

# targeted freshPress

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



VEGETABLE	SOURCE	May 23, 2014
<b>Asparagus</b>	Peru	Prices are generally stable across all size categories. White asparagus continues to be very limited.
<b>Broccoli</b>	CA	Markets remain strong this week with moderate demand. Supplies remain light industry wide. Quality is good.
<b>Cabbage</b>	GA	Markets stable with continued good supplies. Quality has been fine with harvesting from Georgia.
<b>Carrots</b>	MX, GA	Market conditions are stable Great quality.
<b>Cauliflower</b>	CA	Markets remain strong this week with moderate demand. Supplies remain light industry wide. Quality is good.
<b>Celery</b>	CA	Markets are slightly higher this week with good supplies and quality available in Oxnard. Some shippers are reporting lighter supplies on the smaller sizes.
<b>Corn</b>	FL.	The market remains stable with good supply. Quality remains good.
<b>Cucumbers</b>	FL, GA	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.
<b>Eggplant</b>	FL, GA	Eggplant markets are slightly higher and quality still good.
<b>Green Beans</b>	GA	The Florida crop is done. Supplies from Georgia are extremely limited with fair quality. Markets remain high.
<b>Herbs</b>	CA, SA	Adequate supplies are available on both coasts.
<b>Lettuce – Iceberg</b>	CA	Overall, markets are much stronger with lighter supplies and good demand. The extremely hot weather has affected the yields, sizing and quality.
<b>Lettuce – Fresh-Cut</b>	MX	Markets are steady. Heat has not been a factor as we have seen in California.
<b>Lettuce – Leaf, Green &amp; Red</b>	CA	Overall, markets are much stronger with lighter supplies and good demand. The extremely hot weather has affected the yields, sizing and quality.
<b>Lettuce – Romaine</b>	CA	Overall, markets are much stronger with lighter supplies and good demand. The extremely hot weather has affected the yields, sizing and quality. Shippers are noting fringe burn.
<b>Lettuce – Spring Mix</b>	CA	Spring mix quality may be affected from the temperature pendulum this week. Previous high temps and then near normal temps will affect the quality of the leaves on product arriving this week and next.
<b>Mushrooms</b>	PA, CH	Markets are steady.
<b>Onions</b>	TX, CA	Markets remain stable as Texas and Southern California slow down. Central California and New Mexico are set to start soon.

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<b>Onions – Green</b>	MX, CA	Markets are stable with adequate volumes.
<b>Peas – Snow</b>	GT	Markets have eased with increased supplies.
<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	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.
<b>Potatoes – Russet</b>	ID	Idaho potato markets continue to climb gradually as demand remains good on carton potatoes, and storage supplies decrease.
<b>Potatoes – Red, White &amp; Yukon</b>	FL	Florida quality remains good on red, yellow and white potatoes. Harvesting has been limited due to the recent rains.
<b>Potatoes – Yams</b>	NC	Supplies and quality are better as drier weather improves conditions.
<b>Spinach</b>	CA	Spinach quality has been fair after the weather issues last week.
<b>Squash – Yellow &amp; Zucchini</b>	FL, MX	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.
<b>Tomatoes</b>	MX, FL	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 is hard to come by. Mexico has had some quality issues, and volume has been limited.

FRUIT	SOURCE	
<b>Apples</b>	WA, NY	The apple season is moving along with steady supplies. Quality is good.
<b>Avocado, Hass</b>	MX, CA	Markets are slightly higher from California and Mexico on lighter supplies. Quality is good.
<b>Bananas</b>	Costa Rica, Honduras	Supplies are good with some vessel delays. 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 stable and demand is strong. Product will be available from North Carolina next week.
<b>Berries – Raspberries</b>	MX	Demand is steady with quality affected from the California heat.

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<b>Berries – Strawberries</b>	CA	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.
<b>Citrus - Grapefruit</b>	CA.	Quality is good. Supplies are good on all sizes.
<b>Citrus – Lemons</b>	CA	Markets remain strong, with increases expected as demand is very good.
<b>Citrus – Limes</b>	MX	Markets on all sizes are holding steady. Large sized fruit remains very limited.
<b>Citrus – Oranges</b>	CA	Markets remain strong on navels with limited availability. Valencias are in full swing and markets remain stable.
<b>Grapes</b>	MX, CA	Shippers are finished all grape varieties on the import deal 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.
<b>Kiwifruit</b>	Chile	Quality and volume are fine.
<b>Melon – Cantaloupe &amp; Honeydew</b>	AZ, CA	Offshore melons are winding down. Domestic fruit starts with product coming from Arizona and Southern California with predominately larger fruit.
<b>Melons – Watermelon</b>	FL	Markets are stable with good quality being reported as Central America finishes and harvesting increases in Florida.
<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.