

freshPress

News That Is As Fresh As Our Produce

February 7th 2014

Top 5 Five

CORN

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

GRAPES

Green grapes are limited as supplies have been lighter.

HONEYDEW & CANTALOUPE

Markets remain strong on cantaloupe and honeydew.

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.

WEATHER

Weather in Florida's growing areas has improved, but with poor conditions around the country, it's keeping demand lower.

Brix Avg

HONEYDEW & CANTALOUPE 13-14%

PINEAPPLE 14-16%
Color: Gold



asparagus

Cooler weather in Mexico, decreased production out of Peru, and Valentine's Day ads have all strengthened markets. This should continue for about a week.



avocado hass

Markets are easier on increased production from California.



bean, green

Warmer weather in Florida growing areas has helped increase yields. Prices are coming off their highs, and quality has improved.



berry-blackberry

Quality and volumes are stable for the next week.



berry-blueberries

Volumes are increasing for the next 2-3 weeks. Overall demand remains strong.



berry-raspberry

Supplies are stable and quality is good.



berry-strawberry

Strawberry markets have stabilized in Florida this week. Florida has good supplies; however, holiday demand has kept the market in check. Fruit should remain plentiful in Florida through the Valentine's Day push. Western fruit volumes and quality are steadily improving and heavy demand has kept this market strong this week.



broccoli & cauliflower

Markets remain steady with good supplies and quality available. Sluggish demand should keep this market flat through this week.

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celery

Markets are steady with good production and quality on both eastern and western celery.



citrus-lemons

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



citrus-limes

Markets continue to rise on light supplies. Quality remains good.



citrus-oranges

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



cucumber & eggplant

Increased arrivals of Honduran cucumbers have brought down markets. Quality is good. Eggplant markets are generally stable.



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 grape volume has improved but prices remain high.



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. 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 stable. 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 Florida and Mexican product. Quality is excellent. Mexican red pepper markets have eased on better supplies. Volume on Mexican and offshore yellow pepper supplies have decreased, causing markets to strengthen.



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 remain stable. Please note: Extreme cold temperatures have caused delays in shipping.



tomatoes

The Florida tomato market is beginning to soften with the recent stable, warm weather. While supply in the East is light, the influx of product out of the West is helping to ease prices and satisfy demand. Quality remains fair to high in 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		•			•	

Green Gage Plum
Tiny green giants!



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.