

# FRESH CROP REPORT

Week of February 5, 2012

## HIGHLIGHTS

- Markon First Crop (MFC) Premium Iceberg Lettuce weights are much higher on average than the rest of the industry (46- to 48-pounds compared with 41- to 44-pounds).
- Broccoli supplies are abundant, but a planting gap is expected to decrease stocks and push up prices next week. Markon recommends ordering additional stocks now in anticipation of the rising market.
- Mexican asparagus volume is high. Quality is excellent: color is bright and flavor is grassy. MFC Asparagus will be available at the end of this week.



## PRODUCE UPDATE

### APPLES

Washington prices are level. The majority of storage stocks are adequate, but Fuji supplies are tightening. Quality is very good for all varieties: apples are juicy and flavorful. MFC Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

### ASPARAGUS

The market is low; Mexican supplies are abundant. Quality is excellent: color is bright and flavor is grassy. MFC Asparagus will be available at the end of this week.

### AVOCADOS

Prices are stable. California new crop fruit has increased to average. Quality remains fair: oil content is low and flavor is mild. Supplies are plentiful in Chile and Mexico. Quality is excellent: oil content is high and flavor is nutty.

### BELL PEPPERS - GREEN

The market is near the bottom. Florida stocks have increased to average, while Mexican supplies (into Arizona and Texas) are ample. Quality is good in Florida and very good in Mexico. MFC Green Bell Peppers are available.

### BELL PEPPERS - RED AND YELLOW

Mexican prices are steady; supplies (into Arizona and Texas) are adequate. Quality is very good. MFC Red and Yellow Bell Peppers are available.

### BLACKBERRIES

The market is unchanged; Mexican supplies (into California, Florida, and Texas) are starting to tighten due to strong demand. Quality is good: berries are plump and juicy, yet bruising is a slight problem.

### BLUEBERRIES

Prices are beginning to rise; Chilean stocks are limited this week. Quality is very good: flavor is tangy, yet sweet.

### BROCCOLI

The market is low; supplies are abundant in Arizona, California, and Mexico (into South Texas). A planting gap is expected to push up prices next week. Overall quality is very good. MFC Broccoli Crowns are available.

### CANTALOUPE

Prices have steadied. Offshore fruit (from Costa Rica, Guatemala, and Honduras into California and Florida) is sufficient. Quality is very good: sugar levels are up.

### CAULIFLOWER

The Arizona and California markets are stable; stocks are ample. A planting gap is expected to push up prices next week. Overall quality is very good: flavor is mildly nutty.

### CELERY

Prices have inched down to average. Supplies are adequate in Oxnard, California and Yuma, Arizona. Quality is good in Arizona and very good in California: flavor is savory. MFC Celery is available.

### CUCUMBERS

The market is easing; Mexican stocks (into Nogales, Arizona) and offshore supplies (into Florida) are plentiful. Quality is very good in both regions: flavor is refreshing. MFC Cucumbers are available.

### GRAPES

Chilean green seedless prices are level; new crop stocks are adequate. The red seedless market is starting to inch up; volume is expected to remain tight through February. Quality is good for all varieties: flavor is sweet and texture is firm. MFC Lunch Bunch Grapes will be sporadic for the next several weeks; new crop Field Select Lunch Bunch supplies will be substituted as necessary.

### GREEN LEAF/VARIETY LETTUCE

The Arizona and California markets are easing to normal; supplies are sufficient. Quality is good in Yuma and very good in Coachella, California. MFC Premium Green Leaf Lettuce is available.

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## HONEYDEW

Prices are high. Supplies remain limited in Mexico (into Nogales) and from offshore (Costa Rica, Guatemala, and Honduras into California and Florida). Overall quality is average: melons are sweet.

## ICEBERG LETTUCE

The Arizona and California markets are low; stocks are plentiful. Quality is average. MFC Premium Iceberg Lettuce weights are much higher on average than the rest of the industry (46- to 48-pounds compared with 41- to 44-pounds). MFC Premium Iceberg Lettuce is sporadic; Markon Best Available (MBA) is being substituted as necessary.

## LEMONS

California prices are average. Central Valley and Southern California supplies are sufficient; 140-count and smaller sizes dominate both crops. The desert season will end by mid-February; expect the market to inch up. Overall quality is very good: color is deep yellow and flavor is tart. MFC Lemons are available.

## ONIONS

The market remains near the bottom. Red and yellow storage supplies are ample in Colorado, Idaho, Oregon, Utah, and Washington. Quality is good: flavor is pungent. Mexican fresh-run yellow and white stocks (into Texas) are on the market, but tight. Quality is fair: skins are feathery and color is light. MFC Red and Yellow Onions are available.

## ORANGES

The market is level. California Navel stocks are plentiful. Florida fruit is sufficient. The new crop Valencia crop has begun in Texas; fruit is limited, but will increase as the season progresses. Quality is very good in all regions: fruit is juicy. MFC Navel Oranges are available.

