

FRESH DIRECTIONS

Weekly Produce Trend Report for Week Ending February 5, 2016



COMMODITY	PRICE	QUALITY	PRICE TREND
Mexican Avocados	Good	Good	VARIES BY SIZE
Blackberries, Blueberries, Raspberries	Good	Good	↔
Strawberries	Steady	Fair	↔
Grapefruit	Moderate	Good	↔
Lemons	Moderate	Good	↔
Limes	Good	Excellent	↑
Oranges, Navels	Some CA Vals/Chilean Navels	Poor-Vals Good-Navs	↑
Pineapples	Moderate	Good	↔
Green & Red Leaf Lettuce	Moderate	Good	↓
Iceberg Lettuce	Moderate	Fair	↑
Romaine Lettuce & Hearts	Moderate	Good	↓
Cucumbers	Moderate to High	Good	↓
Green Beans	Steady	Good	↔
Green Bell Peppers	High to Extreme	Good	↔
Red Bell Peppers	High	Fair to Good	↔
Yellow Squash, Zucchini	Extreme	Fair to Good	↔
Green & Red Seedless Grapes	Very High	Good	↔
Cantaloupes, Honeydew	Good	Good	↔
Carrots	High	Good	↔
Bok Choy, Arugula	Good	Good	↔
Artichokes	Good	Excellent	↔
Asparagus	Good	Good	↓
Cauliflower	Low	Good	↑
Celery	Very High	Good	↓
Frisee, Mache	Moderate	Good	↔
Broccoli	Moderate to High	Good	↔
Parsley (Curly & Italian)	Moderate	Very Good	↑
Fennel/Anise	Moderate	Very Good	↔
Peeled Garlic	High	Good	↔
Green Cabbage	High	Excellent	↔
Green Onions	High	Fair	↑
Kale (Green)	Low	Very Good	↔
Napa	Moderate	Fair	↑
Red Cabbage	Moderate	Excellent	↔
Snow & Sugar Snap Peas	Steady	Poor to Fair	↑
Spinach (Baby & Bunched), Spring Mix	Low	Good	↔
White & Yellow Onions	Moderate	Good	↓
Red Onions	Moderate	Good	↑
Round & Grape Tomatoes	Moderate to Extreme	Fair to Good	↑
Roma Tomatoes	High to Extreme	Fair to Good	↑
Potatoes	Variable	Good	↔
Red & Golden Delicious, Granny Smiths, Pinks	Steady	Good	↔
Golden Delicious, Fujis – New Crop	Steady	Good	↔
Galas, Honeycrisp – New Crop, D' Anjous & Bosc Pears	High	Good	↑
Bartlett Pears	Moderate	Good	↔



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MARKET OVERVIEW

The weather has improved and we have seen tremendous improvement with commodities in the Yuma growing region. Lettuce, Cauliflower, Broccoli are plentiful and the price is down. We are still experiencing 60% shortages in strawberries. We are in the seventh week of severe supply shortages on several dry vegetable commodities. Hard hit again this week are tomatoes, yellow squash and zucchini. Good news from Mexico; the weather has much improved over the past week and the longer-term forecast calls for good growing weather to continue. However, it is a different story from south Florida. The weather patterns continue to bring high winds, cloudy and rainy skies and wave after wave of much colder than normal temperatures. Many are attributing this weather pattern to El Niño which has been well documented in the mass media. We sent out a forecast last week from the Climate Prediction Center (CPC) which predicted that the El Niño pattern will remain entrenched in North America for the rest of the winter and into the spring. The weather conditions caused by El Niño this winter growing season are causing supply shortages which continue to exert pressure on FOB prices and causing orders of some commodities to be pro-rated.

WASHINGTON APPLES AND PEARS

Prices are weak; Washington storage supplies are ample. The market for 72-count and larger sizes is higher than prices for small fruit. Sugar levels are high, measuring 15 to 18 Brix (sugar to acid ratio). Quality is excellent: texture is crunchy and flavor is sweet. D'Anjou prices are stable. The Bartlett market is up; the season is ending.

Artichokes

Volume is steady. Most of the volume this week is expected to be 12's, 18's and 24's. Quality is excellent and most sizes are higher in price. Volume will drop as the weather cools.

ARUGULA

Supplies of both baby and wild arugula are light. Quality is good with minimal yellowing and thick stems.

ASPARAGUS

The market has fallen; Mexican stocks are abundant. Quality is very good: stalks are straight and flavor is grassy.

