

# freshPress

News That Is As Fresh As Our Produce

May 23<sup>rd</sup>, 2014

## Top 5 Five

### BEAN, GREEN

Markets remain high.

### LETTUCE

The extremely hot weather has affected yields, sizing and quality.

### PEPPERS

We are in a growing gap on the East Coast with green pepper.

### POTATOES

Idaho potatoes remain active as supplies become somewhat increasingly difficult.

### 5. WEATHER **ALERT!**

High temperatures in the West last week, followed by a return to cooler (normal) temperatures could potentially stress crops out. Shippers are monitoring the situation closely.



## 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** 12-13%  
**PINEAPPLE** 14-16%  
**Color:** Gold

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



### asparagus

Prices are generally stable across all size categories. White asparagus continues to be very limited.



### avocado hass

Markets are slightly higher from California and Mexico on lighter supplies. Quality is good.



### bean, green

The Florida crop is done. Supplies from Georgia are extremely limited with fair quality. Markets remain 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. Product will be available from North Carolina next week.



### berry-raspberry

Demand is steady with quality affected from the California heat.



### berry-strawberry

The fruit is running smaller than normal at this time due to the warm weather that accelerated the growth cycle, and also brought fruit volume ahead of schedule. Both Santa Maria and Watsonville/Salinas are nearing their peak harvest volumes and fruit is plentiful at this time with good demand.



### broccoli & cauliflower

Both markets remain strong this week with moderate demand. Supplies remain light industry wide. Quality is good.

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## celery

Markets are slightly higher this week with good supplies and quality available in Oxnard. Some shippers are reporting lighter supplies on the smaller sizes.



## citrus-lemons

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



## citrus-limes

Markets on all sizes are holding steady. Large sized fruit remains very limited.



## citrus-oranges

Markets remain strong on navels with limited availability. Valencias are in full swing and markets remain stable.



## cucumber & eggplant

Cucumber markets continue to rise on light supplies. The Florida crop is just about done, and Georgia is slow in getting started. Quality is only fair. Eggplant markets are slightly higher and quality still good.



## grapes

Shippers are finished with all import grape varieties with exception of red globes. Grapes out of Nogales are in full swing. Domestic grapes out of Coachella are available as well. Quality has been good on new crop grapes from both areas.



## lettuce

Overall, markets are much stronger with lighter supplies and good demand. The extremely hot weather has affected the yields, sizing and quality. Romaine shippers are noting fringe burn.



## melon-honeydew & cantaloupe

Offshore melons are winding down. Domestic fruit has started from Arizona and Southern California with predominately larger fruit.



## onions

Markets remain stable as Texas and Southern California slow down. Central California and New Mexico are set to start soon.



## peppers

We are in a growing gap on the East Coast with green pepper. The Florida crop is winding down, and Georgia will not be ready for about another two weeks. Markets are up sharply. Mexican red and yellow pepper markets are up slightly.



## squash

Green and yellow squash supplies from northern Florida continue to dwindle, and very light supplies are from Georgia. Quality is fair overall. This should improve over the next couple of weeks.



## potatoes

Idaho potatoes remain active as supplies become somewhat increasingly difficult. Expect markets to continue to climb as we get into the summer months.



## tomatoes

The tomato markets in the East are strong with limited volume as Florida crops are waning. Quality is good in the East, with larger fruit harder to come by. Mexico has had some quality issues, and volume has been limited.

## 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		•			•	

## Lychee

Sweet and Floral!



## 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.