

Fresh Finds Market Update

Market Update
October 09, 2023

Fruit Update

- **Apples** – The apple market remains strong with new varieties on the way. Jonagolds, Macintosh, and Braeburns will be available in a few weeks.
- **Strawberries**– The market is strong with Santa Maria, Oxnard and Central Mexico seasons going. Santa Maria will be the first to finish in 3 weeks.
- **Variety Berries** – Blueberries continue to be tight. The first boats are set to arrive this week. Volume is not expected to improve until late October. California is finishing up on blackberries. Mexico's start of season is still a few weeks away. Raspberries volume out of Mexico is ramping up, quality is good.
- **Citrus** – The end of Valencia season is approaching. Pricing will continue upward over the next few weeks. Navel season is behind 2-3 weeks from last year. Overall navel volume is expected to be slightly lower this year.
- **Pears**– Local pears are in abundance. Quality and pricing is good on all varieties.
- **Grapes** – Prices are expected to continue to rise, while quality is mixed on both green and red. Offshore fruit is scheduled to hit the ports mid October, however prices will remain high into November.
- **Pineapples** – Market is down slightly with moderate supply.
- **Pomegranates** – Great color, quality and large sizing.



New Product Lines

- Crunch Pak apple crisp kits are in house now. Just in time for Fall festivities.
- Lots of pre-books went out that are due this week. Most of those product lines are pre book only so get your orders in and take advantage of the discount pricing.

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Veg Update



- **Lettuce** – Supplies are steady and the markets are coming down. Still seeing some quality issues as we near the end of the Northern California season. Transition is on the horizon.
- **Celery** – Market has flattened as cooler weather has hit, suppressing any quality issues that were present.
- **Broccoli & Cauli** – Broccoli volume is light with moderate demand. Cauliflower pricing is on the rise as supplies are expected to tighten up over the next few weeks.
- **Onions** – Local dry onion market is steady with great quality. Green onion market is softening as supplies and quality improve.

Local potatoes are available in multiple pack sizes and colors. Russets, reds, yellows, and medley potatoes pricing and quality are great. Ask your sales rep about the new 16/3lb Blissful Bites.

- **Peppers** – Hothouse peppers are still coming from Canada with great pricing and quality. Greens have good supplies and quality.
- **Asparagus** – Prices are on the rise as we get into the crops hit by the hurricane earlier this Fall.
- **Green Beans** – Light supplies and fair quality.
- **Brussel Sprouts** – Strong market and good quality. 24/1lb cases due in Tuesday.
- **Tomatoes** – Market and pricing are steady on all tomatoes.
- **Cucumbers** – Volume out of Mexico is up, pricing and quality is good.



Little Known Facts – Fuyu Persimmons

- Fuyu persimmons are a type of berry. Many mistake them as part of the tomato family because of their shape.
- Fuyu's are considered the most edible variety of persimmons
- Persimmon translates from the Greek word Disopyros meaning "Divine Fruit", or "God's Pear."
- The flavor profile is described to be a mix of pear, brown sugar, cinnamon and dates.
- Fuyu 's are native to Asia. Persimmons are the national fruit of Japan.
- In the US persimmons are grown in Texas and Florida.



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Organic Update

- **Apples** – Local OG varieties are plentiful and good quality.
- **Berries**– Transition has started supplies are light on bush berries. Strawberry supplies and quality continue to improve.
- **Grapes** – Pricing remains elevated. Both red and green varieties in stock now.
- **Celery** – Market and pricing are steady. Quality is good.
- **Cauli and Broc** – Broccoli production remains limited with some quality issues present. Cauli supplies have steadied with less quality concerns than previous week.
- **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 lemons out of Mexico are peaking on smaller choice fruit. California fruit is still a few weeks away. Lime supplies and quality are inconsistent, pricing remains varied. Valencia are winding down in most areas. Navels are still a few weeks out.
- **Pears** – Market remains steady with good quality
- **Figs** – Both brown turkey and black mission supplies and quality are good.

Food Service Update & Trends

- Avocados – Market is down slightly. New growing regions in Mexico are coming on strong.
- Spinach and spring mix supplies are good.
- Cilantro – Local will be winding down soon. California market is steady on 60ct's.
- Carrots – Market and quality is good.
- Mushrooms – Mushroom quality is good. Great local item to add to any menu.