

Fresh Finds Market Update



Market Update
December 30, 2024

Fruit Update

- **Apples** – Apple season is in full swing. New crop cosmic crisp are in house. Great quality and lots of supply.
- **Strawberries** – Market is high, and supplies are tight. Rain and cooler weather have slowed the growth and harvesting. Supplies should start to improve over the next couple of week.
- **Variety Berries** – Blueberry market is steady. 6oz and 18oz packs are available. Great quality and large sizing. Blackberry market remains steady. California’s season is winding down, most supplies are coming out of Mexico. Raspberry market and quality are good. Be sure to ask your sales rep about the new tri-color berries in stock now.
- **Citrus** – California navel market is steady. The crop is starting to size up making the 48/56ct readily available. New crop cara cara’s and blood oranges are here. Color and quality are good. Lime market is up a bit on the smaller sizes. Larger sized fruit is peaking. Lemon market and demand is steady. Domestic supplies are plentiful
- **Pears** – PNW market remains elevated. The pear crop is down due to the cold snap that hit the Wenatchee valley earlier this year. Affecting bud development on all pear trees. D’Anjou supplies will be down roughly 25% from last year.
- **Grapes** – Import grapes are here. Green grapes are large size with great flavor. Reds are a bit smaller than the greens, but quality is good on both. Market is up and expected to stay up through the end of the year.
- **Tropical** – Pineapple market is stable, and quality is good. Mango supplies and market is steady.
- **Exotic Fruit** – Pomegranates and persimmons are in stock. Markets and supplies are good.



New Product Lines



- Tri-Color Veri Berries
- Bicolor Corn
- Organic Satsumas
- Organic Nature Sweet Grape Tomatoes
- Dekopons
- Seedless Lemons

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Veg Update



- **Lettuce** – Iceberg market is starting to come down as supplies increase. Leaf lettuce is coming down with the increase in production out of the desert.
- **Celery** – Markets are starting to rise with the holiday demand.
- **Broccoli & Cauli** – Broccoli market is elevated. Volume is expected to improve over the next couple weeks. Cauliflower market is steady, supplies are starting to increase out of Yuma.
- **Brussel Sprouts** – Market is steady, and supplies are good.
- **Onions** – Local red, yellow, and white onion supplies are good. Market remains steady. Northwest sweets and Mayan sweets markets are stable with good supplies.

Local russet potato market and supplies are good. Local 24oz and 3# medley, reds and golds are readily available.

- **Peppers** – Green bell market is elevated due to the Mexican yields being lighter. Cooler temperatures have delayed some crops. HH peppers are steady, and markets are stable.
- **Asparagus** – Markets are steady but are expected to rise as the Mexican season winds down.
- **Tomatoes** – The cooler weather in Baja and Central Mexico has slowed production. Along with the East Coast relying on the West Coast for their tomatoes due to the crop damage from the hurricanes. Markets are elevated
- **Cucumbers** – Markets are steady, supplies are increasing with improved weather.



Little Known Facts: Cara Cara Oranges

- Cara Cara's are less acidic and much sweeter than most varieties of oranges.
- They have a unique flavor profile with sweet notes of cranberry, blackberry, raspberry and rose.
- On the outside they look like any other orange, but on the inside is a pink flesh.
- They were discovered in Venezuela in 1976 but were not introduced into the United States until the 1980's.



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Organic Update



- **Apples** – New crop organic cosmic crisp are in house. Markets and supplies are good on all varieties.
- **Berries**– Strawberry market is elevated, and supplies are tight. Blueberry market is down, and supplies are good. Blackberry market is stable with steady supplies. Raspberry supplies are tightening up causing the market to move up slightly.
- **Asparagus** – Steady market and supplies.
- **Celery** – Supplies are good, and market is steady
- **Cauliflower and Broccoli** – Supplies are steady, and markets are good.
- **Peppers** – Hot House colored bells market is steady, and supplies are good. Green bell supplies are good.
- **Lettuces** – Supplies and markets are steady.
- **Citrus** – Orange market is steady with good supplies. New crop bulk satsumas are here. 15/2lb mandarins are in stock. Lemon supplies are ample, and markets are steady.
- **Tomatoes** – Markets have come down a bit. Growing regions are starting to recover from the cold weather.
- **Squash** – Hard squash supplies are good. The market is steady.
- **Grapes** – Grapes are gapping.



Food Service Update & Trends

- **Avocados** – Mexican supplies are increasing. As production ramps up the markets are starting to come down on all sizes.
- **Tender leaf lettuce** – Steady market and good supplies.
- **Cilantro & Parsley** – Supplies are ample, and markets are steady.
- **Snap & Snow Peas** – Markets and supplies are good.