

# freshPress

News That Is As Fresh As Our Produce

April 25<sup>th</sup> 2014

## Top 5 Five

### CAULIFLOWER **ALERT!**

Demand exceeds supply and shippers are prorating orders.

### LIMES **ALERT!**

Large size fruit supplies remains scarce.

### BROCCOLI

Watch for a future active market.

### STRAWBERRY

The California market has strengthened and showing a two-tier market.

### GRAPES

Markets remain strong. Quality is fair and showing seasonal color issues.

## 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** 13-15%  
**PINEAPPLE** 14-16%  
**Color:** Gold

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



### asparagus

Mexico has finished their season. Washington asparagus is primarily taking care of the West Coast, and consistent supplies from Peru are taking care of the East. Jumbo sizes are less plentiful than smaller. This should improve in a week or two.



### avocado hass

Markets generally steady with good quality.



### bean, green

Overall, markets are stable with good quality.



### berry-blackberry

Mexican and Guatemalan volumes are good with moderate quality.



### berry-blueberries

Markets are off and demand is steady.



### berry-raspberry

Demand is strong, quality is good.



### berry-strawberry

The California market has strengthened as cooler weather that has slowed down the harvest a bit. Berries are coming from Oxnard, Santa Maria and Salinas/Watsonville at this time.



### broccoli & cauliflower **ALERT!**

Cauliflower supplies are extremely light this week and the market is very strong. Demand exceeds supply and shippers are prorating orders. The quality has been good. Broccoli markets are showing lower demand; however, that could change in the coming weeks as harvest gaps are forecasted. Overall quality is good.

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## celery

Markets are steady with good supplies and demand. Florida celery will likely be finished by the end of May.



## citrus-lemons

Markets remain strong with steady demand. Quality is very good.



## citrus-limes ALERT!

Larger size markets continue to be extremely scarce, and holding at high levels. Smaller size markets are easing, as more offshore product arrives.



## citrus-oranges

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



## cucumber & eggplant

Markets on both cucumber and eggplant from Florida are generally steady, with good supplies. Product is transitioning to northern Florida.



## grapes

Red grape markets have eased due to lack of demand. The green grape market remains strong. Quality is fair and showing seasonal color issues. Black grape markets remain firm as supplies wind down.



## lettuce

Overall, markets are steady with good quality as the harvest is now fully in the Salinas area.



## melon-honeydew & cantaloupe

Post-holiday markets are unsettled as offshore volumes are winding down. Light volume from Nogales has started.



## onions

Markets have firmed up on jumbo yellows as supplies in Texas are running small. Red onion market remains firm and steady.



## peppers

Green pepper markets are higher as supplies are lighter in Florida and Mexico. Fields are transitioning to northern Florida and increased volume is expected. Red and yellow pepper from Mexico are higher, on light supplies.



## squash

Field transitions are taking place in Florida and new areas in the Plant City area have started. Western product is lighter in supply.



## potatoes

Idaho potato markets show a slight increase as demand has been good.



## tomatoes

Markets are leveling as spring crops have begun in Florida yielding larger fruit. Small fruit will be less plentiful in the next couple of weeks as the first picking ("crown") will mostly be larger. Quality out of Florida continues to be good. Mexico has plenty of product. Quality out of the west (Mexico), however, has been soft and mostly poor.

## 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		•			•	

**Ramps**

Spring's 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.