

# targeted freshPress

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

VEGETABLE	SOURCE	May 9, 2014
<b>Asparagus</b>	Peru	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.
<b>Broccoli</b>	CA	The broccoli market is steady to slightly higher with lighter supplies available.
<b>Cabbage</b>	GA	Markets stable with continued good supplies. Quality has been fine with harvesting moving to Georgia.
<b>Carrots</b>	MX, GA	Market conditions are stable Great quality.
<b>Cauliflower</b>	CA	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.
<b>Celery</b>	CA	Markets are steady with good supplies available in Oxnard. The demand is moderate and the quality has been good.
<b>Corn</b>	FL	The market remains stable with plenty of supplies. Quality remains good.
<b>Cucumbers</b>	FL	Cucumber markets are up slightly.
<b>Eggplant</b>	FL	Eggplants are generally stable, with good supplies. Most of the product is coming from northern Florida. Mexico is just about wrapped up.
<b>Green Beans</b>	FL	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.
<b>Herbs</b>	CA, SA	Adequate supplies are available on both coasts.
<b>Lettuce – Iceberg</b>	CA	Overall, lettuce markets are steady to lower this week with plentiful supplies available. Demand and quality have been good.
<b>Lettuce – Fresh-Cut</b>	MX	Overall, markets are steady with good quality.
<b>Lettuce – Leaf, Green &amp; Red</b>	CA	Overall, lettuce markets are steady to lower this week with plentiful supplies available. Demand and quality have been good.
<b>Lettuce – Romaine</b>	CA	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 the warm temperatures.
<b>Lettuce – Spring Mix</b>	CA	Spring mix quality has improved. The product is exhibiting less bruising with ample supplies.
<b>Mushrooms</b>	PA, CH	Markets are steady.
<b>Onions</b>	TX, CA	Markets have eased as Texas and California have better supplies.
<b>Onions – Green</b>	MX, CA	Markets are stable with adequate volumes.

# targeted freshPress

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

<b>Peas – Snow</b>	GT	Strong markets exist as lighter supplies are not meeting the demand.
<b>Peppers – Chiles</b>	FL, MX	Quality is good with supplies arriving from east and west.
<b>Peppers – Green, Red &amp; Yellow</b>	FL, MX	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 we transition to new areas.
<b>Potatoes – Russet</b>	ID	Idaho potato markets are on the rise as demand continues to be good on carton potatoes.
<b>Potatoes – Red, White &amp; Yukon</b>	FL	Florida quality remains good on red, yellow and white potatoes.
<b>Potatoes – Yams</b>	NC	Supplies and quality are better as drier weather improves conditions.
<b>Spinach</b>	CA	Steady supplies with more consistent quality.
<b>Squash – Yellow &amp; Zucchini</b>	FL, MX	Field transitions are taking place in Florida to Plant City. Markets are higher on light supplies. Mexico is finished, as quality is only marginal.
<b>Tomatoes</b>	MX, FL	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.

FRUIT	SOURCE	
<b>Apples</b>	WA, NY	The Apple season is in full swing. Quality is great with many selections. Quality is good.
<b>Avocado, Hass</b>	MX, CA	There is a little strengthening to the markets, as demand continues to be strong on Mexican and California fruit.
<b>Bananas</b>	Costa Rica, Honduras	Supplies are stronger as demand decreases. Color and sizing are more consistent.
<b>Berries – Blackberries</b>	MX	Mexican and Guatemalan volumes are good with moderate quality due to weather issues.
<b>Berries – Blueberries</b>	FL.	Markets are active and demand is strong. Weather will control the market.
<b>Berries – Raspberries</b>	MX	Demand is strong and quality is good. Volumes are increasing.

# targeted freshPress

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

<b>Berries – Strawberries</b>	CA	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.
<b>Citrus - Grapefruit</b>	FL.	Quality is good. Supplies are good on all sizes.
<b>Citrus – Lemons</b>	CA	Markets remain strong as some sizes have increased due to demand. Expect markets to remain strong.
<b>Citrus – Limes</b>	MX	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.
<b>Citrus – Oranges</b>	CA	Markets remain strong on navels with limited availability. Valencias are in full swing. Quality on both remains good.
<b>Grapes</b>	Chile, MX	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.
<b>Kiwifruit</b>	IT, CH.	Quality and volume are fine.
<b>Melon – Cantaloupe &amp; Honeydew</b>	Honduras, MX, CA	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.
<b>Melons – Watermelon</b>	Central America, FL	Markets are stable with good quality being reported as Central America winds down.
<b>Pears</b>	WA, Chile	Anjou, Bartlett and Bosc are available. All are exhibiting excellent flavor. Markets are stable.
<b>Pineapple</b>	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.