

Fresh Finds Market Update



Market Update
February 20, 2024

Fruit Update

- **Apples** – Steady supplies and market. Envy apples will be here at the end of the week.
- **Strawberries** – Market is down slightly from the past couple weeks but still on the higher side of the market. California is still recovering from the heavy rains, with some regions getting over 5" last week. Supplies have improved and will continue to improve as growers work through damaged crops.
- **Variety Berries** – Raspberry market remains elevated harvesting has been delayed due to cold weather. Blackberry market has stabilized. Blueberry market is steady and supplies are ample.
- **Citrus** – Navel market is up over last week. The region has been hit with excessive rain the past week. Smaller sized fruit has become extremely limited. All the water being soaked up from the rain is increasing the size of the fruit. Lemon & lime market is beginning to inch upwards. The market is expected to continue to climb slowly over the next six to 8 weeks.
- **Pears** – Washington Bartlett's are winding down. D'Anjou's will go through June.
- **Grapes** – Markets are expected to remain elevated until Mid-March. Peruvian and Chilean season are on track to run through June, Mexico's season will start in late May.
- **Tropical** – Pineapple market is steady and supplies are good. Mango market and supplies are good. Atauflo mangos are available now.
- **Melons** – Guatemala and Honduras are harvesting many new fields, improving production. Markets have stabilized.
- **Stone Fruit** – Offshore nectarines and plums are here. Good sizing and quality.



New Product Lines



- Org 12/1lb Limes
- Org Tangelo Minneolas
- Org Tango Mandarins
- Sweet Tango, Sugar Bee, & Braeburn Apples
- Mexican Sweet Onions
- Coming Soon – FG banana bread & apple crisp quick mixes

Fresh Finds

Market Update



Veg Update

- **Lettuce** – Markets continue to rise and supplies are tight. The crops being harvested this week have been hit with rain, hail, and hard frost. Expect smaller heads, epidermal peel, and lighter weights all caused from the inclement weather.
- **Celery** – Market and supplies are steady.
- **Broccoli & Cauli** – Markets are good and supplies are steady.
- **Onions** – White onion market continues to climb due to Mexico's crop shortage. Mexico sweet onions are here. Texas is expected to start shipping the first week of March. Green onion market is elevated and supplies are light.

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

- **Peppers** – Markets are up slightly. Demand exceeds supply on HH peppers.
- **Asparagus** – 28lb Mexican grass is available now. Market and supplies are steady. Quality and sizing is good.
- **Green Beans** – The market has come off slightly as growers have worked through the damaged crops and increased production.
- **Tomatoes** – Markets remain elevated on rounds, grapes. Markets will return to normal as production increases and crops recover from the cold weather. Cherubs, Campari and medley tomatoes are extremely tight, demand exceeds supplies. Major prorates are expected on the NatureSweet tomatoes until supplies are improved.
- **Cucumbers** – Market remains elevated with limited supplies. Cooler weather has impacted the growth and harvesting.



Little Known Facts – Artichokes

- Artichokes are one of the oldest foods known to humans.
- An artichoke is an unbloomed flower from the sunflower family.
- On average an artichoke plant produce 20 artichokes a year.
- When temperatures drop below 32* it causes the artichokes to be frost kissed. The frost causes the outer layer to turn brown, flake and peel.
- Frost kissed artichokes may not look pretty but they have a more intense flavor than the green. It has been described as a nutty flavor.



Fresh Finds Market Update



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**– Markets remain elevated and supplies starting to improve on strawberries. Org blueberry and raspberry markets are good. Org blackberry supplies are extremely tight.
- **Grapes** – Supplies remain extremely tight.
- **Celery** – Market is steady and supplies are good.
- **Cauli and Broc** – Markets and supplies are good on both commodities.
- **Peppers** – Markets are increasing and supplies are tightening up. Cold weather is impacting the growth.
- **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**– Market is steady. Lots of new items available. Org blood oranges, cara caras, minneola tangelos, tango mandarins.
- **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 starting to increase due to a decrease in production. The California season has started in a very light way.
- **Tender leaf lettuce** – Steady market with limited supplies on some varieties. Arugula is tight and shippers are prorating. 50/50 is also being prorated. Organic peppery mizuna is the sub option available.
- **Cilantro & Parsley**– Cilantro market is up due to the heavy rains last week. Parsley market is steady.
- **Snap & Snow Peas** – Market continues to drop as production increases.