

## 5 top five picks

### ALERT PAPAYA

We are still experiencing an extreme supply shortage.

### ALERT RED POTATOES

Intense heat is burning up the Florida, North Carolina and Virginia fields.

### ALERT GREEN BEANS

One word...HEAT! Crops are burning up.

### SNOW PEAS

Quality and production issues from Guatemala.

### PEARS

New crop Bartlett Pears are just starting up from the Sacramento River growing district in California.

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## FreshPress

a quick glance at the top produce items for quality and market conditions

### ASPARAGUS

We're finding a lot more Peruvian product even on the West Coast. That's a sign that California, Washington and even Michigan product is virtually finished for the season. With tighter supplies, prices are being pressured higher, especially for Jumbo sizes.

### BERRIES - BLUEBERRIES

Many regional areas are finished, leaving us with more northern growing regions of Michigan, Oregon and British Columbia. Early quality from these regions has been excellent. Good berry size, excellent color and flavor.

### BERRIES – STRAWBERRIES

The Strawberry industry is tightening up as quality issues hinder the market. The overcast condition (called marine layer) is causing lighter colored fruit, white shoulders and stem rot is prevalent. Conditions will tighten up for the next couple of weeks. We recommend you keep your berries as cold as possible, at 34-35 degrees.

### BROCCOLI

Weather is causing light to moderate availability in California.



### CITRUS - ORANGES

We are seeing the first imports of Navel Oranges from the Southern Hemisphere, South Africa, Peru, Australia and Chile. We are seeing good flavor and juice on summer Valencia Oranges from California, and there are also varietal Tangerines and Tangelos coming in from these southern growing regions.

### Reality Check

VEGETABLE	Quality			Price		
	HIGH	AVG	LOW	HIGH	AVG	LOW
Asparagus		✓		✓		
Beans	✓				✓	
Broccoli	✓				✓	
Cabbage	✓					✓
Cauliflower	✓			✓		
Celery		✓		✓		
Cucumbers	✓			✓		
Lettuce – Iceberg	✓			✓		
– Leaf	✓					✓
– Romaine	✓				✓	✓
– Spring Mix	✓					✓
Onions – Red	✓			✓		
Onions – Yellow	✓			✓		
Peppers – Green	✓			✓		
Peppers – Red		✓		✓		
Potatoes – Russet		✓		✓		
Squash – Yellow		✓		✓		
Squash – Zucchini	✓			✓		
Tomato – Cherry	✓					✓
– Grape	✓					✓
– Mature Green	✓					✓
– Roma	✓					✓
– Vine-Ripe	✓					✓
<b>FRUIT</b>						
Avocado – Calif.	✓			✓		
Avocado – Imports	✓			✓		
Berries		✓		✓		
Grapes	✓					✓
Kiwifruit	✓			✓		
Lemons		✓		✓		
Limes	✓					✓
Melon – Cantaloupe	✓					✓
Melon – Honeydew	✓					✓
Melon – Watermelon	✓					✓
Oranges		✓		✓		
Pineapple	✓			✓		
Strawberries		✓		✓		

# FreshPRESS

News that is as fresh as our produce

## LETTUCE - ICEBERG

Over the next few months, we should see steady production and quality from the Salinas Valley. More regional and local areas are now coming into production as well. These "home grown" supplies tend to help take up the demand slack in other parts of the country. When bad weather in one or more of these areas reduces production, that puts very quick and strong demand back on Salinas. Sometimes, when that happens, that can put some very quick pressure on prices.

## MELONS CANTALOUPE

In walking fields in the San Joaquin's West Side growing region, we are expecting most growers to be in harvest by next week. There are still supplies from the California desert and Bakersfield. Quality has been fantastic. Flavor and color are at their peak.



## ONIONS

We are expecting good supplies and quality from both California and New Mexico. California's San Joaquin Valley is starting up as well. There may be some supply potholes, but they should only have minor impacts on pricing. Supplies should be strong right into mid-to-late-August. That's when we start in the Northwest. As summer supplies continue, we do not expect any sharp drops in the market, but a gradual decline back to more "normal" market levels for this time of year.

## PEPPERS - GREEN

California desert green Bells have virtually vanished, especially with blasting 100+ degree temperatures in the region. We are seeing the expected supply hiccups between desert and northern California harvests. Prices are still higher than normal. Bell quality has been excellent, with good wall thickness and small seed pods. That means good yields for end users. In the East, the Carolinas, New Jersey and Tennessee have officially started.

## PEPPERS RED & GOLD

Markets are active as we transition from Coachella to Oxnard, and supplies are light, but good quality.



## POTATOES - RUSSET

We are looking ahead to "new crop" Russets already from the Northwest. Cooler weather has delayed them, which could boost market prices in mid-to-late-August. California russets have just started. Larger size storage spuds, 70s and larger, are still much tighter in supplies and higher in prices. The 80s and 90s size spuds are still in good supplies and the best value.

## SQUASH - ZUCCHINI & YELLOW

In the East, we are moving to more northern growing areas from Tennessee north to Michigan and Ohio. We are seeing good, consistent quality on both Zucchini and Yellow Squash. We are also seeing more Gray Squash. There are several coastal and inland growing regions in production from California. We are waiting to see if the heat wave in the north east will have any effect on the fields.

## STONEFRUIT

We are seeing full Stonefruit production from California, the Carolinas and Georgia. There are plenty of Peaches, Plums, Nectarines and Pluots available. With warmer weather expected in California, orchards will be seeing a lot of activity. Washington State is now in full harvest of both Bings and Rainiers.

## TOMATOES

There are some tight supplies in the East, especially since the Florida season is finished. More northern areas in the Carolinas have seen some bad weather, which should tighten their harvest yields over the next week, as well. Over the next few weeks, local, regional and national supplies will be heavy for all Tomato types: slicers, vine-ripe, Cherry and Grape. We are about ready with plenty of Vine-Ripe fruit. In the West, California's San Joaquin Valley is a little late in starting, but are now starting the first crown picks. A storm in Mexico tightened up the Roma supply.

**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 and Cantaloupe** are all averaging about **11% - 12%**



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

## RASPBERRIES



*Good Things*  
come in small  
packages

**Sysco**

News that is as fresh as our produce

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