

# The Source

## Commodity of the Month - Apples

### MARKET ALERTS

**Asparagus:** Supplies are extremely limited on both coasts due to challenges in Mexican production and inadequate Peruvian output, causing the market to remain elevated for the next few weeks.

**Blueberries:** We are experiencing an industry-wide product shortage, with the Pacific Northwest season ended, limited Peruvian fruit arriving by air, and increased volumes from Central Mexico expected by mid to late October, with ocean containers arriving by mid-October.

**Raspberries:** This item remains in short supply due to strong demand, with most product coming from Baja, limited availability from California's Central Coast and Central Mexico, and a temporary gap in production due to Baja's transition to new growing areas.

**Limes:** Market has rapidly escalated with extremely limited supplies due to reduced crossings through South Texas, resulting in decreased quality and yields, and ongoing market volatility is expected for the rest of the month.

**Oranges:** Markets are strengthening with very limited supplies for the next 7-8 weeks due to low Valencia harvest levels and fair quality; offshore navels are being imported, but supplies will tighten as California fruit fills the gap and imports slow, with the domestic Navel crop starting in mid to late October.

**Green Onions:** Significant heat and humidity in northern Mexico have reduced supplies, causing the market to rise and pricing to likely approach the \$40 range over the next few weeks.

## SEPTEMBER 11, 2024

### CROP UPDATES

Re-greening in Valencia oranges occurs when the skin turns partially green due to chlorophyll reabsorption in warm climates, but it doesn't affect flavor or quality. De-greening uses ethylene gas to remove this green color for cosmetic purposes, without altering the fruit's taste. Both processes are harmless and purely cosmetic. [Read more](#)

### WEATHER

**Arizona** - Temperatures will cool to near seasonable normals, with highs in the mid 90s to 105, and morning lows in the 70s. A tropical low will bring moisture to central Arizona.

**California** - Next week, a low pressure system will bring deep marine layer conditions and average temperatures, with morning lows in the 40s-50s and daytime highs in the upper 50s-70s.

**Florida** - Francine, a tropical storm, is expected to become a hurricane by the afternoon, primarily affecting Louisiana. The Gulf Coast is expected to experience flash flooding, heavy rains, strong winds, and high storm surges.

**Mexico** - Weekend forecasts predict isolated to scattered showers and t-storms, with rainfall ranging from 0.10" to 0.35". Temperatures are expected to be mostly seasonal, with maximums in the low 70s and 80s.

### FREIGHT

- Seasonal changes at supplier level
- Capacity limited with lack of back hauls to CA
- PNW and new crop creating demand for trucks



### IN PEAK SEASON



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# Commodity Updates



## Apples

New crop Granny Smith apples have started in Washington, the largest producer of this variety. Granny Smiths are an alternate bearing crop, meaning a heavy production year is typically followed by a lighter one. This year is shaping up to be lighter. Fujis, Red Delicious, and Gold Delicious will start harvesting this week and next, with Pink Lady apples expected by the end of the month.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



## Asparagus



Asparagus supplies remain extremely limited on both coasts, unable to meet demand. Mexican production is facing challenges from extreme heat, leading to quality issues and reduced yields due to seeding. While Peruvian production is steady, it isn't enough to offset Mexico's shortfall. Expect the market to stay elevated for the next few weeks.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Steady	\$\$\$	Fair
Ciudad Obregon (Year Round)	Steady	\$\$\$	Fair
Peru (Year Round)	Steady	\$\$\$	Fair



## Avocados

Markets are improving with the ongoing harvest of Flora Loca crops. While 48ct and flats remain elevated, 60ct/70ct are the peak sizes. Due to Mexico's Independence Day on September 16th, we might see a slight market increase due to reduced harvesting, but it will be minimal. Ripening times will be longer because of lower oil content, and many fruits will stay green as they ripen, so gentle pressure is the best way to check ripeness. #2 grade fruit will be limited throughout September, which is typical for the Flora Loca season, and California supplies are nearly finished, with Peru also wrapping up.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



