

# Fresh Finds Market Update



Market Update  
February 6, 2024

## Fruit Update

- **Apples** – Market remains steady and supplies are good. Sugar Bee, Ambrosia, Braeburn, and Opal's coming in the next few weeks.
- **Strawberries** – Heavy rain is in the forecast for California. This is affecting harvesting and shipping. Prorates from vendors started last week and is expected to last through the next couple weeks.
- **Variety Berries** – Raspberry market is up with production slowing down due to rain. Blackberry market is coming down slightly. Blueberry market is decreasing, supplies are good.
- **Citrus** – Navel market is steady and peaking on large sizing. Supplies are limited on the smaller 88/113/138cts. Lime market is on the rise with the wet weather impacting harvesting. Lemon market is also being impacted by the rain. The impact from the rains are expected to last 2 weeks.
- **Pears** – Market is good and supplies are steady.
- **Grapes** – Delays at the port are driving the market up. Volume is down due to the delays. We won't see any relief until mid February. Quality is good on what is being received.
- **Tropical** – Pineapple supplies and market are good. Quality is great. Mango market is steady. Medium sized fruit is tightening up. Shippers are subbing in to large and small fruit based on availability at the time of loading.
- **Melons** – Cantaloupe and honeydew productions is up slightly from previous weeks.. Watermelon remains limited and sizing is on the smaller size. Supplies will start to improve with warmer weather.
- **Stone Fruit** – Offshore nectarines and plums are here. Good sizing and quality.



## New Product Lines



- Org Cara Cara Oranges
- 60ct Idaho Bakers
- Org 8/5lb apples
- Sunchoke
- Org Sliced Crimini Mushrooms
- Import Nectarines & Import Plums

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## Veg Update



- **Lettuce** – Lettuce market has leveled. Supplies are good across the category. Blistering, peeling, and pinking on the ribs is minimal throughout the industry due to rain and ice events.
- **Celery** – Market and supplies are good.
- **Broccoli & Cauli** – Broccoli and Cauliflower markets are steady. Supplies have improved.
- **Onions** – Dry onion market should see some relief in the coming weeks as Mexico's crops recover. Mexican 1015's will start in a few weeks and domestic should be available beginning of March. Green onion market is on the rise and supplies are limited.

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*Local russet potato market and supplies are good. Idaho Potato contest is going on. Make sure to send your display pictures in.*

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- **Peppers** – HH pepper supplies are starting to increase in a very light way and the market is up. Green bells are tight as well and the market is rising.
- **Asparagus** – Market is down and supplies are improving on standard sizing. Mexico's production will continue to improve while Peru's season is winding down.
- **Green Beans** – The cold weather has affected plant growth and caused supplies to become very limited with elevated markets.
- **Tomatoes** – Higher markets on rounds, grape, and medley tomatoes. Production is down due to the recent weather events. Roma market is recovering along with supplies.
- **Cucumbers** – Cucumbers are tight across the cucumber category and prices are elevated.



## Little Known Facts – Potatoes

- Potatoes were the first vegetable grown in space.
- Potato perfume is a thing. The Idaho Potato Commission concocted a perfume that is made from and smells like potatoes.
- China is the world's largest potato producer in the world.
- 30 states grow potatoes in the US. The top three are 1. Idaho 2. Washington 3. Wisconsin
- There are well over 5000 varieties of potatoes.
- Red and purple potatoes are the healthiest.



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## Organic Update

- **Apples** – Market and supplies are good. Now in stock is organic 8/5 apples in the following varieties, granny, Fuji, gala. Another packaged apple are the 14/4cts in Fuji, gala, granny, and honey crisp varieties.
- **Berries**– Like the conventional market organic berries are very limited and the markets are elevated across the category.
- **Grapes** – Extremely limited and higher than high market.
- **Celery** – Market is down slightly. Supplies are good.
- **Cauli and Broc** – Markets and supplies are good on both commodities.
- **Peppers** – Markets are coming down slowly. Supplies are increasing. As the supplies return to normal the market will stabilize.
- **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**– Steady market and ample supplies. New crop organic cara cara oranges are here.
- **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 – Market is steady and supplies are good.
- Tender leaf lettuce – Steady market with limited supplies on some varieties. Arugula is tight and shippers are prorating. Organic peppery mizuna is the sub option available.
- Cilantro & Parsley– Markets have stabilized and supplies are good.
- Snap & Snow Peas – Market is steady and supplies have increased.
- Squash – Markets are coming down but have not returned to normal yet.