AVOCADOS

Prices are low. Supplies are abundant, especially large sizes. It's an ideal time to promote avocado products for the upcoming Super Bowl. Quality is very good: texture is buttery and flavor is nutty.

BANANAS

Supplies are very tight, we are seeing pro rates. Due to the reoccurring rain, we are seeing a 30% decline in product.

BERRIES BLUEBERRIES

Chilean prices are low; the season is at its peak. The Mexican market is level; supplies are increasing. Quality is very good: fruit is sweet with tangy notes.

BLACKBERRIES

The market is steady to slightly higher than last week due to strong demand and tight supplies caused by cold weather in Mexico. Arrivals to the West Coast are sporadic. Stocks will increase as the season progresses and weather improves. Sugar levels range from 12 to 13 Brix.

RASPBERRIES

The market is steady to slightly higher than last week; cold weather is limiting supplies. Quality is good: softness is a slight issue. Sugar levels range from 13 to 14 Brix.

STRAWBERRIES

The market is being affected by the recent weather issues. We are seeing some quality issues including bruising, mildew and the product being overripe. Mexico



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is about 35% of what it was last year. CA is about 65% and we do not know with the current rain in Florida how much of a loss we will see there. Strawberries are now back in a demand exceeds supply. Prices are very high and we are seeing extreme pro rates.

BOK CHOY

Availability is good.

BROCCOLI

The market continues to fall. Warm weather is aiding growth and increasing stocks in all regions. Pin rot remains a slight issue due to past rain, but overall quality is very good.

BRUSSELS SPROUTS

We are seeing improvement in this market. Prices are steady.

CANTALOUPE

Market has eased as volumes have increased on both the west and east coast on offshore fruit, the overall quality is good with some fruit showing some soft spots here and there but overall pretty solid fruit. The internal color and sugar content are very good with a mostly green cast and rough netting. Expect good volumes going forward which should keep the market fairly steady and we do not anticipate any spikes in the market in the coming weeks. The size structure is heavier to 9's and 12's with limited numbers of 15's and 18's. Quality is excellent: sugar levels range from 10 to 12 Brix.

CARROTS

EXTREME MARKET ON JUMBOS. Availability is below average for jumbo carrots in the Cuyama Valley of California. We are seeing very low yields due to the amount of mud the rain brought to these crops. Prices are high and we are seeing extreme shortages. We do expect to see improvement in 2 to 3 weeks.

CAULIFLOWER

We are in an over- supply situation. Very low prices and plenty of product.

CELERY

EXTREME MARKET. Please be aware that the celery market has been greatly affected by the weather. This has been the longest shortage that we have seen in recent history. We are about 2 weeks behind schedule, and we are seeing pith in the celery. We are still seeing very high prices and severe shortages in product. We anticipate another 2 to 3 weeks of this market.

CORN

Late-season corn (yellow, white) from California is in limited supply.

CUCUMBERS

EAST: The off-shore Honduras product continues to unload and is testing the bottom levels of the FOB market. The quality of the off-shore product continues to be good. The field temperatures in Honduras are getting higher every week and we expect those temperatures to begin to affect yields and quality beginning in mid-February.

WEST: Product continues to cross at Nogales. FOB prices are lower again this week as more supplies become available.

ENGLISH CUCUMBER

Good availability in Nogales.

EGGPLANT

EAST: FOB prices are higher this week on the fancy grade and generally steady with upward pressure on the choice grade. Quality of eggplant remains generally good but not as good as previous weeks.

WEST: FOB prices are higher on both grades this week due to cold damage in some fields.

FENNEL

Supplies for the week will be steady. Sizing throughout the week looks to be predominately 18's and 24's with very nice quality.

GARLIC

Market will remain very steady. We will be using Spanish garlic until the crops in CA mature. We will be watching the CA crop weekly.

GINGER

Chinese ginger is in good supply and offered at a substantial discount compared to ginger from Brazil.

GRAPES

Market is still demand exceeds supply on the west coast and very tight on the east coast but supplies will increase by Friday on the east and by Monday here on the west coast. There should be good supplies of smaller fruit by next week and the larger fruit still tight and high priced but by the end of next week hopefully things will settle down and see prices ease off and get to some sort of normalcy going forward as fruit is scheduled to arrive on a regular basis. The overall quality is fair to good with some bloom end cracks showing up on the reds and



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some high color on the greens in some lots. The fruit quality and sugar content will continue to get better as the weeks go on. Sugar levels range from 18 to 20 Brix.