## Bell Peppers

Markets remain fairly steady with solid supplies in Michigan and California. However, colored bell pepper availability is limited as Canada winds down its season, and crossings through McAllen from Central Mexico are also constrained. Strong demand persists for field-packed colored peppers from California, though supplies remain light. Red bell peppers have now transitioned to coastal growing areas.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Berries (Blackberries)

This item remains extremely tight, with the bulk of production expected from Central Mexico in 3 to 4 weeks. Currently, shippers are only transferring minimal quantities through Texas.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Fair



## Berries (Blueberries)

**ALERT**

We are still facing an industry-wide product shortage. The Pacific Northwest season has ended, and we are awaiting improved production from Peru. Central Mexico is expected to increase volumes by mid to late October. Currently, only small amounts of Peruvian fruit are being flown in, with offshore ocean containers expected to arrive at ports by mid-October.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Poor
Dover, Florida (Year Round)	Light	\$\$\$	Good



## Berries (Raspberries)

**ALERT**

This item remains in short supply amid strong demand. Most of the product is coming from the Baja region, with limited availability from California's Central Coast and Central Mexico. Baja's transition to new growing areas is causing a temporary gap in production.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Fair
Dover, Florida (Year Round)	Steady	\$\$\$	Good



## Berries (Strawberries)

We're seeing a decline in production from the Salinas and Watsonville areas, while yields are increasing in the Santa Maria growing region. A two-tiered market has emerged, with a difference between the old crop from the north and the new crop coming from the south.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Dover, Florida (Year Round)	Steady	\$\$\$	Fair

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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**Driscoll's**  
Only the Finest Berries™



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# Commodity Updates



## Broccoli

Broccoli supplies remain steady with good quality, and the market is expected to stay stable heading into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Salinas (May - October)	Steady	\$\$\$	Good



## Brussel Sprouts

Sprout volumes continue to surpass current demand, leading to a persistent market surplus and decreasing open market prices. While quality remains good, occasional insect damage and some elongated cores are still observed. With extra capacity available in both VA and bulk pack categories, this is an ideal moment for promotional opportunities

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	High	\$\$\$	Good



## Carrots

The Cuyama/Santa Maria area, the primary growing region, will continue production through early November. While jumbos and cellos are tight and markets are elevated, regular business needs are still being met. There is ample availability of baby and snack packs, which is ideal as schools resume.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	Steady	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Excellent
Various Northwest Regions (July - October)	Light	\$\$\$	Good



## Cauliflower

Cauliflower supplies and quality have both improved this week. Anticipate a downward adjustment in the market as we head into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Fair
Santa Maria, California (Year Round)	Steady	\$\$\$	Fair
Salinas, California (May - October)	Steady	\$\$\$	Fair



## Celery

The market is currently stable, with shippers in the southern California region offering flexibility, making it a good time to promote as much as possible. All sizes are available, and production in Salinas remains moderate. The most competitive pricing continues to come from Oxnard and Santa Maria. Overall, quality remains above average with most suppliers.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Citrus (Grapefruit)

Due to the extreme heat, the domestic grapefruit season has concluded. There will be a roughly one-month gap until Desert Rios become available in October.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



## Citrus (Lemons)

Markets remain steady overall. District 2 (Oxnard/Ventura County) remains the primary growing region, while District 3 (CA Desert/AZ) is expected to ramp up in mid to late September, bringing improved quality. Offshore fruit is available on both coasts.

Commodity/Region	Supply	Price	Quality
Oxnard/Ventura (October - February)	Steady	\$\$\$	Good
San Joaquin Valley (October - May)	Light	\$\$\$	Good



## Citrus (Limes)



The market has escalated rapidly, with supplies becoming extremely limited due to significantly lower crossings through South Texas. Quality and yields are down, with issues like light color, excess skin breakdown, and reduced shelf life potentially affecting products. Expect market volatility to continue throughout the remainder of the month.

