

FRESH CROP REPORT

Week of January 29, 2012

HIGHLIGHTS

- Markon First Crop (MFC) Premium Romaine Lettuce weights are much higher on average than the rest of the industry (37- to 40-pounds compared with 32- to 24-pounds).
- The squash market is elevated. Stocks remain very tight in Florida and Mexico (into Nogales, Arizona). Prices are expected to start easing next week.
- Avocados are abundant in Chile, the Dominican Republic, and Mexico. Quality is excellent: oil content is high and flavor is nutty. Now is the time to order for Super Bowl weekend crowds.



PRODUCE UPDATE

APPLES

The Washington market is stable. Storage supplies are sufficient. Quality is very good for all varieties: flavor is sweet. MFC Gala, Golden Delicious, Granny Smith, and Red Delicious Apples are available.

ASPARAGUS

Prices are low; stocks are plentiful in Mexico. Quality is very good: flavor is grassy. MFC Asparagus will be available in early February.

AVOCADOS

The market is unchanged despite strong Super Bowl demand. California new crop supplies are tight, but increasing. Quality is fair: oil content is low and flavor is mild. Stocks are abundant in Chile, the Dominican Republic, and Mexico. Quality is excellent: oil content is high and flavor is nutty.

BELL PEPPERS - GREEN

Florida prices are average despite tight stocks; recent freezing temperatures have reduced volume. Quality is good. The Mexican market is low; supplies (into Arizona and Texas) are ample. Quality is very good: flavor is zesty. MFC Green Bell Peppers are available.

BELL PEPPERS - RED AND YELLOW

The Mexican market has eased to normal levels. Supplies (into Arizona and Texas) are sufficient. Quality is good. MFC Red and Yellow Bell Peppers are available.

BLACKBERRIES

Prices are steady; Mexican stocks are adequate. Quality is good: berries are plump and juicy.

BLUEBERRIES

The market is level; Chilean supplies are average. Quality is very good: flavor is tangy, yet sweet.

BROCCOLI

Prices are stable in Arizona, California, and Mexico (into South Texas); stocks are sufficient. This week's warm weather should aid growth. Quality is very good in all regions. MFC Broccoli Crowns are available.

CANTALOUPE

The market has peaked. Offshore fruit (from Honduras into California and Florida) has increased to adequate. Quality is very good: sugar levels are rising.

CAULIFLOWER

Arizona and California prices are low; stocks are plentiful, especially 12- to 16-count sizes. Quality is very good in both regions: flavor is mildly nutty.

CELERY

The market is high. Supplies are tight; some growers have transitioned from Oxnard, California to Yuma, Arizona. Quality is good in Arizona and very good in California: flavor is savory. MFC Celery is available.

CUCUMBERS

Prices are easing in Mexico; supplies (into Nogales) are ample. The offshore market is level; stocks (from Honduras into Florida) are sufficient. Overall quality is very good: flavor is refreshing. MFC Cucumbers are available.

GRAPES

The Chilean green and red seedless markets have inched down to average; new crop supplies are sufficient. Quality is good for all varieties: flavor is sweet and texture is crunchy. MFC Lunch Bunch Grapes will not be available until early February; new crop Field Select Lunch Bunch supplies will be substituted until that time.

GREEN LEAF/VARIETY LETTUCE

Arizona and California prices remain elevated; stocks are limited, but expected to increase this week. Quality is good in both areas: epidermal blistering and peeling are slight problems. MFC Premium Green Leaf Lettuce is available.

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HONEYDEW

The market remains elevated. Stocks are tight in Mexico (into Nogales) and from offshore (Honduras into California and Florida), yet will increase next week. Overall quality is average: melons are sweet.

ICEBERG LETTUCE

Arizona and California prices remain soft; stocks are ample. Overall quality is very good: last week's freeze lightened head weights slightly. MFC Premium Iceberg Lettuce is sporadic; Markon Best Available (MBA) is being substituted as necessary.

