

freshPress

News That Is As Fresh As Our Produce

May 9th, 2014

Top 5 Five

1. BLUEBERRIES

Markets are active and demand is strong.

2. LIMES

Larger sized limes are still extremely limited.

3. GRAPES

Markets on imported red grapes are weak as the off-shore deal winds down

4. STRAWBERRY

The California market has been impacted by rain followed by above average temperatures.

5. WEATHER

Weather in the West has returned to normal. Last week's strong weather have slowed the start of the FL/GA season.

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 are expected to remain fairly stable, with good quality out of Peru. Supplies of white asparagus will be limited for the next several weeks.



avocado hass

There is a little strengthening to the markets, as demand continues to be strong on Mexican and California fruit.



bean, green

Southern areas of Florida are done for the season. Yields out of the northern part of the state are very light, and will continue that way until Georgia starts, which is two to three weeks away.



berry-blackberry

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



berry-blueberries

Markets are active and demand is strong. Weather will control the market.



berry-raspberry

Demand is strong and quality is good. Volumes are increasing.



berry-strawberry

The California market has been impacted by rain followed by above average temperatures. This has caused some quality issues and lower yields, keeping the market strong.



broccoli & cauliflower

The cauliflower market is slightly lower with supplies still light. The demand has been good which has kept the market higher than normal. Sporadic quality issues have been reported as a result of the recent heat. The broccoli market is steady to slightly higher with lighter supplies available.

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celery

Markets are steady with good supplies available in Oxnard. The demand is moderate and the quality has been good.



citrus-lemons

Markets remain strong as some sizes have increased due to demand. Expect markets to remain strong.



citrus-limes

Larger sized limes are still extremely limited. Smaller sized fruit (200's and smaller) has come down. We will see declining markets as supplies improve.



citrus-oranges

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



cucumber & eggplant

Cucumber markets are up slightly. Eggplants are generally stable, with good supplies. Most of the product is coming from northern Florida. Mexico has just about wrapped up.



grapes

Markets on imported red grapes are lower as the off-shore deal winds down. Grapes have started in Nogales with volumes increasing. Domestic grapes have begun out of Coachella.



lettuce

Overall, lettuce markets are steady to lower this week with plentiful supplies available. Demand and quality have been good. Romaine shippers are being selective with their harvests, as they try to control fringe burn brought on by warm temperatures.



melon-honeydew & cantaloupe

Cantaloupe markets are steady as Western (Brawley) melons increase production. Quality remains good. Honeydew markets remain stable; supplies out of Nogales continue to run small.



onions

Markets have eased as Texas and California have better supplies.



peppers

Green pepper markets are steady as we start to transition to northern Florida fields. Quality is good. Red and yellow pepper from Mexico are holding fairly steady, as they also transition to new areas.



squash

Field transitions are taking place in Florida to Plant City. Markets are higher on light supplies. Mexico is finished, as quality is only marginal.



potatoes

Idaho potato markets are on the rise as demand continues to be good on carton potatoes.



tomatoes

The tomato market in the East has eased. The Mexican deal has lasted longer than expected, affecting demand to the Eastern growers. This market will last at least the next 10-14 days. Quality has been reported sporadic with more tenderness.

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 | | • | | | • | |

Tomatoes

Prime time!



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.