

# Fresh Finds Market Update



Market Update  
January 30, 2025

## Fruit Update

- **Apples** – Apple pricing is unchanged. Now stocking Wild Twist, Lemonade, Autumn Glory, Sweet Tango and Opal apples.
- **Strawberries** – Market are expected to rise with the growing region getting rain the past couple days and next weeks forecast showing the same. Expect prorates for the upcoming Valentine's Day pulls.
- **Variety Berries** – Peruvian blueberry season has ended; Chile is winding down and Mexico is well positioned to take on the influx. Raspberry production is being impacted by cooler weather. Market is expected to remain elevated through February. Mexican blackberries supplies are good,
- **Citrus** – Orange supplies are plentiful, and market is steady. Gold nugget tangerines, noble tangerines, page mandarins, tangelo minneolas, and dekopons now in stock. Lime markets are up, smaller sizes are limited. Lemon markets are steady, and supplies are good.
- **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. Prices are starting to come down as yields are increasing. We will see prices continue to inch down throughout February. Import black grapes are available now.
- **Tropical** – Pineapple market is stable, and quality is good. Mango supplies and market is steady.
- **Melons**– Cantaloupe market is elevated, and supplies are limited. Honeydew market is elevated as well. Mexican supplies are limited. Watermelon market is slowly coming down with the increased volume coming out of Mexico.



## New Product Lines



- Wild Twist Apples
- Gold Nugget Tangerines
- Yo Quiero Nacho Queso
- Black Grapes
- Organic Raisins – Black, green & red

# Fresh Finds

## Market Update



## Veg Update



- **Lettuce** – Iceberg market for the most is steady. It could rise over the next couple a weeks from the colder weather the region has received. Leaf market is steady with good supplies.
- **Celery** – Markets are sporadic while some growing regions are still recovering from lesser yields.
- **Broccoli & Cauli** – Both markets are elevated. Colder weather in the growing region has slowed production.
- **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.

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

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- **Peppers** – Green bell market is steady. The colder weather on the way could cause production to slow and markets to rise next week. HH peppers are steady, and markets are stable.
- **Asparagus** – Market is elevated, while Peruvian supplies are steady the Mexican supplies are down to the colder weather.
- **Artichokes** – Supplies have improved, and the market has steadied.
- **Tomatoes** – Production has increased out of Mexico and supplies are plentiful. Markets are weak and expected to remain low over the next couple weeks.
- **Cucumbers** – Markets are steady, supplies are increasing with improved weather.



## Little Known Facts: Wild Twist Apples

- Wild Twist apples are a combination of a honeycrisp and a cripps pink.
- Available January through June
- They have a sweet-tart flavor.
- They are stored for a few months as the flavor improves with time.
- Originally named Regal apples they were rebranded in 2020 under the Wild Twist name.



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## Organic Update



- **Apples** – Markets and supplies are good on all varieties.
- **Berries**– Strawberry market is elevated. Rain in the growing region is slowing production. Blueberry market is down, and supplies are good. Blackberry market is stable with steady supplies. Raspberry supplies are tightening up causing the market is rising.
- **Asparagus** – Steady market and supplies.
- **Celery** – Markets are sporadic. Some growers are still struggling with production while others have recovered.
- **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** – New crop red and green grapes here now.

## Food Service Update & Trends

- **Avocados** – Markets are elevated supplies are tight with a high demand for Super Bowl. California season is just beginning, once it gets ramped up it will help ease the supply demand put on Mexico.
- **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.