## PEARS

Limited Chilean Bartlett stocks are available (into Los Angeles, California); prices are high. The Washington market is steady. D'Anjou supplies are sufficient; 100- and 110-count sizes are most abundant. Overall quality is very good: D'Anjou flavor is sweeter than that of Bartletts.

## PINEAPPLE

The market is stable at high levels; volume will remain low in Costa Rica, Ecuador, and Mexico through May. Quality is very good in all regions: sugar levels are high.

## POTATOES

Norkotah prices are beginning to climb; the Burbank market is level. Overall stocks from Colorado, Idaho, Michigan, Nebraska, Nevada, Washington, and Wisconsin are adequate. Quality is very good in Idaho and average in all other areas. MFC Burbank and MFC Norkotah Potatoes are available.

## RASPBERRIES

The Mexican market is unchanged despite strong demand; supplies (into California and Texas) are average, but expected to tighten by March. Quality is good: flavor is intense, but bruising is a slight problem.

## ROMAINE

Arizona and California prices are starting to inch down. Arizona supplies are ample; quality is very good. California stocks are average; quality is good. MFC Premium Romaine is sporadic; MBA is being packed as needed.

## SPRING MIX

The Arizona market is steady; stocks are abundant. Quality is very good: most varieties are being packed. Ready-Set-Serve Conventional and Organic Spring Mixes are available.

## SQUASH

Prices are easing to normal levels. Supplies have increased to average in Florida and Mexico (into Nogales). Quality is good in Florida and excellent in Mexico.

## STRAWBERRIES

The market is stable. California fruit is sufficient; warm weather has aided growth in Oxnard. Quality is very good: flavor is sweet. Stocks are average in Florida and Mexico. Quality is good. MFC Strawberries are available.

## TOMATOES

Prices are low. Florida mature-green supplies are limited; quality is good. Mexican mature-green and vine-ripe stocks (into San Diego, California and Texas) are ample; quality is very good.

## TREE FRUIT

The new crop Chilean market is level; nectarines, peaches, and plums (into California and New Jersey) are tight. Quality is average for all three types: flavor is mild and texture is firm.

## WATERMELON

Prices are unchanged. Mexican stocks (into Nogales) are abundant. Offshore supplies (into Florida) are adequate. Overall quality is very good: flavor has improved.

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AT A GLANCE		★ = Ample supply, above average quality, or low price										
Product	Growing Region	Supplies			Quality					Price		
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Apples	WA		✓			★					✓	
Asparagus	Mexico	★			★						★	
Avocados	CA		✓					✓			✓	
	Chile	★			★						✓	
	Mexico	★			★						✓	
Bell Peppers - Green	FL		✓				✓				★	
	Mexico	★				★					★	
Bells - Colored	Mexico		✓			★					✓	
Blackberries	Mexico		✓				✓				✓	
Blueberries	Chile			✓		★					✓	
Broccoli	AZ	★				★					★	
	CA	★				★					★	
	Mexico/TX	★				★					★	
Cantaloupe	Offshore		✓			★					✓	
Cauliflower	AZ	★				★					✓	
	CA	★				★					✓	
Celery	AZ		✓				✓				✓	
	CA		✓			★					✓	
Cucumbers	Mexico/AZ	★				★					★	
	Offshore/FL	★				★					★	
Grapes	Green		✓				✓				✓	
	Red			✓			✓				✓	
Leaf Lettuce	AZ		✓				✓				✓	
	CA		✓			★					✓	
Honeydew	Mexico/AZ			✓			✓					✓
	Offshore			✓			✓					✓
Iceberg Lettuce	AZ	★					✓				★	
	CA	★					✓				★	
Lemons	CA		✓			★					✓	
Onions	CO	★					✓				★	
	ID	★					✓				★	
	Mexico/TX			✓				✓			★	
	OR	★					✓				★	
	UT	★					✓				★	
	WA	★					✓				★	
Oranges	CA	★				★					✓	
	FL		✓			★					✓	
	TX			✓		★					✓	

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		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Pears	Chile/CA			✓		★						✓
	WA		✓			★					✓	
Pineapple	Costa Rica			✓		★						✓
	Ecuador			✓		★						✓
	Mexico			✓		★						✓
Potatoes	CO		✓				✓				✓	
	ID		✓			★					✓	
	MI		✓				✓				✓	
	NB		✓				✓				✓	
	NV		✓				✓				✓	
	WA		✓				✓				✓	
	WI		✓				✓				✓	
Raspberries	Mexico		✓				✓				✓	
Romaine Lettuce	AZ	★				★					✓	
	CA		✓				✓				✓	
Spring Mix	AZ	★				★					✓	
Squash	FL		✓				✓				✓	
	Mexico/AZ		✓		★						✓	
Strawberries	CA		✓			★					✓	
	FL		✓				✓				✓	
	Mexico		✓				✓				✓	
Tomatoes	FL			✓			✓			★		
	Mexico	★				★				★		
Tree Fruit	Chile			✓			✓				✓	
Watermelon	Mexico/AZ	★				★					✓	
	Offshore/FL		✓			★					✓	

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