GREEN BEANS

Midweek rain in South Florida will continue to support current extreme price levels. Previous rain events have caused long term damage to the crop. Although production is beginning to increase for Mexican growers, the issues in Florida will maintain higher-than-average prices overall.

GREEN CABBAGE

Green cabbage supplies remain below expected volume due to smaller sizing and lighter weight heads in the fields. Quality is nice.

RED CABBAGE

Quality and sizing has been great, with good color. Overall, the market is strong.

GREEN ONIONS

As of January 28, we are seeing much improvement in this market. We do not expect to see any shortages loading today forward.

HONEYDEW

Market very strong as the off shore volume has not yet hit its stride and Mexico volume is a little light right now, we will start to see better volumes come in from offshore in the coming weeks which should help ease the market a bit. The overall quality is good to fair with some of off-shore fruit showing some soft spots as well and internal condition is good with very good sugars and nice internal color. Quality is excellent: fruit is juicy. Sugar levels range from 10 to 11 Brix.

KALE (GREEN)

Demand is steady and quality is good with some occasional yellowing present.

KIWI

Good supply of CA. Quality is good.

LEMONS

Market strong as we have finished dist. 3 and are dependent upon dist. 1 and light volumes of dist. 2 at this point, the overall quality of the fruit is very good with excellent color and juice content, we expect the quality to keep strong but we could see some issues due to the wet weather but we will keep you posted. The market will continue strong and will strengthen going forward as we

started about 3 weeks earlier than normal out of dist. 1 and demand has been very good, we are expecting the smaller fruit 165's and smaller to strengthen the most as we will see some bigger fruit out of dist. 2 in the coming months. The summer is going to be very tight and prices will be similar to stronger than last summer due to the earlier than normal start out of dist. 1 and the pressure to pick dist. 2 earlier to fulfill demand.

LETTUCE

GREEN AND RED LEAF

Prices are easing; stocks are increasing due to ideal weather. Quality is excellent.

ICEBERG LETTUCE

Prices continue to inch down. Warm weather is increasing supplies and improving quality.

ROMAINE

Supplies are good and quality is average. Rain has affected the harvest and we are seeing epidermal blister and peel from cold weather.

ROMAINE HEARTS

Supplies are good and quality is good.

LIMES (PERSIAN)

Prices are level. Supplies are adequate; all sizes are available. Rain has caused some discoloration and spotting, but overall quality is very good.

MANGOS

Supply is still very active and prices are moderate. There is fair supply on red mangos. We should see this improve in the next few weeks.

NAPA

We have started harvesting in Yuma and some internal problems are being reported. Supplies are low and prices are high.

ONIONS

Yellow onion FOBs are steady this week. There is a lot more activity in the red and white markets as supplies across all growing areas are very tight. We are seeing some new crop Mexican onions crossing in McAllen, Texas but they only have jumbos right now. It will probably be sometime in mid-February before any Mexican reds are available.



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ORANGES

Market steady as the rains have kept us out of the fields, but we are expecting some dry and warmer temperatures the next few days so we are picking now and until probably Friday and then another storm coming for the weekend and into Monday. The overall quality of the fruit is excellent right now as the cold weather we have had keeps the fruit strong and sugars and color are excellent. The wet weather will probably cause some problems in the coming weeks if we get temperatures in the 60's or 70's as puff and crease will start to show its head as well as clear rot. Quality is good: flavor is sweet and tangy. Sugar levels are averaging 12 Brix.

PARSLEY (CURLY, ITALIAN)

This week's averages are below normal for curly parsley. Prices are high but overall quality and appearance continues to be very nice.

GREEN BELL PEPPER

EAST: Demand remains generally weak. FOB prices are down from last week. Quality and shelf-life continue to be a concern as growers continue to report issues from bacterial pressure to bruising. Accordingly, inventory levels should continue to be kept as tight as possible

WEST: FOB prices are down as more pepper responds to better growing weather and supplies are more plentiful. Demand is good. Quality is generally good.

JALAPEÑO PEPPERS

EAST: FOB prices are sharply higher this week as greater demand is chasing fewer supplies.

WEST: FOB prices are sharply higher this week. Quality remains good.

RED & YELLOW PEPPER

Prices are up; stocks will remain limited for approximately three weeks. Quality is average: skins are smooth and flavor is peppery, yet sweet.