Commodity/Region	Supply	Price	Quality
Veracruz (Year Round)	Light	\$\$\$	Fair



## Citrus (Oranges)



Markets are strengthening with extremely limited supplies expected for the next 7-8 weeks. Harvest levels are low, aiming to extend the short Valencia season, available now in the Central Valley and Riverside. Contracts are prioritized, and shippers are allocating due to reduced supplies, with several finishing Valencia packing next week. Quality is fair, with issues like early decay and soft fruit due to high temperatures. Offshore navels are being imported, but supplies will tighten as California fruit fills the gap and imports slow. The domestic Navel crop is expected to start in mid to late October.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	Light	\$\$\$	Fair



## Cucumber

Weather in the eastern growing regions has tightened supply as the season winds down. North Carolina will begin light production next week. Meanwhile, Baja is seeing limited production, which is keeping markets elevated. Cucumbers are expected to start coming in from Nogales in October.

Commodity/Region	Supply	Price	Quality
Georgia (May - June)	Light	\$\$\$	Good
Mexico (November - May)	Steady	\$\$\$	Good
Baja California (May - October)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Eggplant

The market remains steady at elevated levels across all regions, with quality holding steady. Expect the market to stay tight through the transition period in late October and early November out west. Georgia eggplant has begun to come in, though only in light quantities so far.

Commodity/Region	Supply	Price	Quality
California (May - October)	Light	\$\$\$	Fair
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Good



## Garlic

The transition to the new crop harvest in California has officially begun. Quality is currently excellent, and supplies are expected to remain robust moving forward.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



## Grapes (Green / Red)

Supplies in October will be light but manageable, with the market likely remaining close to September levels. However, due to this summer's extreme temperatures, shelf life will be shorter than usual. There is a possibility that the domestic season could end early in November, potentially leading to a gap between domestic and imported supplies.

### Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	Steady	\$\$\$	Excellent

### Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



## Green Onions



High heat and humidity in northern Mexico have led to significantly lighter supplies. As a result, the market is expected to continue rising over the next few weeks, with pricing likely approaching the \$40 range by next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Fair



## Kale

Kale supplies are expected to be abundant this week, and the market is likely to remain steady into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, CA (May - OCT)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Lettuce Iceberg

Despite schools being back in session, the market remains flat overall. Several suppliers are offering discounts on bulk orders, so it's a great opportunity to promote aggressively. Quality remains strong, with weights averaging 39-44 pounds in both northern and southern California. Although the market was anticipated to be more competitive, it hasn't materialized. Expect steady inventories with shippers throughout this week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



## Lettuce Leaf

Similar to lettuce, both romaine and green leaf are flat overall as suppliers adjust their pricing. Red leaf remains moderate. Romaine hearts in all pack sizes will be available throughout the week, with multiple suppliers reporting good quality. Apart from some minor fringe burn, quality is expected to stay above average for all leaf items, and pricing will remain competitive.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Fair



## Lettuce Tender Leaf

Supplies of arugula, spinach, and spring mix are ample this week, with fair quality. Expect these markets to remain steady through the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Fair
Oxnard, California (Year Round)	Steady	\$\$\$	Fair
Salinas, California (May - October)	Steady	\$\$\$	Fair



## Melon (Cantaloupe)

The cantaloupe market is stable, with excellent quality from the California crop. Although daily harvest totals have decreased due to cooler weather in the growing regions, relief is anticipated before the end of the month. Larger sizes are available, and growers also have smaller melons on hand. Load volume deals are offered as retailers aim to close out the 'summer crop' on a high note. California production will continue through October 15, after which Yuma product will become available.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Excellent

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Melon (Honeydew)

The honeydew market is flat, with an increase in supplies. Better sizing is available, though 8s remain limited. The Arizona crop won't be available until mid-September, and the Mexico crop is expected to start arriving at the end of September or early October.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Light	\$\$\$	Excellent



## Melon (Watermelon)

Regional watermelon deals are available, with a focus on larger sizes (28/36 count) from CA, NC, MI, TX, OK, and OR. Demand has been strong, especially for smaller sizes (45/60), as retailers actively promote summer fruit. Quality may become a concern as California experiences cooler weather and the season winds down. New supplies of watermelons will be available in Nogales starting in early October.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Good



## Mushroom

Supplies are improving, but overall, suppliers are closely monitoring averages.

