



Katsiroubas Bros.
Market Report

February 20, 2012

Citrus

California: The lemon market showed a little strength last week with prices projected to rise this week. The navel market is steady with even pricing and good supplies on all sizes. Blood oranges will finish in about a week. Cara Cara navels will have good supplies through March or early April.

Florida: The markets on all citrus are firm. The juice contracts on both oranges and grapefruit are high.

Limes (Persian): Expect all sizes to be available but volumes to be somewhat limited due to rains in the growing areas.

Specialty Citrus Items: Good supplies on Clementines, Fairchild's and Sweeties. Demand is strong for Pummelos. The Moro Blood Orange crop is anticipated to finish around the 3rd week of February.

Pineapple: Good availability, primarily Cost Rica.

Asparagus

Prices should remain steady through this week. Good weather conditions expected to continue, producing continued supplies.

Leaf Lettuce

Iceberg Lettuce: The lack of demand for lettuce has kept the market at a constant low. Quality and condition is good.

Romaine: Good supplies continue for this time of year as the weather in the Southern California and Western Arizona has been ideal. With demand being just fair, along with strong yields throughout the industry, markets have decreased to the lowest levels in some time.

Romaine Hearts: Very strong supplies as growing conditions persist in Southern Cal and Western Arizona growing areas. Demand is steady.

Green and Red Leaf: Plentiful supplies, occasional yellow fringe discoloration on green leaf.

Cucumbers

Plentiful availability continues in Nogales...quality is outstanding.

Berries

Strawberries: Last week's cool weather in Florida and rain in Mexico produced a temporary supply shortage just after Valentine's Day. Although the weather looks good now, particularly in Florida, supplies and quality will take some time to return to normal. Driscoll, with their heavy reliance on central Mexico at this time of year, is particularly limited, so expect higher prices for Driscoll's compared to the Florida labels this week.

Blueberries: Good supplies of Chilean blueberries.



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Blackberries: Supply has been interrupted by the same rain that is affecting strawberry production from Mexico. We expect to be challenged with blackberry supply for the next 2 weeks. Prices could come up slightly.

Raspberries: Good availability from CA and Baja, with some fruit from Mexico. Prices steady.

Grapes

The markets are stronger on both red and white seedless. The supply on whites is smaller, especially on the extra large and prices have firmed up. The demand and pricing on red seedless is up.

Broccoli

Broccoli quality remains consistent at this time. The product is exhibiting a nice medium bead size throughout the dome.

Cauliflowers

This week the Cauliflower inventories and production are back to expected volumes. Weather pattern looks like it may be changing this week with unsettled and cool temperatures in Salinas and down into Yuma.

Melons

Watermelons: Supplies will remain steady this week on both seeded and seedless watermelons. Cutting quality is excellent for halves and quarters.

Cantaloupes: Availability has improved somewhat, with cantaloupes from Central America.

Honeydew: Tight availability accompanied by extreme prices this week; however a moderate increase in supply is expected next week.

Peppers

Green & Colored: Prices have firmed for the large sizes on green bells...still good availability on choice grade. Plentiful supplies on red and gold peppers.

Onions

Abysmal situation for the next few weeks. Too many onions, not enough outlets.

Celery

Production remains heavy at this time with both of growing areas yielding heavy volumes (Mexico and Yuma, Ariz.).

Tomatoes

Round: Moderate activity in the market for medium sizes (5x6's). Overall production has declined, however demand remains lackluster.

Roma: Plentiful supplies.

Grape: Plentiful in Nogales, adequate availability in Florida.

Cherry: Plentiful supplies.



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Potatoes

February is Potato Lover's Month! Demand and availability has reached a very nice balance.

Apples & Pears

Prices remain steady for storage crop apples and pears. Large sizes (72, 56 & 48) command premium prices. Good availability on all new crop varieties, including Brae-burn, Fuji, Gala, Golden Delicious, Granny Smith and Red Delicious...also Brae burn; Bartlett, Bosc and D'Anjou pears.

Mixed Vegetables

Carrots: Availability tightening for late-season harvest in Bakersfield, particularly jumbo-sized carrots...quality is also becoming an issue. The harvest in the Imperial Valley is just getting underway.

Eggplant: A production gap is in progress...the breadth of growers in Mexico is smaller compared to other high-volume commodities. Supplies are tight and prices are moving higher

Artichokes: Persistent frost damage continues for at least another 7 to 14 days. As a result, overall quality and condition of chokes will be less than optimal. Packing crews are working diligently to keep excessively damaged fruit out of the cartons, but moderate frost damage is still present. Volume should improve by the last week of February.

Snow Peas & Sugar Snap: Good availability from Guatemala, Mexico and Central California (Santa Maria).

Spinach (bunched): Lighter supplies and shorter spinach due to cold and freezes on top of the fields. However, the quality is very good

Zucchini & Yellow Squash: Plentiful availability in Nogales and Florida.

Spring Mix: Adequate supplies, quality improving.

Garlic: Steady availability and wide range in prices from California, Mexico and China.

Green Beans: Availability has improved, although prices remain fairly strong

Avocados Hass: The market is not in an over-supply situation. The steady 48 price increase in the last few weeks has caused some major retailers to switch to size 60s. This is helping keep a healthy overall supply and demand relationship. California: Some growers have begun harvesting some larger sizes to get some weight off the trees ahead of the big crop year. Volume will stay very light for the coming 3-5 weeks and increase in early March. Overall fruit is looking good and growers are eager to begin the season.