth of product in the Florida growing regions. Some areas in Florida were hard hit last week with torrential rains (some areas up to 22") and a lot of the winter crop was lost. We expect demand to increase out of Mexico due to the light supplies in Florida.
Tomatoes	MX, FL	Florida Tomato markets are stronger with recent rains, cold and wind to blame; quality remains good. Mexico supplies will be increasing in the coming weeks.

FRUIT	SOURCE	
Apples	WA, NY	The Apple season is in full swing. Quality is great with many selections. Quality is good. Sell Apples!
Avocado, Hass	MX	Markets are firmer due to lighter inventory and strong demand from the game day pull.
Bananas	Guatemala, Costa Rica	The supply has stabilized in the various growing regions. Quality is good. Seasonal color issues will be on the increase as demand increases. Shipments are arriving slower than normal.
Berries – Blackberries	MX	Recent rain in Mexico has affected quality and availability.
Berries – Blueberries	CH	Volumes are higher as vessel product arrives. Overall demand remains strong.
Berries – Raspberries	MX	Supplies are stable and quality is good.

targeted freshPress

Produce that's Fresh. Information that's to the Point

Berries – Strawberries	CA, FL	The market remains active as Florida weather wreaked havoc on the harvest. There has been unseasonal rain in Florida followed by cooler weather this week that will keep the volumes down. Western fruit is still light which will keep this market strong on both coasts.
Citrus - Grapefruit	FL.	Quality is good. Supplies are good on all sizes.
Citrus – Lemons	CA	Markets remain firm. Fruit is peaking on larger sizes as small fruit remains tight.
Citrus – Limes	MX	Supplies are very limited due to cool weather. This will continue for the short term causing high prices.
Citrus – Oranges	CA	Markets continue to climb as demand exceeds supply. Smaller fruit is extremely tight. Quality is good.
Grapes	CA, BR, Peru	Green Grapes are tight as supplies have been lighter. Import Red Grapes remain stable as most fruit is arriving in on the small side. Domestic product is still shipping, but winding down and quality is waning.
Kiwifruit	IT	Quality and volume are fine.
Melon – Cantaloupe & Honeydew	GT	Markets have strengthened on both Cantaloupe and Honeydews. Volume from Honduras has been low. Honeydew sizing is on the larger side with small Honeydews in short supply.
Melons – Watermelon	GT	Quality has improved. Product from Guatemala began arriving this week with good quality.
Pears	WA	Bartlett and Bosc are available. Both have excellent flavor. Markets are stable.
Pineapple	Costa Rica	Supplies are consistent with good quality. Brix has been averaging 13% with average internal gold color.

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