

freshPress

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

June 6th, 2014

Top 5 Five

1. ASPARAGUS

Washington has finished for the season.

2. GRAPES

Red grape markets are on the rise as the green grape market had eased.

3. MELON-HONEYDEW & CANTALOUPE

Cantaloupe markets are active as the Imperial Valley has struggled with production

4. TOMATOES

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

5. WEATHER

Overall, temperatures have been stable on both coasts. Moisture has been normal for this time of the year.



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 11-12%
PINEAPPLE 14-16%
Color: Gold

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



asparagus

Washington is finishing up. Supplies are light. Mexico will be available next week.



avocado hass

Market is steady. Quality remains good.



bean, green

Markets remain strong. Supplies are light.



berry-blackberry

Better supplies in Mexico and California. Market remains strong.



berry-blueberries

Markets are stable and demand is strong.



berry-raspberry

Demand is steady on increasing volumes.



berry-strawberry

The market is steady to slightly lower this week with light demand and plentiful supplies. Fruit production is high with good volumes available in Salinas and Watsonville.



broccoli & cauliflower

Broccoli markets are mostly steady on good supplies. Cauliflower markets are stronger with lighter supplies and better demand.



celery

The market is steady with good supplies and quality available in Oxnard, with Salinas soon to follow.

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citrus-lemons

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



citrus-limes

Prices are still declining, although slowly on larger sizes. Larger sizes are still somewhat limited, but improving.



citrus-oranges

Markets remain strong on Navel oranges. Supplies are light on smaller sizes.



cucumber & eggplant

Cucumber markets are weakening on good supplies. Eggplant markets are slightly lower, as supplies start to improve.



grapes

Red grape markets are on the rise as the green grape market had eased. Delano is expected to start in 10 - 14 days.



lettuce

Iceberg markets are steady with lighter supplies being reported and good demand. Leaf, butter and romaine markets are all lower with lighter demand and better supplies. Romaine heart supplies are tighter. Quality continues to improve as the weather patterns have normalized. Local product is now available.



melon-honeydew & cantaloupe

Cantaloupe markets are active as California supplies are extremely light. Honeydew markets are stable as Arizona and Nogales are both in production.



onions

Washington has finished. Markets remain stable on all colors from Central California. Quality is good.



peppers

Green pepper markets continue to be high on light volume. Hothouse red pepper markets are stable, while yellow peppers are increasing on light supplies.



squash

Both green and yellow squash markets are lower, on increasing supplies.



potatoes

Markets continue to climb on all sizes.



tomatoes

Central and Southern Florida crops are winding down, as many growers have no product available. Supply will gap for the next 10-14 days as crops in the Eastern shore ripen. Mexico rounds are very limited with California coming on in the next few weeks. Quality has been fair to good.

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		●			●	

Donut Peach

Eat dessert first!



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.