

freshPress

News That Is As Fresh As Our Produce

April 11th 2014

Top 5 Five

1. GREEN BEAN

Markets are higher as a result of past cooler weather.

2. LIMES **ALERT!**

Prices are not expected to come off for at least a couple more weeks.

3. LEMONS

Markets remain strong.

4. GRAPES

Green grapes continue to climb as we see a two tier market.

5. WEATHER

Overall supply volumes are steady as weather in both the Florida and California areas is cooperating. Demand is moderate to rising.

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 13-14%
PINEAPPLE 14-16%
Color: Gold

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



asparagus

While Mexican volume continues to wind down, demand for Peruvian asparagus is up, causing markets to increase. This trend will continue as the Easter holidays approach.



avocado hass

Markets are holding steady for now, but are expected to continue to rise through the Easter holiday period and into Cinco de Mayo.



bean, green

Markets are higher as a result of past cooler weather, and an increase in demand as the Easter holidays approach.



berry-blackberry

Mexican production volumes remain relatively flat as the second crop is past the peak production window. Guatemalan volume and quality are moderate.



berry-blueberries

Florida volume is strong after cooler weather and rain. Markets are high and demand is strong. Please note: pack sizes for Florida product will be 4.4 ounce packs as the season begins.



berry-raspberry

Supplies are limited; expect to see some pro-rates.



berry-strawberry

The California market is stronger as volumes were lower than expected last week. There have been some quality issues noted as a result of weather issues. Quality is expected to gradually improve over the coming weeks as the fruit harvest begins in Watsonville and Salinas.



broccoli & cauliflower

Broccoli and cauliflower markets are higher with increased demand and lighter volumes. Quality has been good.

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celery

Markets are steady with good supplies and good quality available on both Eastern and Western celery.



citrus-lemons

Markets remain strong. Expect increases as good demand continues. Quality is very good.



citrus-limes **ALERT!**

Large fruit remains scarce. There are limited smaller sized fruit available, which should help ease markets. High prices are still expected to be the norm through the month.



citrus-oranges

Markets have increased this week, and will continue to climb as demand exceeds supply mainly on smaller fruit.



cucumber & eggplant

Markets are lower on both cucumber and eggplant, as new areas in northern Florida start their spring crop.



grapes

Green grapes continue to climb as we see a two tier market with the lower tier showing quality issues. Black grape markets have become active as well. Red grapes remain stable with the anticipation of increases on larger fruit.



lettuce

Overall, lettuce markets have strengthened as demand has increased. Quality has been good as fields transition from Yuma to Huron and Salinas.



melon-honeydew & cantaloupe

Markets remain strong on smaller size fruit as larger sizes predominate.



onions

Markets have fallen on yellow and white onions as the Northwest cleans up, and Texas and Mexico pick up volume. Red onion markets remain firm as supplies out of the South are light.



peppers

Green pepper markets are off slightly with very good quality. Mexican red pepper markets are steady, while the yellow pepper market is stronger on very light supplies.



squash

Green and yellow squash markets are lower on increased supplies from Florida. We are seeing very good quality on both.



potatoes

Idaho potato markets remain stable with demand good due to Easter pull. Florida continues with red, yellow and white potatoes with all good quality.



tomatoes

The tomato market is softening this week, as ample supply out of Mexico has helped meet demand allowing for Florida to catch up on rounds and romas. Florida spring crops are nearing harvest, and the coming weeks should yield more fruit. Quality has been good on most commodities out of both regions with good maturity and color.

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		•			•	

Fiddlehead Ferns
Spring is here!



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.