

freshPress

News That Is As Fresh As Our Produce

May 30th, 2014

Top 5 Five

1. ASPARAGUS

Green jumbo and white asparagus are limited.

2. ORANGES

Markets remain strong on navels.

3. PEPPERS

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

4. TOMATOES

Tomato markets in the east continue to strengthen as we transition areas.

5. WEATHER

Product is working to recover as temperatures have returned to normal. In the Eastern growing areas, rains will be the issue to the coming days.

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

Volumes are good from Peru, except on green jumbos. Product is expected to be limited for another one to two weeks. White asparagus continues to be very limited; however, production is expected improve.



avocado hass

Markets are generally steady on fruit from Mexico and California. Quality remains good.



bean, green

With increased production from Georgia, markets have eased, and quality improved.



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. Volumes are increasing.



berry-strawberry

The market is lower as demand has fallen and California regions are in better production volumes at this time.



broccoli & cauliflower

Cauliflower markets have dropped as volumes are better and demand is lower. Broccoli markets have fallen with better supplies and moderate demand.

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celery

Markets are steady with good supplies and quality available in Oxnard. The supplies on smaller sizes remain light and growers are getting a premium for the 36ct and smaller sizes.



citrus-lemons

Markets remain strong, as demand continues to be good. Lemons are expected to stay strong through the summer months.



citrus-limes

Markets continue to ease on smaller sized fruit. Large fruit is still limited, and prices are declining slowly.



citrus-oranges

Markets remain strong on navels. Valencias are in full swing and markets remain stable. Quality is good on both.



cucumber & eggplant

Markets are steady on both, and supplies are still light on Georgia product. Cucumber sizing will improve as Georgia harvests increase.



grapes

Grapes coming out of Nogales are in full swing as supplies and quality are good. Domestic grapes out of Coachella are available as well with good quality.



lettuce

Overall supplies remain light, and some shippers continue to battle quality issues from prior heat. Lower demand has kept markets in check.



melon-honeydew & cantaloupe

The Imperial Valley growers are experiencing a gap and markets could rise. Arizona production has increased as larger size fruit is predominating.



onions

Markets remain stable on yellow onions and red onion markets have eased. Texas volumes have slowed down as New Mexico begins. Southern California onions transition north to Central California.



peppers

We are still in a gap on the East Coast with green pepper. Florida supplies are light, and Georgia has limited product ready for harvest. Markets are holding steady. Mexican red and yellow pepper markets are steady.



squash

Green squash markets are lower and supplies are up. Yellow squash is still limited, with prices holding firm.



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

Tomato markets in the East continue to strengthen as we wait for Quincy and South Carolina volumes to begin. Limited supplies are crossing the Mexican border with good quality, with the majority of product from Florida. Quality is good out of Florida.

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		●			●	

Dragon Fruit
Just Beautiful!



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.