

Fresh Finds Market Update



Market Update
January 22, 2024

Fruit Update

- **Apples** – Steady market and supplies. This week begins the 2 week long Apple Cup. Make sure to get your display pictures sent in by the 2nd.
- **Strawberries** – Market is up and is expected to remain here for a bit. The cool weather and rain that has hit the Oxnard, Santa Maria, and Mexico regions has slowed down production,
- **Variety Berries** – Blackberry yields are down along with raspberry production. The wet cool weather is effecting the production on all berries. Prices are elevated. Blueberry shipments have been delayed out of Peru due to the weather, causing the market to tighten.
- **Citrus** – Navels are peaking with large sizes and the market is steady. Smaller fruit is hard to come by and the market is up on the smaller sizing. On the bright size citrus loves cold weather, fruit will be sweeter as the cold helps out the brix. Lemons production and market is strong. Lime market is good. Both limes and lemons are peaking on the large size and like the navels the smaller sizes are tight with an elevated market.
- **Pears** – Supplies are good, and markets remain steady.
- **Grapes** – Offshore season is well underway. Supplies are ramping up and pricing is high.
- **Tropical** – Pineapple market is good. Quality has been excellent.
- **Melons** – Offshore cantaloupe production has improved but is expected to become limited again with the colder weather the region is experiencing. Honeydews are also limited. Sizing on the melons are larger with the smaller fruit being the most limited. Watermelon volume is increasing on both mini's and full-size melons.



New Product Lines

- Org 6/1lb kiwi.
- Tangelo Minneolas.
- Org Duet Peppers
- Banana Leaves (fresh)
- Blood, cara cara and heirloom oranges.
- Dekopon Mandarins.



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Veg Update



- **Lettuce** – Cooler weather has hit the region leaving the crops with a morning layer of ice. Expect to see epidermal blistering and peel on the lettuce due to the extreme cold. The markets are steady for now.
- **Celery** – Supplies are good and the market has stabilized.
- **Broccoli & Cauli** – Broccoli and Cauliflower markets are up slightly from the cooler weather slowing down the crop growth.
- **Onions** – Green onion market is up and expected to remain elevated over the next few weeks. Dry onions are up slightly from the demand from exporters.
- **Brussel Sprouts** – Steady supplies and market.

Local russet potato market and supplies are good. Deals to be had on larger sizes. Colored potato market is steady. Yam and Sweet potato market is steady with good supplies.

- **Peppers** – HH pepper are in short supply, the market is on the rise. Green bell supplies have improved and the market will start to decrease.
- **Asparagus** – Favorable weather is desperately needed in the growing regions. Production is down while workers try to harvest what they can. The cold weather has slowed the growth down and wiped out crops. Prices are expected to remain elevated until mid February.
- **Green Beans** – Supplies remain limited. The cold weather has damaged crops.
- **Tomatoes** – Higher markets and extremely limited supplies across the category. The cold and wet weather has slowed the growth and production can not keep up with demand.
- **Cucumbers** – Higher markets and limited quantities. Production will be effected for the next few weeks while crops recover.



Little Known Facts – Tangelo Minneola

- Nicknamed the “honey bell” because of its bell shape.
- A cross between a tangerine and a grapefruit.
- Available January through April
- Their flavor profile is described as being sweet with a mild tartness.
- Easy to peel soft pebbly skin with a bright red-orange color.
- When selecting a Minneola look for fruit that is firm and heavy for its size.



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Organic Update

- **Apples** – Org Pink Lady apples in stock now. 9/3lb organic snappers are included in the Apple Cup pricing, a nice way to add some extra organics to the mix.
- **Berries**– Like the conventional market organic berries are very limited and the markets are elevated across the category.
- **Grapes** – Imports are here. Market is higher, supplies and quality are good.
- **Celery** – Market is high with light supplies.
- **Cauli and Broc** – Light supplies and higher markets due to the cold wet weather.
- **Peppers** – Mini sweets are hard to come by pushing the market up. Expect HH to follow suit with the conventional market.
- **Lettuces** – Cold, wet weather is having an effect on the crops. Expect to see the epidermal blisters and peel on heads. Market is slightly elevated.
- **Citrus**– Supplies and market are good. Unlike the other crops the cold weather helps the citrus develop sugars.
- **Tomatoes** – High markets across the category. Markets are expected to remain high until mid February. 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 – Good supplies and steady market.
- Tender leaf lettuce – Steady market and supplies. Expect to see an uptick in sales with the head lettuce having epidermal issues.
- Cilantro & Parsley– Markets are up slightly with production being down.
- Snap & Snow Peas – Supplies are improving and production is able to keep up with demand. The market has stabilized on both.
- Squash – Markets are high and supplies are limited.