LEMONS

The California market is steady. Central Valley and Southern California supplies are adequate; 165-count and smaller sizes dominate both crops. Quality is very good in all areas: color is deep yellow and flavor is tart. MFC Lemons are available.

ONIONS - RED AND YELLOW

Prices are low; storage supplies remain abundant in Colorado, Idaho, Oregon, and Washington. Overall quality is good: flavor is pungent. MFC Red and Yellow Onions are available.

ONIONS - WHITE

The market is up; storage stocks are limited in Colorado, Idaho, Oregon, and Washington. Quality is good in all regions: flavor is sharp and peppery.

ORANGES

Navel prices are unchanged. California supplies are abundant; Florida stocks are adequate. Overall quality is very good: fruit is juicy. MFC Navel Oranges are available.

PEARS

The Washington market is stable. D'Anjou supplies are average; 100- and 110-count sizes are most plentiful. Quality is very good: texture is crisp and flavor is mildly sweet.

PINEAPPLE

Prices are firm at high levels; volume is expected to remain low in Costa Rica, Ecuador, and Mexico through May. Overall quality is very good: sugar levels are high.

POTATOES

The market is level, but starting to inch up. Carton supplies are beginning to tighten in Colorado, Idaho, Michigan, Nebraska, Nevada, Washington, and Wisconsin. Quality is very good in Idaho and average in all other regions. MFC Burbank and MFC Norkotah Potatoes are available.

RASPBERRIES

Mexican prices are steady; supplies are adequate. Quality is good: berries are flavorful, but bruising is a minor problem.

ROMAINE

The Arizona and California markets are average; supplies are sufficient. Overall quality is good: growers are trimming leaves with epidermal peeling. MFC Premium Romaine Lettuce weights are much higher on average than the rest of the industry (37- to 40-pounds compared with 32- to 24-pounds). MFC Premium Romaine is sporadic; MBA is being packed as needed.

SPRING MIX

Arizona prices are stable; supplies are plentiful. This week's forecasted warm weather will increase growth. Quality is very good. Ready-Set-Serve Conventional and Organic Spring Mixes are available.

SQUASH

The market is elevated. Stocks remain very tight in Florida and Mexico (into Nogales). Prices are expected to start easing next week. Quality is fair in Florida and good in Mexico.

STRAWBERRIES

California prices remain high; recent rain has limited supplies in Oxnard. Warm, sunny weather is forecasted for the next ten days. Quality remains very good: flavor has improved. The markets in Florida and Mexico are level; stocks are adequate. Quality is average. MFC Strawberries are sporadic; MBA is being substituted as needed.

TOMATOES

Florida mature-green prices have eased even though stocks are tightening. Mexican prices are low; mature-green and vine-ripe supplies (into San Diego, California and Texas) are abundant. Quality is average in Florida and very good in Mexico.

TREE FRUIT

The new crop Chilean market has leveled; nectarines, peaches, and plums (into California and New Jersey) are scarce. Overall quality is good: flavor is mild and texture is firm.

WATERMELON

The Mexican market is stable; fruit (into Nogales) is ample. Offshore prices are steady; stocks (into Florida) have increased to average. Quality is very good in both regions: flavor is sweet.

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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	★			★						✓	
	Dom. Rep.	★			★						✓	
	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	Chile		✓				✓				✓	
Leaf Lettuce	AZ			✓			✓					✓
	CA			✓			✓					✓
Honeydew	Mexico/AZ			✓			✓					✓
	Offshore			✓			✓					✓
Iceberg Lettuce	AZ	★				★				★		
	CA	★				★				★		
Lemons	CA		✓			★					✓	
Onions - Red and Yellow	CO	★					✓			★		
	ID	★					✓			★		
	OR	★					✓			★		
	WA	★					✓			★		
Onions - White	CO			✓			✓					✓
	ID			✓			✓					✓
	OR			✓			✓					✓
	WA			✓			✓					✓
Oranges	CA	★				★					✓	
	FL		✓			★					✓	

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Product	Growing Region	Supplies			Quality					Price		
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Pears	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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