PINEAPPLE

The market is up; expect tight supplies through mid-February. Sugar levels range from 15 to 16 Brix in Costa Rica and from 13 to 14 Brix in Mexico.

IDAHO POTATOES

Markets are steady and movement is a bit slower this week. We expect the pace to pick up in February with the advent of Idaho Potato Lovers Month. Both retail and foodservice will be promoting heavily during the month which could strengthen FOBs prices.

RADISHES

Market is steady. Great quality.

SALADS & BLENDS

The market is easing. Raw product stocks are more plentiful. Frost-related quality issues persist in romaine-based items.

SNOW AND SUGAR SNAP PEAS

Snow and sugar snap peas are steady and quality is good.

SPINACH (BUNCHED)

Supply is steady, demand is strong. Quality is excellent.

SPINACH (BABY)

Baby Spinach and Clipped Spinach supplies are good. Quality and volume are good. The market has come off a bit, but still staying strong.

SPRING MIX

Prices are inching down; supplies are plentiful. Quality is very good: defects are minimal.

GREEN SQUASH

EAST: Supplies are tight again this week and FOB prices remain high. However, we are beginning to see some downward pressure on those FOB prices. Large sized squash continue to be extremely tight. Quality and shelf-life is variable and suspect but is better than the yellow squash.

WEST: Crossings continue at Nogales. An increase in supplies is putting downward pressure on FOB prices. Quality remains generally good.

YELLOW SQUASH

EAST: Supplies remain extremely tight and not enough to meet demand. Homestead is the primary growing region and their acreage is down. FOB prices remain high and generally steady for both medium and fancy grades. Quality and shelf life is variable and generally fair at best.

WEST: As previously reported, the cold weather did more damage to the yellow squash crop than any other dry vegetable commodity. We expect supplies to remain tight for another 10 days. FOB prices remain high. Crossings continue at Nogales.



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TOMATOES

EAST

Rounds

The weather continues to take its toll on tomato yields out of eastern fields. The level of supplies and FOB prices of all sizes remain unchanged from last week. There is still approximately a \$6 difference between the 5x6 and 6x7 sizes. If sizing is not critical to a customer, it may be wise to direct them to the smallest size that they can utilize. Quality has actually been quite good to be such a tight market. This market is more of a yield issue instead of a quality issue. Even if the weather begins to cooperate, it will be well into February before volume out of the new fields in the east is sufficient to appreciatively put downward pressure on FOB prices. As previously reported, the Mexican crop is also behind but should precede the east with volume and we expect the west to be the first to begin to put downward pressure on national FOB prices.

Romas

After falling sharply over the past two weeks, the FOB prices of all sized romas has increased moderately this week. Mexico is still driving the roma market nationally. See below for the reasons for the increase in Mexican FOB prices.

Grapes

Supply and demand remain pretty much in equilibrium causing FOB prices to remain generally steady from last week. Quality is generally good.

Cherries

The supply of cherries has tightened-up again this week putting upward pressure of several dollars on FOB prices. Quality is variable.

WEST/MEXICO

Rounds

Vine-ripes are crossing at McAllen and Nogales. Supplies are slowly increasing. Demand is currently generally soft but we expect it to pick up as we get closer to Super Bowl weekend. We continue to see some quality issues primarily in the form of skin defects and coloring.

Romas

As mentioned above, the Mexican roma market is stronger this week after falling sharply for the past two weeks. The stronger prices this week are the result of two factors: 1) a small gap in the growing cycle, and 2) more demand as we get closer to super bowl weekend. The small gap will be short-lived and will not last more than

7-10 days. The increase in demand is mainly retail driven as romas have been the one promotable tomato commodity over the past couple of months. Within the next two weeks we expect roma FOB prices to be back close to suspension agreement minimums. Quality is generally good with color being the primary complaint.

Grapes

Grapes are crossing primarily at Nogales. Supplies continue to tighten and FOB prices are higher this week. The freezing temperatures two weekends ago caused permanent damage to some grape tomato fields and we expect supplies and higher than normal FOB prices to linger for the remainder of the winter growing season. Quality continues to be variable.

Cherries

Like the grape tomatoes, due to the weather, cherries are tighter and FOB prices are higher this week. Quality is variable.

WATERMELON

Although high prices persist, the market is forecast to inch down by mid-February. Supplies are beginning to increase in Florida, Honduras, and Mexico. Seeded fruit is extremely limited. Quality is very good: texture is firm and flavor is sweet. Sugar levels range from 11 to 13 Brix.