



Your fresh produce solution.
Our passion.

FRESHWAY FOODS MARKET REPORT

November 25, 2011

At a Glance...

	<u>Quality</u>			<u>Price</u>		
	Hi	Avg	Poor	Hi	Avg	Low
Bell Peppers		✓			✓	
Broccoli		✓			✓	
Cauliflower		✓			✓	
Celery		✓			✓	
Lettuce			✓		✓	
Onions		✓			✓	
Romaine		✓			✓	
Tomatoes - West			✓		✓	
Tomatoes - East			✓		✓	

FREIGHT –

The National Diesel Average is currently at \$4.010 per gallon, which is a decrease of \$.023 per gallon over last week. Crude oil prices are currently at \$96.73 per barrel.

<http://tonto.eia.doe.gov/oog/info/wohdp/diesel.asp>

SOURCING

BELL PEPPERS

Crown pick pepper is available in Florida. The quality is good with thick walls and good color. Georgia is finishing production. The demand is steady, but good supplies are keeping pricing neutral.

BROCCOLI

Supplies tightened up in both Santa Maria and Salinas. Pricing went high and will remain high with increased demand and short supply. Cooler California weather slowed the growth to decrease the field yields.

CAULIFLOWER

Demand has dropped. Supplies are tight. Expect light availability for the next week to ten days and pricing will be higher.

CELERY

Production in Oxnard has started. Weekend rain slowed the harvest this week. Yields have been slowed due to cooler weather and also some rains. Quality is good with no issues.

LETTUCE

Demand was heavy in the beginning of the week. To finish the week, the supplies are heavy and there is no demand. Availability is not a problem. Pricing started the week above 20 and has continued to drop throughout the week.

ONIONS

Good quality from all areas is being reported. Supply is good with steady demand.

ROMAINE

Demand on romaine is steady. There are defects present in the early season Yuma romaine. Weak outer leaves are causing problems in the finished product.

TOMATOES

Early season tomato has presented some quality problems. Scarring and color has been a problem with the early season tomato. Florida is starting to pick up volume. Palmetto – Ruskin will stabilize the supply and bring on better quality this week.

