

# Fresh Finds Market Update



Market Update  
March 16th, 2026

## Fruit Update

- **Apples** – Gala and Granny Smith pricing is expected to rise slightly in the coming weeks. Due to smaller crop sizes than originally projected. Smaller sized apple markets are also rising as suppliers tighten up supplies to get the crop to last until the new crop starts.
- **Strawberries** – Santa Maria and Oxnard supplies are ample. Salinas and Watsonville volumes are increasing by the day. Large sizing and good quality berries.
- **Variety Berries** – Central Mexico growing season is winding down, Baja region is getting started. The markets are up slightly and are expected to remain up until the volumes out of the Baja region increase.
- **Citrus** – California navel market is staple with plentiful supplies on large sized fruit. California Valencia season is expected to start mid to late April. Dekopon season has ended. Cara Caras, bloods, minneola tangelos, and gold nuggets are available. Lime market is up due to the slowed boarder crossings. Lemon supplies and market are stable.
- **Pears** – Steady market and supplies.
- **Grapes** – Offshore season is winding down. Mexico's season will start early April. Markets are rising as supplies decrease.
- **Tropical** – Pineapple market is unchanged. Mango and papaya markets and supplies are stable.
- **Melons** – Watermelon supplies are limited out of Central and South America. Prices will continue to rise as volume decreases. Honeydew and Cantaloupe prices are up. Availability will improve in early April.
- **Stonefruit** – Offshore season is still going. Limited quantities will continue to ship until California's season starts in May.



## New Items



- Taylor Snack Trays
- Bolthouse Sumo Citrus
- Organic Purple Sweet Potatoes
- Marzetti & Chick –fil-A dressings
- Franklin Farms Tofu- Soft, Firm, Extra Firm
- Gyoza Wraps

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## Veg Update



- **Lettuce** – Transition to the Salinas Valley will begin in a couple weeks. Supplies will tighten and markets will begin to rise over the next few weeks with the growing regions moving.
- **Celery** – Markets are up and supplies are limited.
- **Cabbage** – Steady market and supplies on both green and red.
- **Broccoli & Cauli** – Broccoli market is falling as production has improved. Cauli market is softer, but supplies remain limited.
- **Brussel Sprouts** – Market is down from recent months. Supplies are improving
- **Onions** – Market and supplies are steady. Texas 1015 sweet onions are in stock now. Green onion supplies and market are steady.

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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 up slightly as demand exceeds supplies. Red, yellow and orange bell markets are stable with good supplies.
- **Asparagus** – Market is steady with plentiful supplies.
- **Artichokes** – Steady market and supplies.
- **Tomatoes** – Markets are down a bit from last week on grapes and vines. Rounds and Roma remain elevated.
- **Cucumbers** – Lower volume out of Mexico has caused elevated markets.
- **Corn** – Poor quality has caused the market to rise. Demand exceeds supplies.
- **Green Beans** – Market and supplies are steady.
- **Carrots** – Supplies remain tight and market is elevated on certain packs.



## Get to know your Peirone Team

### Matt Wilson – Sales

Matt has worked at Peirone for 3.5 years. He has over 12 years of retail work experience. While he spends most of his time in the sales pit, he love to get out and help with merchandising.

When he's not working, he enjoys baking sourdough, smoking meats, and being alone at this property in Northeastern WA. If he does have to be around people, he prefers it to be his girlfriend or close family in friends. He's also a diehard WSU fan. Go COUGS!



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## Organic Update



- **Apples** – Org honeycrisp market is elevated. Supplies will gap until the market lowers. While all varieties are available prices remain higher than normal.

- **Berries**– Strawberry supplies and market are steady. Bush berries supplies are hit and miss markets remain steady.

- **Asparagus** – Steady market and supplies.

- **Celery** – Markets are coming down a bit as supplies increase.

- **Cauliflower and Broccoli** – Markets and supplies are steady.

- **Peppers** – Markets are down and supplies are ample.

- **Lettuces** – Transition is starting, market will move depending on supplies.

**Citrus** – Navel market and supplies are steady. California blood and cara cara orange supplies are winding down.

**Tomatoes** – Markets are up with limited supplies on romas and rounds.

**Squash** – Markets are up and supplies are tight.

- **Grapes** – Market is high on offshore fruit, but quality and supplies are good.

- **Avocado** – Market is steady very promotable.

- **Melons** – Mini watermelon are available now. Other varieties will be available May/June.

- **Potatoes & Onions** – Good supplies but higher markets as WA growers try to get cold storage to last longer.



## Food Service Update & Trends

- Avocados – Steady markets with ample supplies.
- Tender leaf lettuce – Steady market and good supplies.
- Cilantro & Parsley – Markets and supplies are steady.
- Snap & Snow Peas – Steady market and good supplies.
- Chile Peppers – Higher markets and tighter supplies