

# Fresh Finds Market Update



Market Update  
March 5, 2024

## Fruit Update

- **Apples** – Market and supplies remain steady. Envy, Braeburn, Sugar Bee, and Sweet Tangos are some fun varieties to add to the apple selections.
- **Strawberries** – Market is slowly dropping as supplies are improving. Growing regions got hit with rain the past week, however not to the extent we saw earlier this year.
- **Variety Berries** – Raspberry market are elevated with light supplies. Blueberry market is up slightly, Peru and Chile's seasons are winding down. Blackberry market is also increasing. Should see supplies start ramping up this week.
- **Citrus** – Navel market is steady. Larger sized fruit supplies are good. Smaller sized fruit is tightening up and will remain tight through the rest of navel season. Lemon market is steady. Larger lemons are in great supplies, vendors are prorating smaller sizes by up to 50%. Excess rain has caused both crops to be abundant with large fruit. Lime market is up and is expected to continue to climb.
- **Pears** – Washington Bartlett's are done for the season. Market is steady and supplies are good on the rest of the varieties.
- **Grapes** – Markets remain elevated and are expected to increase slightly. Supplies are limited on both red and green.
- **Tropical** – Pineapple market is steady and supplies are good. Mango market and supplies are good. Ataulfo mangos are available now.
- **Melons** – Watermelon market is steady, while supplies are tight. Domestic fruit is expected to start in May and should help supplies.
- **Stone Fruit** – Chilean fruit is expected to continue to arrive through the end of March.



## New Product Lines

- 12/14oz Super Sweet Long Peppers
- 10/1lb Import Cotton Candy Grapes
- 9/3lb D'Anjou Pears
- Bi Color Corn
- Org Mini Watermelon
- Mexican Mayan Sweet Onion



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## Veg Update



- **Lettuce** – Market will remain elevated for the next couple weeks across the category. Supplies are tight but are expected to increase as the crops recover from the inclement weather.
- **Celery** – Market and supplies are steady.
- **Corn** – Market is down and supplies are good.
- **Broccoli & Cauli** – Broccoli market is good and supplies are steady. Cauliflower market has leveled out and supplies have improved.
- **Onions** – Dry onion markets are high. WA white onion supplies continue to decrease as Mexico is shipping into the US in a very light way. Mexican Mayan Sweets are starting. Texas sweets are a few weeks away. Green onion market is down and supplies are good.

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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** – Green bell supplies are increasing and market is easing up. HH pepper market is up a bit as demand exceeds supplies.
- **Asparagus** – Market is low and supplies are plentiful.
- **Green Beans** – Market has come down and leveled out. Supplies are good.
- **Tomatoes** – Markets are elevated on rounds, grapes. Markets will start to drop as supplies improve. Cherubs, Campari and medley tomatoes are extremely tight, demand exceeds supplies. Major prorates are expected on the NatureSweet tomatoes until supplies are improved. Roma market is steady and supplies are good.
- **Cucumbers** – Production out of Mexico is expected to me light over the next few weeks, driving the market up. Crops are still recovering from the cold weather.



## Little Known Facts – Sweet Long Peppers

- Average length is 6 to 8 inches for long sweet peppers
- These peppers are full of sweetness and have a crispy crunchy texture.
- Hothouse grown and left on the vine to full maturity for a sweeter flavor than the mini sweets most are use to.
- The thick walls and hollow interiors are perfect for grilling or stuffing. Try roasting them in the oven for an even more intense burst of sweetness



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## Organic Update



- **Apples** – Market and supplies are good. Ask your sales rep about the 14/4ct organic apples. Currently stocking Fuji, Granny, Pink Lady, and Cosmic Crisp in the biodegradable trays.



- **Berries**– Blackberries are extremely tight and market is high. Strawberries are more readily available and a steady market. Blueberry market and supplies are good. Raspberry market is steady.



- **Grapes** – Supplies remain extremely tight.
- **Celery** – Market is steady and supplies are good.
- **Cauli and Broc** – Markets and supplies are good on both commodities. Org baby broccoli market is elevated and supplies are light.
- **Peppers** – Market is steady and supplies are good.
- **Lettuces** – Org leaf lettuce is tight and market is up. Green leaf is hard to get currently. Org head lettuce market is steady.
- **Citrus**– Market is steady. Org cara caras, Org poppie mandarins are available. Org blood oranges are done for the season. Org bagged limes are now available.



- **Tomatoes** – Markets have decreased and supplies have improved. Tomatoes are coming in light in color. This is from the cold weather and growers picking what's available in order to fill orders.
- **Melons** – Mini watermelons are here. Market is good.

## Food Service Update & Trends

- **Avocados** – Market continues to increase with Mexico owning the market. California's season is just starting. As domestic fruit ramps up the market will come down.
- **Tender leaf lettuce** – Steady market with limited supplies on some varieties. Arugula, 50/50, and escarole are tight. Expect prorates on all tender leaf varieties as crops recover.
- **Cilantro & Parsley** – Both markets are steady and supplies are good.
- **Snap & Snow Peas** – Markets have leveled and supplies have increased.