

# freshPress

News That Is As Fresh As Our Produce

February 28<sup>th</sup> 2014

## Top 5 Five

### 1. CITRUS-LIMES MARKET UPDATE

Sustained limited supplies will hold prices at their current high levels.

### 2. ONIONS ALERT!

Northwestern onion markets have increased as volumes are starting to wind down.

### 3. PEPPERS

Markets are up overall as volumes are down in both growing areas. Quality is good from both regions.

### 4. WATERMELON

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

### 5. WEATHER

Overall supply volumes are abundant as weather in both the Florida and California areas has been uneventful, keeping markets in line.



## Brix Avg

**Brix:** A percentage of soluble solids in fruits are almost 100% sugar, therefore refractometers are widely used to check maturity in fruits. The number will be % of solids as sucrose.

**HONEYDEW & CANTALOUPE** 11-14%  
**PINEAPPLE** 14-16%  
**Color:** Gold

**Brix Scale**  
Low: 8-10% | Avg: 11-13% | High: 14-17%



### asparagus

Supplies and quality are good from Mexico. We expect good volume to continue for at least the next two weeks. Markets are steady.



### avocado hass

Volume out of Mexico and California has declined while demand remains strong. Markets are expected to continue to increase over the next several weeks.



### bean, green

Markets are lower on increased supplies from Florida. Quality is good.



### berry-blackberry

Quality and volumes are slightly lower for next week.



### berry-blueberries

Volumes are good for the next week. Overall demand remains strong.



### berry-raspberry

Supplies are stable and quality is good.



### berry-strawberry

Markets continue to fall in both the Western and Eastern growing areas as production is strong with light demand. Fruit is plentiful.



### broccoli & cauliflower

Broccoli and cauliflower markets are steady to slightly lower. Both commodities have plentiful supplies available and quality is good.

# freshPress

News That Is As Fresh As Our Produce

February 28<sup>th</sup> 2014



## celery

Markets are stable with no change as good supplies and quality are available on both Eastern and Western celery.



## citrus-lemons

Fruit is peaking on larger sizes as small fruit remains limited. The Yuma area is finishing up and markets are expected to remain firm.



## citrus-limes MARKET UPDATE

Markets continue to rise on extremely limited supplies. This is expected to continue for several weeks.



## citrus-oranges

Markets remain stable with smaller "choice" fruit limited. Quality continues to be good as California oranges are at peak season.



## cucumber & eggplant

Supplies are starting to wind down on Honduran cucumbers, and markets will start to increase. Florida and Mexican eggplant markets are steady on good supplies and quality.



## grapes

Red grape markets are stable and sizing has started to increase as we move into the central region of Chile. Green and black grape markets have eased slightly as supplies have increased.



## lettuce

Abundant supplies and lower demand have kept markets flat again this week. Quality remains excellent.



## melon-honeydew & cantaloupe

Markets are easier with increased supplies on smaller fruit. Quality is good overall.



## onions ALERT!

Northwestern onion markets have increased as volumes are starting to wind down. Markets on all colors are expected to continue to climb as onions out of the South have been delayed due to cold weather.



## peppers

Markets are up overall as volumes are down in both growing areas. Quality is good from both regions.



## squash

Green and yellow squash markets from Florida and Mexico are steady with good quality.



## potatoes

Idaho potato markets remain stable. The demand on smaller sized potatoes has increased due to the "Potato Lovers Month" promotion in retail stores. Quality is good on larger size cartons.



## tomatoes

Crops in the East remain steady, though demand has increased around the country as consumers are getting out from the cold. Large fruit in Florida is becoming hard to come by, as most farms are out of crown product and are into 2nd and 3rd pickings. There will be no gap in jumbo tomatoes, as Mexican product is readily available. Florida will become slightly tighter over the next 2-3 weeks until spring crops are ready to harvest, at which point expect the market to drop off some. Quality remains 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		•			•	
<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		•			•	

## Pummelo

Move over grapefruit!



## 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.