

# Fresh Finds

## Market Update

Market Update  
November 6, 2023

### Fruit Update

- **Apples** – Washington apple market remains steady, with more varieties coming available each week. Braeburns, Jonagolds, and Opals are here.
- **Strawberries**– Northern California regions are done for the season. Southern California is still going strong. Expect to see the high markets and tight supplies through November as the Southern regions try to keep up with demand.
- **Variety Berries** – Blackberries are extremely tight and packers are cutting orders. Production is down due to the heavy rains and hail in Mexico. Blueberries are starting to become more readily available. Raspberries remain steady.
- **Citrus** – California navels are off to a slow start with smaller fruit 72ct -138cts leading the way. Production will start ramping up as the fruit develops more color and sugar. The de-greening process is taking 4-5 days. Australian Sumo's and blood oranges will be available at the end of the week. Texas grapefruit and pummelos available now.
- **Pears**– Market remains steady. Quality is excellent on all varieties.
- **Grapes** – California grape season is coming to an end. Reds are expected to be done next week, while greens will be available for a couple more weeks.
- **Tropical** – Mango market remains high due to the heavy rain in Peru and most fruit hitting the East Coast before it's transported to the West. Pineapple market is strong with larger sizing starting to peak. Ask your sales rep about the holiday pricing.



## New Product Lines

- Bushel English Cucumbers are here. Just in time for holiday trays.
- Organic Black Radishes add a great color break to any display.
- Conventional & Organic Cranberries are in house. Add them to your holiday displays and order extra for the freezer.



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### Veg Update



**Lettuce** – Iceberg supplies and quality have improved with transition. Market is steady. Leaf lettuce and romaine have steady supplies. Leaf lettuce has some light fringe burn but overall quality is good.

**Celery** – Market is steady with good quality.

**Broccoli & Cauli** – Broccoli market has leveled with strong demand. Quality has improved as well. Cauliflower market and supplies have improved. Quality is great.

**Onions** – Local dry onion market continues to drop. Product is very promotable with excellent quality. Great for holiday promotions. Green onion production has recovered with Mexico's season ramping up.

*Local russet potatoes pricing continues to drop. 40 and 50ct bakers are very promotable. Yam and sweet potato markets are down and are expected to stay at this level through the holidays.*

- **Peppers** – Green bell production and market is steady. Currently shipping out of the desert region. Hothouse peppers remain steady.
- **Artichokes** – Market is up with limited supplies. The recent cold snap has delayed crops.
- **Asparagus** – Market and supplies are expected to remain steady through the holiday.
- **Green Beans** – Supplies have improved and the market is steady
- **Brussel Sprouts** – Local Brussels remain steady and great quality.
- **Tomatoes** – Roma's and rounds are tight and the market is on the rise. California is finishing its season and Nogales is a few weeks out.
- **Cucumbers** – Steady volume, great quality, and pricing



## Little Known Facts – Pomelo

- A Pomelo is the largest citrus grown in the world at twice the size of a grapefruit.
- It is known for its bright colors and size.
- They vary in texture and flavor based on the variety. Some having a more sweet and floral flavor and others are tart and sweet with a little tang.
- Pomelos symbolize family unity, prosperity, and good luck in the Chinese culture.
- Pomelos are not only snacks, they are used in many hair products and perfumes because of their floral scent.



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## Organic Update

- **Apples** – Local OG apple supplies remain steady. New crop OG Opals and OG Granny apples are here.
- **Berries**– OG Blueberries are becoming more readily available as more ships are hitting the ports. OG Blackberries are very limited.
- **Grapes** – supplies and markets are good.
- **Celery** – Production is steady with good pricing. Quality is improving with some growers having insect pressure.
- **Cauli and Broc** – Both markets are down with production improving after being hit with quality issues. Quality is good. OG Broccollette is here.
- **Lettuces** – Production is down a bit with some mildew and insect pressure causing some issues on arrival. Demand is modest to say the least. Supplies should improve when Yuma is in full swing.
- **Citrus**– California has limited production on navels. It's expected to be minimal for a few more weeks. Lime supplies and quality remain inconsistent. Lemon supplies out of Mexico are peaking on smaller fruit. California is limited on production out of the desert.
- **Pears** – Markets and supplies are good.
- **Pomegranates** – Good supplies and great pricing.
- **Persimmons** – Hachiya's and Fuyu's are here and quality is good

## Food Service Update & Trends

- Avocados – XL fruit is more readily available, however 60ct still remain the most promotable.
- Spinach and spring mix supplies and quality are good.
- Cilantro – Supplies and quality remain good. Market is coming down.
- Snap & Snow Peas – Sugar snaps remain tight. Prorates on every order from the shippers.
- Mushrooms – 100% Windmill Farms product delivered fresh daily.