Commodity/Region	Supply	Price	Quality
Nationwide	Light	\$\$\$	Good



## Onions

The Northwest season is at its peak harvest, with strong quality and medium sizes reaching their peak

Commodity/Region	Supply	Price	Quality
Eastern Oregon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



## Pears

California pears are now in the second half of their season, with the Lake County district beginning its harvest. California is expected to wrap up pear production by the end of the month. In Washington, the pear harvest is in full swing, with Bartletts in peak season, Boscs starting, and Anjous approaching. Overall quality has been excellent.

Commodity/Region	Supply	Price	Quality
Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Pineapples

Suppliers are maintaining six-week averages, prioritizing contracted business. Costa Rican pineapples are facing challenges due to a lack of rainfall in the tropics, but the new crop is expected to reach the US before the end of September. Larger fruit is currently difficult to find on the market. However, Mexican pineapples are becoming more available in the US as quality improves in the growing regions.

Commodity/Region	Supply	Price	Quality
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Costa Rica (Year round)	Light	\$\$\$	Good
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## Potatoes

Peak harvest is underway, with markets for 40-70 CT sizes showing some softness, while 80-120 CT sizes and #2s remain higher.

Commodity/Region	Supply	Price	Quality
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Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
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Pasco, Washington (August-July)	Steady	\$\$\$	Excellent
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## Squash

Availability and quality are good from most areas, including Michigan/Ohio, Santa Maria, and Baja. Expect squash availability in Nogales by late September. Georgia squash has started, though only in light quantities so far.

Commodity/Region	Supply	Price	Quality
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Mexico (November - May)	Steady	\$\$\$	Good
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California (May - Oct)	Steady	\$\$\$	Good
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Ohio/MI/OH/NJ/NC (June - September)	Light	\$\$\$	Good
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## Stone Fruit

Peach supplies will remain tight for the remainder of the season, with some shippers concluding their deals by the end of September and a few extending into October. Nectarines will also wind down throughout September, wrapping up by late in the month. Pluots are nearing the end and are expected to be mostly finished by September's close, though one larger shipper may continue through November. Plums, however, are in good supply and will be available into November.

Commodity/Region	Supply	Price	Quality
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San Joaquin Valley (May-October)	High	\$\$\$	Excellent
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## Tomatoes

Tomato supplies are adequate across most regions. In the East, Tennessee is the primary source, with Florida expected to contribute starting in October. The Tennessee area, supported by regions like Virginia, is providing good supply and quality. In the West, California's production is slightly lower but remains consistent overall. Baja's production is stable, with increasing supplies coming from Central Mexico.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Steady	\$\$\$	Good
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Florida (November-May)	Steady	\$\$\$	Good
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Baja California (Spring/Summer - NOV)	Steady	\$\$\$	Good
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California (July - OCT)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Weather Updates



## CALIFORNIA

Through early next week, a low pressure system passing to the north will result in deep marine layer conditions and temperatures near or below average. In the morning, lows will be in the mid 40s to mid 50s. Daytime highs will be in the upper 50s to the low 70s near the coast, low 70s to low 80s in coastal valleys, and mid 70s to mid 80s south of Soledad.



## MEXICO

Through the weekend, isolated to scattered showers and t-storms are expected. In most showers, rainfall will range from 0.10" to 0.35", but 1" to 2" are possible in some t-storms. Expect temperatures to be mostly seasonal, with showers not limiting afternoon warming. Most days through Sunday, maximum temperatures will be in the low 70s and low 80s. Through Sunday morning, lows will be in the mid 50s to low 60s.



