

freshPress

News That Is As Fresh As Our Produce

May 16th, 2014

Top 5 Five

1. BEAN, GREEN

We are currently in a gap.

2. SQUASH

Supplies of green and yellow squash from Florida are extremely short.

3. LETTUCE

Overall, lettuce markets are stronger this week with lighter supplies available.

4. TOMATOES

The tomato market in the East is beginning to strengthen as tomatoes out West are transitioning.

5. WEATHER **ALERT!**

High temperatures in the West, followed by a return to cooler (normal) temperatures will inevitably stress crops out.



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

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



asparagus

Markets have eased as Peru ramps up production. White asparagus markets is high, on limited supplies from Peru.



avocado hass

Markets are generally stable from California and Mexico. Quality is good.



bean, green

We are currently in a gap. Florida was hurt with rain previously, and Georgia fields are not ready for harvest. Beans will be very limited, quality marginal, and markets high.



berry-blackberry

Mexican and Guatemalan volumes are good with moderate quality due to weather issues.



berry-blueberries

Markets are stable and demand is strong.



berry-raspberry

Demand is steady and quality may suffer from the heat.



berry-strawberry

The California market is active due to high temperatures. Heat has also forced an end to the Oxnard area, adding pressure on the Watsonville/Salinas production.



broccoli & cauliflower

Both markets are higher this week (cauliflower significantly) with light supplies. Demand has been good and the quality strong (broccoli shows occasional hollow core). Broccoli is in a demand exceeds supply situation.

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celery

Markets are steady this week with good supplies and excellent quality available in Oxnard.



citrus-lemons

Markets remain strong, with increases expected as demand is very good.



citrus-limes

Larger sized limes are still limited. Smaller sized fruit (175's and smaller) continue their downward trend. Overall quality is good.



citrus-oranges

Markets remain strong on navel with limited availability. Valencias are in full swing. Quality on both remains good.



cucumber & eggplant

Cucumber markets are higher on light supplies. Florida crops are just about done, and Georgia is slow in getting started. Eggplant markets are higher.



grapes

Imported red grapes remain weaker as the off-shore deal winds down. Grapes out of Nogales are starting to pick up with domestic grapes shipping from Coachella. New crop grapes are looking good.



lettuce

Overall, lettuce markets are stronger with lighter supplies available. The overall quality has been good as shippers have been cautious as they harvest to mitigate any quality issues. Romaine shippers are battling heat related issues with varying degrees of fringe burn.



melon-honeydew & cantaloupe

Cantaloupe markets remain weak, as off-shore supplies continue for about another week. Domestic cantaloupe out of Brawley has started, along with Arizona expected to begin next week. Quality is good. Honeydew markets are steady with good demand as some off-shore shippers finish and domestic areas get started.



onions

Markets remain stable on all colors. Product is coming from both Texas and California with good supplies.



peppers

Florida green pepper markets are higher on light supplies. Mexican red peppers are steady and yellow peppers are lower.



squash

Supplies of green and yellow squash from Florida are extremely short as the season is wrapping up. Volumes should start increasing from Georgia over the next couple of weeks.



potatoes

Idaho potato markets continue to climb gradually as demand remains good on carton potatoes, and storage supplies decrease.



tomatoes

The tomato market in the East is beginning to strengthen as tomatoes out West are transitioning. Quality has been sporadic but should yield higher quality fruit as newer crops are picked.

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		•			•	

Plums

Sweet and Tangy!



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.