

freshPress

News That Is As Fresh As Our Produce

January 31st 2014

Top 5 Five

WEATHER UPDATE

Rains in Florida growing areas could activate markets.

CITRUS-ORANGES

Markets continue to climb as demand exceeds supply.

CORN

As a result of the recent freeze and previous heavy rains, supplies have decreased.

HONEYDEW

Demand exceeds supply due to cooler weather.

WATERMELON

Markets are exceptionally high as supplies are short from Mexico and Central America. Please be flexible on sizing and quality will be fair at best.



Brix Avg

**HONEYDEW &
CANTALOUPE 13-14%**

PINEAPPLE 14-16%
Color: Gold



asparagus

Volumes are increasing in Mexico, helping markets to drop. This will help pick up the slack as more fields finish for the season in Peru.



avocado hass

Markets are easier on increased production from California.



bean, green **ALERT!**

Freezing temperatures coupled with heavy rains have slowed the bean production in Florida growing regions. Markets will likely remain strong for the next 3-5 weeks.



berry-blackberry

Quality and volumes are extremely high for the next ten days. Enjoy blackberries!



berry-blueberries

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



berry-raspberry

Supplies are stable and quality is good.



berry-strawberry

The market has fallen off in Florida this week as some warmer weather spurred on the harvest. There looks to be a large amount of fruit that will be available over the next week, keeping markets reasonable. Supplies on the West Coast remain light as this is seasonally a low production time keeping the markets steady on Western fruit.



broccoli & cauliflower

Markets are steady with light demand and plentiful supplies. Quality remains good on both commodities.

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celery

Markets are flat with good supplies and quality on the West Coast and in Florida.



citrus-lemons

Markets remain firm. Fruit is peaking on larger sizes as small fruit remains limited. Quality is good overall.



citrus-limes

Markets have gone up on all but the largest sizes. Supplies are expected to continue to be light for next couple of weeks.



citrus-oranges

Markets remain stable. Supplies on smaller fruit continue to be limited. Fruit is full color with good flavor.



cucumber & eggplant

With more offshore cucumbers now arriving markets have eased, and quality is improved. Florida and Mexican eggplant markets are steady with good quality.



grapes

Green grapes are limited as supplies have been lighter. Imported red grapes remain stable and most fruit is arriving on the small side. Black grapes are limited; however, volume is improving.



lettuce

Steady demand, good quality and plentiful supplies are keeping markets in line.



melon-honeydew & cantaloupe

Markets remain strong on cantaloupe and honeydew. Cooler weather in Central America has slowed harvest with lighter supplies expected for the next few weeks. Honeydew demand exceeds supply.



onions

Yellow onions out of the Northwest are holding strong and expected to do so for the remainder of the season. Red onion markets are expected to increase over the next few weeks. White onion supplies continue to dwindle down and are expected to finish up by mid to late February.



peppers

Improved supplies on Florida green peppers have brought down markets on both local and Mexican product. Quality is excellent. Mexican red pepper markets have eased on better supplies and yellow pepper markets are steady.



squash

Both green and yellow squash markets have improved. Favorable weather conditions in Florida have helped plants recover from recent cold weather.



potatoes

Idaho potato markets have softened somewhat as demand has decreased on carton business.



tomatoes

With the recent cold weather, the Florida crop remains tight and markets continue to rise. Product from Mexico; however, is becoming readily available which will help alleviate demand and level off prices. Quality remains high from both regions.

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		•			•	

Blackberries
Fruit Salad Favorite



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.