

targeted freshPress

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



VEGETABLE	SOURCE	February 28, 2014
Asparagus	Peru	Supplies and quality are good from Mexico. We expect good volume to continue for at least the next two weeks. Markets are steady.
Broccoli	CA	Broccoli markets are steady to slightly lower. Supplies are plentiful and quality is good.
Cabbage	FL	Markets have started to tense with the St. Patrick's Day holiday around the corner.
Carrots	MX, CN	Market conditions are stable.
Cauliflower	AZ	Cauliflower markets are steady to slightly lower. Supplies are plentiful and quality is good.
Celery	CA, FL	Markets are stable with no change as good supplies and quality are available on both Eastern and Western celery.
Corn	FL.	The market remains stable with improved supplies. Quality remains fair to good.
Cucumbers	HN.	Supplies are starting to wind down on Honduran cucumbers, and markets will start to increase.
Eggplant	FL, MX	Florida and Mexican eggplant markets are steady on good supplies and quality.
Green Beans	FL	Markets are lower on increased supplies from Florida. Quality is good.
Herbs	CA, SA	Adequate supplies are favoring the east Coast. Western supplies are improving.
Lettuce – Iceberg	AZ	Abundant supplies and lower demand have kept markets flat again this week. Quality remains excellent.
Lettuce – Fresh-Cut	MX	Romaine and Iceberg supplies are strong as a result of limited demand in the Eastern half of the country. Quality remains good.
Lettuce – Leaf, Green & Red	AZ	Abundant supplies and lower demand have kept markets flat again this week. Quality remains excellent.
Lettuce – Romaine	AZ	Abundant supplies and lower demand have kept markets flat again this week. Quality remains excellent.
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	Markets are steady.
Onions ALERT	WA, ID	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.
Onions – Green	MX, CA	Markets are stable with adequate volumes.
Peas – Snow	GT	Stable markets with plenty of quality product.

targeted freshPress



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

Peppers – Chiles	FL, AZ, CA	Quality is good with seasonal declines in supply.
Peppers – Green, Red & Yellow	FL, MX	Markets are up overall as volumes are down in both growing areas. Quality is good from both regions.
Potatoes – Russet	ID, WA	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.
Potatoes – Red, White & Yukon	FL, WI, TX	The Red market is steady with better availability in B size. Yukon and whites are available with good quality. Florida harvesting is increasing.
Potatoes – Yams	NC	Supplies are better as drier weather improves conditions.
Spinach	AZ	Weather conditions have improved the quality of product available for harvesting.
Squash – Yellow & Zucchini	FL, MX	Green and yellow squash markets from Florida and Mexico are steady with good quality.
Tomatoes	MX, FL	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 2 nd and 3 rd 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.

FRUIT	SOURCE	
Apples	WA, NY	The Apple season is in full swing. Quality is great with many selections. Quality is good.
Avocado, Hass	MX, CA	Volume out of Mexico and California has declined while demand remains strong. Markets are expected to continue to increase over the next several weeks.
Bananas	Costa Rica, Honduras	Supplies are slow to arrive as demand has increased. The seasonal pull coupled with limited supplies is causing an increasing market. Color and sizing are inconsistent as growers harvest as much as they can. Conditions will remain for 3 to 4 weeks.
Berries – Blackberries	MX	Quality and volumes are slightly lower for next week.
Berries – Blueberries	CH	Volumes are good for the next week. Overall demand remains strong.

targeted freshPress

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

Berries – Raspberries	MX	Supplies are stable and quality is good.
Berries – Strawberries	CA, FL	Markets continue to fall in both the Western and Eastern growing areas as production is strong with light demand. Fruit is plentiful.
Citrus - Grapefruit	FL.	Quality is good. Supplies are good on all sizes.
Citrus – Lemons	CA	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	MX	Markets continue to rise on extremely limited supplies. This is expected to continue for several weeks.
Citrus – Oranges	CA	Markets remain stable with smaller “choice” fruit limited. Quality continues to be good as California oranges are at peak season.
Grapes	CA, BR, Peru	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.
Kiwifruit	IT	Quality and volume are fine.
Melon – Cantaloupe & Honeydew	Central America	Markets are easier with increased supplies on smaller fruit. Quality is good overall.
Melons – Watermelon	Central America	Markets are high as supplies are short from Mexico and Central America. Please be flexible on sizing and quality will be fair at best.
Pears	WA, Chile	Bartlett and Bosc are available. Both have excellent flavor. Markets are stronger.
Pineapple	Costa Rica	Supplies are consistent with good quality. Brix has been averaging 13% with average internal gold color.

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