

Fresh Finds

Market Update

Market Update
October 23, 2023

Fruit Update

- **Apples** – Apple market continues to be strong. Lots of varieties in house now, such as, sugar bees, ambrosia, autumn glory, raves and sweet tango.
- **Strawberries**– California berry quality is starting to improve as growers transition into the southern crops. Central California berry season is ending with quality being fair at best.
- **Variety Berries** – Blueberries remain tight as demand continues to exceed supplies. Peru continues to produce low volume and ships are delayed getting into the port. Mexico is expected to ramp up in November. Blackberries are tightening up with volume expected to decrease over the coming weeks.
- **Citrus** – California navels will start at the end of the week. Just in time for the end of Chilean and Australian seasons. Texas Rio Star grapefruit will also start at the end of the week, with the California season coming to an end.
- **Pears**– Pears are all local with great supplies. Happy Pears are here. They are the perfect addition to your pear displays.
- **Grapes** – The market is starting to increase, with greens having higher volume than reds. Quality is improving as growers work through the remaining crops.
- **Pineapples** – Supplies are increasing, however the port has been closed due to high seas. This could result in supplies tightening up if it continues.
- **Pomegranates** – Continue to be in good supply and the market is coming down as volume increases.



New Product Lines

- NatureSweet – Glory's, D'vines, Cherubs, Constellations, and Yellow Comets are here.
- Lots of new organic items now available. Lemon & Lime combo bags, bagged Jalapenos, 2# Red & Black Plums, EZ Open Coconuts are just a few. Ask your account manager for a full list of items.



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Veg Update



- **Lettuce** – Transition is here, all lettuce will be coming out of Huron until Nogales starts up. Good volume and quality across all varieties.
- **Celery** – The market is coming back down and supplies are increasing.
- **Broccoli & Cauli** – Broccoli volume remains light but the market is starting to soften. Cauliflower market is steady with volume increasing
- **Onions** –. Local dry onion market is dropping quickly. Product is very promotable with excellent quality. Green onion market is easing as volumes increase.

Local potatoes are available in multiple pack sizes and colors. Russet market continues to drop on large sizes. The market on smaller sizes will start to rise the closer we get to the holidays.

- **Peppers** –Hothouse Peppers are still in good supply. Greens are slightly up this week. Transition to Southern California will start in the next couple weeks. Yellow Chile peppers are tight and quality is poor.
- **Asparagus** – Prices are on the rise as Mexico winds down and we get closer to the up coming holiday.
- **Green Beans** – Supplies remain limited with high markets.
- **Brussel Sprouts** – Steady supplies in the small to medium sizing. Large sizes remain short.
- **Tomatoes** – Supplies and markets remain steady.
- **Cucumbers** – Good supplies and decreasing markets out of Mexico.



Little Known Facts – Sumo Mandarins

- In Japan a Sumo Mandarin is known as a Dekopon. Only the largest of this variety are considered a Dekopon.
- Sumo's are considered one of the best citrus in the world
- In Japan one Sumo will cost you over \$13.00, it is the most expensive citrus in the Country.
- The fruit was born in Japan in the 1970's. It wasn't until 2011 that American grower reached an agreement with the Japanese to start growing these trees in America.
- Consumers spent nearly \$62 million on this fruit in 2021.



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Organic Update

- **Apples** – Local OG apple supplies are steady and pricing is good.
- **Berries**– Blueberries are starting to hit the port, volume will increase over the next couple of weeks. The market will remain high. Even at the high market we are selling out in a day.
- **Grapes** – Markets are down a bit on both varieties with steady supplies.
- **Celery** – Market has come down a bit and quality has improved.
- **Cauli and Broc** – Cauliflower market is on the rise, while the broccoli market has steadied. Transition is a few weeks away.
- **Lettuces** – Markets are decreasing on all lettuces but quality is still an issue with red ribs. Transition to Huron has started, but the growers are seeing similar issues in the desert crops.
- **Citrus**– OG Valencia's are done for the season, creating a slight gap until the navel season starts in a few weeks.
- **Pears** – Volume and markets are steady. Asian pears now available.
- **Figs** – Good supplies and great pricing.
- **Persimmons** – Hachiya's are here and quality is good

Food Service Update & Trends

- Avocados – XL and #2 fruit are limited compared to the smaller 60/70cts. This will be the case for the remainder of the season.
- Spinach and spring mix supplies are good.
- Cilantro – Supplies and quality remain good.
- Snap & Snow Peas – Sugar snaps are gapping out of California. Snow peas are steady.
- Mushrooms – Volume and markets are steady.