

Fresh Finds

Market Update

Market Update
January 1, 2024

Fruit Update

- **Apples** – Market remains steady. Many varieties are in abundance, while a few are ending for the season. Autumn Glory, Jonagold, and Macintosh are done for the season.
- **Strawberries** – Production is very limited out of all growing regions. Rain in these regions are impacting the harvest and driving the markets up. Rain is in the forecast for this week as well. Markets will remain elevated until production stabilizes.
- **Variety Berries** – Blackberry and raspberry markets are on the rise. Cool weather is limiting production. Blueberry market remains stable but could increase as the other berries become difficult to source.
- **Citrus** – Navel market remains steady, and supplies are adequate. Blood and Cara Cara oranges are here. Satsumas started in a small way; however, many growers are experiencing some quality concerns that will impact production. Lemon market is good with all three growing regions in full swing. The lime market is on the rise with all the Mexican border closures from the holidays. It has impacted shipments into the states.
- **Pears** – Supplies are good, and markets remain steady.
- **Grapes** – Prices remain high but should ease mid January as supplies from Chile and Peru continue to increase.
- **Tropical** – Pineapple market is steady, and supplies are good. Mango market remains steady.
- **Melons** – Offshore cantaloupe market is active, fruit has a slight green casting caused by cool, wet weather. Offshore honeydew market is following suit with the cants. Watermelon volume is increasing on both mini's and full-size melons.



New Product Lines



- Stemilt 4pk Organic Apples are available in granny, fuji, gala, and honey crisp.
- 24/1lb Seedless lemons.
- 18/1lb Meyer lemons.
- Del Monte Honeyglow Pineapples
- Blood, cara cara and heirloom oranges.
- Dekopon Mandarins

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Veg Update

- **Lettuce** – Iceberg market remains steady. Leaf lettuce markets are holding steady and have good supplies. Romaine supplies and market are good. The rain in the forecast could delay harvesting throughout the week.
- **Celery** – Market and supplies are good, keep in mind the rain could impact the market depending on harvest delays.
- **Broccoli & Cauli** – Markets are on the rise. Weather has affected the growth and supplies are tightening up.
- **Onions** – Green onions are in good supplies and market is steady. Dry onion category is on the rise with the export demand not decreasing.
- **Brussel Sprouts** – Market has softened with the increase of supplies and the holiday pull finished.



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

- **Peppers** – Markets should start to come down over the next few weeks as growers move to new growing regions.
- **Artichokes** – Market is good, but supplies are light.
- **Asparagus** – Market remains high as the volume has decreased from the inclement weather. 2-3 weeks before supplies return to normal.
- **Green Beans** – Market remains high with limited supplies as the holiday push is upon us.
- **Tomatoes** – Markets should start to come off in the next couple weeks as new growing regions start up.
- **Cucumbers** – Weather remains a factor, supplies are good but sizing is inconsistent.



Little Known Facts – Blood Oranges

- Documented to exist since the 1600's, blood oranges originated in Italy.
- There are more than 15 varieties of blood oranges.
- The dark red color of blood oranges during the cold weather at night. This is why they are only available in the winter.
- Their flavor profile is described as a mix of citrus with a hint of raspberry. They tend to be sweeter than a navel or Valencia orange.



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Organic Update

- **Apples** – Steady markets and supplies.
- **Berries**– The berry market remains high and supplies are tight across the category. Strawberries are extremely hard to find. Cold, wet weather is effecting the crops and harvesting of the berries.
- **Grapes** – Imports are starting a very light way. The market is extremely high.
- **Celery** – Market is still elevated. Supplies are starting to increase.
- **Cauli and Broc** – Supplies and market are steady. The cold weather could have an affect on harvesting.
- **Peppers** – Mini sweets are hard to come by pushing the market up. Expect HH to follow suit with the conventional market.
- **Lettuces** – Markets are steady and supplies are good. Like other categories this could change with the cold, wet weather delaying harvests.
- **Citrus**– Pumelos, 10/3lb poppies, and juicing oranges are available now. Navel market and supplies are good. Lemon and lime markets are steady.
- **Tomatoes** – High markets across the category. Markets are expected to remain high until mid January. Harvesting has been delayed due to the inclement weather that has been impacting the growing regions. Limiting supplies on all tomatoes.

Food Service Update & Trends

- Avocados – Market is starting to come down on the larger fruit. Bringing them more in line with the smaller sizing.
- Tender leaf lettuce – Good supplies and good quality.
- Cilantro & Parsley– Supplies and markets are good
- Snap & Snow Peas – Supplies are improving and production is able to keep up with demand. The market has stabilized on both.
- Squash – Markets are elevated due to light supplies from the cold weather.