



Week of Dec. 15, 2011

Market Review

Items to watch

Trouble! – Asparagus, lettuce, broccoli, cauliflower, strawberries, celery

Good Deal - Carrots, onions, eggplant, cucumber, peppers, yellow squash, zucchini, tomatoes, blue & blackberry

ASPARAGUS

Mexico has finished their crop production for this year, and Peruvian product is also in extremely short availability. Prices have spiked to the upside significantly and supply will be extremely tight at least until the first week of the New Year.

LETTUCES

Iceberg, romaine and romaine hearts; cold weather is adversely affecting quality and ice on the plants has delayed production with all growers. Epidermal peel and blisters are going to be issues caused from the cold weather. Prices are trending higher as we move toward Christmas holiday selling.

BERRIES

Strawberries: The very cool weather we have been experiencing over the last 7 days in California has caused volumes to drop and quality to suffer. Most growers had to pull out of their fields today as there was not enough red fruit for them to harvest. The fruit in California will continue to show 30% or more white shoulder and sides because of the cold temperatures occurring in the growing regions. In order for the fruit to gain full color it will need to have at least a week of 70 degree temperatures. Besides the white shoulders and sides there will also be bruising, pin rot, decay and mold caused by water damage. Florida is barely starting with their new crops but more products should start to come into market in the next 2 weeks. Mexico is facing shortages due to a strong domestic demand and a late start to the harvest. **Raspberries and Blackberries:** quality remains good with light supplies, prices are rising due to high demand. **Blueberries:** product from Chile will start to be available in full next week. The market will remain steady and quality is reportedly good.

CELERY AND CAULIFLOWER

Again the cold weather has affected the crops, quality will be fair and yields will decrease, driving the price higher for the next weeks into the Christmas and New Year holidays.

CITRUS

Lemons: supply will be difficult for 165 and 140cts until at least the beginning of next year. The fruit is sizing up quicker with the lighter crop hanging on the trees of the desert crop this year. **Limes:** Prices will start to rise with the transition to new crops. **Oranges:** fields are in full production and we are seeing excellent quality and appearance. Market steady.

TOMATOES

Round: plentiful supplies available from Florida, which continues steady harvesting in the Palmetto/Ruskin & Immokalee/Naples districts. Best prices are in the mid-small sizes. Large sizes are experiencing a little premium due to availability. Quality is excellent. **Romas, Cherries and grapes:** plentiful supplies, good quality and steady markets for the coming weeks.

BROCCOLI

Extremely short supplies due mainly to strong demand and weather factors will push prices to extreme levels in the next weeks.

OTHER PRODUCE

Carrots, green onions, spinach, kale, eggplants, cabbages, squashes, green beans and onions are in good supply, excellent



quality and steady to low market prices.

Bok Choy, Mache and Frisee are experiencing supply problems and mediocre quality levels.