

# Fresh Finds

## Market Update

Market Update  
December 12, 2023

### Fruit Update

- **Apples** – Local apple market is going strong. Pricing and quality is great. New Crop Cosmic Crisp's are here along with many other varieties available, just at your sales rep.
- **Strawberries** – Supplies remain tight causing the market to be high. Keep displays small and rotating daily. Cold weather is impacting the crop and production.
- **Variety Berries** – Berries remain tight and markets are high. Promotions are not available and we suggest keeping displays at a minimum until the market softens. Weather is the biggest contributor to lack in production
- **Citrus** – Navel market is steady with good supplies and quality. The market is expected to remain steady through the end of the year. Lemon market is steady, smaller sizes dominate the California crop. Lime market is steady for now. However, rain and cooler weather is on its way. This could slow down production in the coming weeks. California heirloom oranges are here.
- **Pears** – Steady supplies and market. Butterscotch pears are in house now.
- **Grapes** – Import grapes are here. Quality and flavor are great. Supplies are good, markets are steady.
- **Tropical** – Mango market is down slightly. Sizes are between 8/12cts. Pineapple market is good with great supplies.
- **Melons** – Mexico's season is winding down. Offshore cantaloupe and honeydew are starting to arrive at the ports.
- **Stone Fruit** – Imports are starting to arrive. Cherries are here. Apricots are on their way.



## New Product Lines



- 12/1lb Purple Brussel Sprouts
- 10/1lb Import Cherries
- 36lb Heirloom Oranges
- 18lb Butterscotch Pears
- 12/1lb Purple Brussel Sprouts
- All these items would be great additions to holiday displays.

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### Veg Update



- **Lettuce** – Iceberg market is steady and supplies are good. Red leaf sizing has been small, but sizing is improving with each load. Green and Red leaf supplies are steady. Romaine market is steady with good supplies.
- **Celery** – Prices could increase with the holiday push. Supplies and quality are good.
- **Broccoli & Cauli** – Market is on the lower end with good supplies.
- **Onions** – Green onions are in good supplies and market is steady.
- **Brussel Sprouts** – Supplies are tightening up due to the weather causing some defects. This is mainly effecting the bagged products.

*Local russet potato market and supplies are good. Colored potato market is steady. Yam and Sweet potato market is steady with good supplies.*

- **Peppers** – Green bell market and supplies are good. HH pepper market is on the rise and supplies are limited.
- **Artichokes** – Supplies have increased and market has stabilized. Quality is very nice.
- **Asparagus** – Market is on the rise and supplies are tightening up. Storms in Mexico are wrecking havoc on the crop and harvesting.
- **Green Beans** – Market remains high with limited supplies as the holiday push is upon us.
- **Tomatoes** – The storms in Mexico are causing the supplies to tighten up, expect to see markets across the category jump up.
- **Cucumbers** – Weather is a factor here as well. Tight supplies and market.



## Little Known Facts – Butterscotch pears

- Grown in South Korea and hand wrapped with care while they are still on the trees. The wrapping process protects them from the elements, making them blemish free.
- Butterscotch pears are crunchy, juicy and sweet.
- Butterscotch pears are considered a premium large sized Asian pear.
- Some call them nature's candy because of their sweet flavor.
- They have a much smaller core compared to other Asian pears allowing them to retain more juice.



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## Organic Update

- **Apples** – New crop Org Cosmic Crisp are here.
- **Berries**– The berry market remains high and supplies are tight across the category. Cold, wet weather is effecting the crops and harvesting of the berries.
- **Grapes** – Imports are still a few weeks away. Domestic fruit is done for the season.
- **Celery** – Market remains high and is expected to stay elevated through the end of the year.
- **Cauli and Broc** – Supplies and market are steady. Quality has improved. Org baby broccoli is starting to tighten up with the holiday push upon us.
- **Peppers** – Mini sweets are hard to come by pushing the market up. Expect HH to follow suit with the conventional market.
- **Lettuces** – Leaf lettuce market is steady with good supplies. Quality is improving with each harvest. Romaine supplies are good. The market is slightly higher than red and green leaf
- **Citrus**– California navels are large sized and great quality. The 32/36ct navels are sure to impress. Organic juicing oranges are also available.
- **Tomatoes** – Org grape tomatoes continue to be non-existent. The market is remain elevated and tight until production and quality improves. Round supplies and market are steady.

## Food Service Update & Trends

- Avocados – Mexican fruit is going strong. Supplies are plentiful and market is good.
- Tender leaf lettuce – Market is good, supplies are steady.
- Cilantro & Parsley– Supplies and markets are good
- 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.