

Fresh Finds

Market Update

Market Update
October 02, 2023

Fruit Update

- **Apples** – New crop apples are plentiful. Autumn Glory's will be available in 2 weeks.
- **Strawberries**– Berries out of Santa Maria and Oxnard are yielding higher quality than those out of Watsonville. Production is steady.
- **Variety Berries** – Blueberries are non-existent this week. Peruvian berries are down 60% from poor weather. Blackberry and raspberry production is on the decline and will remain limited over the next couple of weeks.
- **Citrus** – 113/138ct oranges are short and will remain that way through the rest of the Valencia season. The market on limes is elevated and is expected to continue to climb.
- **Pears**– Local pears are in full swing and promotable. A nice addition to any fall set.
- **Grapes** – Markets are high on both green and red grapes. Volume on the decline and will remain that way through the first few weeks of the start of the import season.
- **Melons**– Production is on the decline as the California season finishes up.
- **Pineapples** - Quality remains good and supply is steady.
- **Pomegranates** – Large sizing and great quality. Pom Wonderful Pom's are coming soon. Arils available now.



New Product Lines

- Cruck Pak snack packs are here and a perfect addition to your grab & go display.
- Taylor Farms has released new single serve salads and snack trays. Another great addition to your salad offerings.

Ask you Sales Rep about these today!

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Veg Update



- **Lettuce** – Quality remains a concern across the board on all varieties. Mildew and seeder pressure causing some discoloration, along with tip burn being the biggest contributors.
- **Celery** – Prices are declining, warmer weather has sped up the growing process. Some signs of pith and insect pressure have been reported, but overall quality is good.
- **Broccoli & Cauli** – Pricing has steadied on both commodities. Quality concerns on cauli has diminished.
- **Onions** – Local dry onion quality and supplies are great on all colors. Green onion quality and supplies remain limited.

Local Hard Squash varieties are plentiful with great quality. Cases and assorted bins available now. Great way to add color to any display!

- **Peppers** – Local peppers are done for the season. Green and red pepper volume are steady, while yellow is limited.
- **Asparagus** – Very promotable pricing, with steady production and quality.
- **Green Beans** – Availability is limited with fair quality.
- **Brussel Sprouts** – Local brussels are here. Market and quality is good.
- **Tomatoes**– Steady supply and quality out of both California and Mexico have improved.
- **Cucumbers**– Market is coming back down and quality is improving. Hothouse cucumber market is tightening up.



Little Known Facts – Cranberries

- Cranberries are one of the few native fruits to North America. Washington, Oregon, Wisconsin, New Jersey, and Massachusetts are the 5 states known for growing them.
- Cranberries are approximately 90% water.
- Surprisingly only 5% of the cranberry crop is sold fresh. 95% of the crop goes to making juice, sauce, and many others.
- Cranberry season is typically October through December.
- The yearly US cranberry crop if lined up would stretch from LA to Boston 565 times.



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Organic Update

- **Apples** – New Crop OG Sweet Tango apples are available. New crop apples are plentiful and quality is great.
- **Berries**– Bush berries are tight and will remain that way for a few weeks. Strawberry quality is improving.
- **Grapes** – Pricing is elevated with limited availability. Growers are working through quality issues brought on by the tropical storm.
- **Celery** – Demand is improving and we will see more active pricing over the coming weeks.
- **Cauli and Broc** – Broccoli production is limited with some quality issues present. Mainly pin rot and insect pressure. Cauli pricing is down from weeks past and quality is improving.
- **Lettuces** – Increased quality issues in Romaine and Iceberg are causing the demand to be down. Red and green leaf supplies are steady despite the insect and mildew pressure
- **Citrus**– OG Valencia oranges are winding down. Navels are still a few week away. California lemon production will begin in a limited way in the coming weeks.
- **Pears** – Markets are steady and quality is good.
- **Figs** – Brown turkey and black mission figs are in stock now. Great quality and a good way to get added sales.

Food Service Update & Trends

- Avocados – Mexican fruit is leaning towards larger sizing. However, smaller sizing is where the market is at.
- Spinach and spring mix quality continues to improve.
- Cilantro – Growers are reporting lighter yields this week than they've seen in the recent weeks.
- Carrots – Local carrots are here and a great fall veggie to add to the menu.
- Mushrooms – Windmill Farms mushrooms are here. Their mushrooms are clean and fantastic quality. Locally grown in Sunnyside WA.