## FLORIDA

Francine is still a tropical storm as of yesterday morning, but it is expected to become a hurricane by this afternoon or evening. This afternoon, it is most likely to make landfall in or around Louisiana. The Gulf Coast is expected to experience flash flooding, heavy rains, strong winds, and high storm surges. There is a potential for heavy rains along the western Panhandle (2" to 5") further east over Florida.



## ARIZONA

By Thursday through the weekend, temperatures will cool to near seasonable normals with highs in the mid 90s to 105 for most fields, and morning lows in the 70s. A tropical low over southern Baja will bring moisture to central Arizona early Saturday evening through Sunday. Starting Thursday, moderate westerly winds will become mostly light and southerly, with gusts of 20-25 mph on Saturday and Sunday.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>



# Freight Updates



Seasonal changes at supplier level  
Capacity limited with lack of back hauls to CA  
PNW and new crop creating demand for trucks



## U.S. On-Highway Diesel Fuel Prices\*(dollars per gallon)

[full history](#) [XLS](#)

	08/26/24	09/02/24	09/09/24	Change from	
				week ago	year ago
U.S.	3.651	3.625	3.555	↓ -0.070	↓ -0.985
East Coast (PADD1)	3.725	3.686	3.619	↓ -0.067	↓ -0.860
New England (PADD1A)	3.969	3.919	3.871	↓ -0.048	↓ -0.607
Central Atlantic (PADD1B)	3.920	3.908	3.847	↓ -0.061	↓ -0.804
Lower Atlantic (PADD1C)	3.628	3.580	3.508	↓ -0.072	↓ -0.909
Midwest (PADD2)	3.627	3.613	3.528	↓ -0.085	↓ -0.899
Gulf Coast (PADD3)	3.317	3.265	3.190	↓ -0.075	↓ -1.022
Rocky Mountain (PADD4)	3.608	3.590	3.567	↓ -0.023	↓ -1.243
West Coast (PADD5)	4.272	4.293	4.257	↓ -0.036	↓ -1.278
West Coast less California	3.893	3.896	3.837	↓ -0.059	↓ -1.316
California	4.707	4.749	4.739	↓ -0.010	↓ -1.231

\*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

# Crop Update



## Citrus: Re-greening and De-greening

Re-greening: Fruit grown in warmer climates doesn't always develop a deep orange color and sometimes keeps some green on the skin. As the weather warms in the summer months the skin of Valencia oranges starts to reabsorb chlorophyll, which causes the fruit to turn partially green usually near the stem end. The green is due to chlorophyll produced on the peel of the orange to protect itself from sunburn. Chlorophyll is vital for photosynthesis which allows the fruit to absorb energy from sunlight. Cold temperatures in the winter inhibit chlorophyll pigments, which give oranges their deep orange color.

Re-greening can also be caused by the position of the fruit on the individual tree. Fruit tucked in among the leaves tends to have more green as it is trying to maximize its reach for the sun's rays.

Re-greening is a common occurrence this time of year and is purely cosmetic. It is a temporary change to the fruit's appearance and can still be safely consumed and enjoyed. Most importantly, this does not affect the flavor, sweetness or quality of the fruit. Some growers believe that citrus with regreening can have more sugar and a sweeter taste than fruit with a deep orange color. The debate continues.

De-greening: is the process of removing the green coloring (chlorophyll) from the skin of citrus fruit. This is achieved by introducing measured amounts of ethylene gas into a temperature and humidity-controlled environment. Ethylene gas helps change the rind color from yellow or green to orange. Ethylene is a naturally produced plant growth hormone that is effective as a de-greening agent. It does not change any other characteristic of the orange.

Only mature fruit is suitable for de-greening. De-greening is primarily a cosmetic treatment that improves the fruit's appearance. It does not affect the quality or flavor of the fruit.



**TIM LYNCH**

**QUALITY ASSURANCE MANAGER**