

Fresh Finds Market Update

Market Update
November 27, 2023

Fruit Update

- **Apples** – Washington apple market is going strong and quality is great on all varieties. New Crop Cosmic Crisp are here. Opals, Macintosh, Lucy Glo, Ambrosia, Sugar Bee's, are just a few of the specialty varieties we have in house.
- **Strawberries** – Market is high while production struggles in Southern California and Mexico. Rain and cold temps in these regions is effecting the volume coming out of the fields.
- **Variety Berries** – Berries are tight across the category. Cold, wet weather is playing a major roll with production..
- **Citrus** – California navel growers have been forced to pick out of sequence with the majority of retailers wanting large fruit. Smaller sizes will be tight until production catches up on the larger sizes. Lemon market and supplies are good. Lime market is steady with good supplies. Quality is good with the occasional scarring and oil spotting.
- **Pears** – Steady supplies and market
- **Grapes** – California grape season is about done. Offshore fruit has started to arrive at the ports. We have made the jump to new crop Peruvian fruit. Pricing and quality is good.
- **Tropical** – Pineapple production is steady with large sized fruit. Mango market has come down a bit, but is expected to remain elevated through the end of the year.
- **Melons** – Mexico's season is winding down. Offshore cantaloupe and honeydew are starting to arrive at the ports.



New Product Lines

- New Crunch Pak fruit trays are great items for all the entertaining that consumers will be doing over the next month. Ask your rep about the Charfruiterie tray and the apple, grape and caramel dip tray.



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Veg Update



- **Lettuce** – Iceberg market is active as multiple growing regions are going. However, the market is expected to fluctuate over the next few weeks as regions finish and move their full operations to the desert.
- **Celery** – Supplies and market are good.
- **Broccoli & Cauli** – Transition to Yuma has begun. Market and production is steady on both crops. Brocolini supplies are limited as demand has increased.
- **Onions** – Local dry onions market and supplies remain steady with good quality. Green onion market is steady. BBQ onions are back in stock, quality has improved and production has stabilized.

Local russet potato market remains promotable with good quality. Colored potato supplies and market are good. Yam and Sweet potato market is steady with good supplies.

- **Peppers** – Green bells are transitioning to Nogales. Colored bell market and supplies are good
- **Artichokes** – Salinas growing season has ended. Oxnard and the desert regions are getting started. Volume is beginning to increase.
- **Asparagus** – Stable market with good supply. Sizing is mostly standard out of Mexico and Peru. Quality is good out of both regions.
- **Green Beans** – Market is escalated and supplies are tight. Weather is the main reason production is light.
- **Tomatoes** – Baja and Mexico regions have begun production. Markets and quality are good.
- **Cucumbers** – Market and supplies are steady, quality is good.



Little Known Facts – Lucy Rose

- Lucy Rose apples are sweet with a hint of berry flavor.
- Thin red skin that allows the red flesh to show through.
- Lucy Rose are a cross between honeycrisp and Airlie red.
- Lucy Rose apples were introduced in the Fall of 2018.
- The initial season produce around 6,000 cases, by 2021 it had grown to 25,000 cases.
- Lucy Rose apples are suited for fresh or cooked preparations.
- They are often used in savory dishes to add a bit of sweetness.



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Organic Update

- **Apples** – Local OG apple market and supplies are steady. Quality is good.
- **Berries**– Org Blackberries continue to be extremely tight. Org Blueberry supplies are good and pricing is steady. Org Strawberry market is elevated from the cold, wet weather that hit the region.
- **Grapes** – Domestic grape season is done. Imports are starting but supplies are extremely limited.
- **Celery** – Market is escalated with high demand.
- **Cauli and Broc** – Volume out of the desert has increased. Market is steady and quality is good. Broccollette market is steady as well.
- **Lettuces** – Yuma season has begun. Production is starting to ramp up, market is slightly elevated as growers try to keep up with demand.
- **Citrus**– California org navels are here. Large sizing available currently 32/36ct. 10/4lb bagged navels are also available. 15/2lb mandarins will be here at the end of the week.
- **Pears** – Markets and supplies are good.
- **Tomatoes** – Org grape tomatoes are extremely tight and quality is fair to say the least. The market is remain elevated and tight until production and quality improves. Round supplies and market are steady.

Food Service Update & Trends

- Avocados – Supplies could tighten up with the holiday last week and Monday being a holiday in Mexico. The region reduced its harvest by 10% last week due to limited harvesting days.
- Tender leaf lettuce – Good supplies and quality.
- Cilantro & Parsley– Steady market and supplies. Quality is good on both.
- Snap & Snow Peas – Sugar snaps and snow peas remain extremely limited and supplies struggle to meet demand. Rain continues to affect the harvest and quality. The market is expected to remain elevated until production stabilizes.