

Fresh Finds Market Update



Market Update
March 21, 2025

Fruit Update

- **Apples** – Apple pricing is mostly unchanged. Gala markets are firm while Honeycrisp markets rise as quantities dwindle down.
- **Strawberries** – Market are expected to rise with the growing region currently getting rain. California supplies are tightening as they have been dealing with rain since last week. Mexico's crop is finishing up.
- **Variety Berries** – Offshore blueberries are winding down. Mexico's supplies will ramp up in the next couple of weeks. Raspberry market is easing up a bit as Mexico's volume is increasing. Blackberry market and supplies are steady out of Mexico.
- **Citrus** – Dekopons are done for the season. Orange market is stable, and supplies are very good. Lime market is active with supplies tightening up a bit. Lemon supplies are plentiful with steady markets.
- **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. Import Bartletts are in house. Import Bosc pears to follow soon.
- **Grapes** – Market is unchanged. Reds are slightly cheaper than the greens. Supplies are plentiful.
- **Stone Fruit** – Import stone fruit is winding down. We will have the last of the Chilean fruit in house Sunday. We will have a 3-to-4-week gap before California's season starts up.
- **Melons**– Offshore Cantaloupe and Honeydew markets are steady. Supplies are plentiful with very good quality. Watermelon bins will be available upon special request with a week lead time.
- **Tropical** – Pineapple market is steady. Mango market remains unchanged. Ataulfo mangos in house now.



New Product Lines



- Taylor Farms Salad Bowls
- BH Sumo Citrus Juice
- Ataulfo Mangos
- Import Bosc Pears
- Natalie's Juice – Now stocking
- Texas 1015 Sweet Onions

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Veg Update



- **Lettuce** – Market is inching up a bit across the category due to rain in the Arizona/California growing region. So far supplies are meeting demand. Transition to the Salinas Valley will happen mid April.
- **Celery** – Weak market. Supplies are plentiful with good quality.
- **Broccoli & Cauli** – Transition is approaching. Markets could start to rise the closer it gets to transition time. For now, supplies are meeting demand.
- **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 Texas 1015 markets are stable with good supplies.

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

- **Peppers** – Green bell market is firm, but production is meeting demand. Colored bell market is steady.
- **Asparagus** – Market is down. Peruvian season has ended. Mexico's supplies are good. The colder weather has sizing running smaller. Jumbo sizing markets will rise while the pencil size will remain down. Weather permitting local should be available next month.
- **Artichokes** – Steady market and supply.
- **Tomatoes** – Markets are on the rise across the category. Supplies are starting to tighten up.
- **Cucumbers** – Markets are steady, ample supplies on all varieties.
- **Corn** – Market is steady with good supplies.



Little Known Facts: Bananas

- On average an American consumes 26lbs of bananas a year. Over 100 billion bananas are eaten worldwide every year.
- In countries, the Taiyo no Tamago banana sells for \$5 per banana.
- Bananas are grown in more than 150 countries, and it's believed there are more than 1000 varieties.
- A banana tree is not a tree at all but an herb plant. Bananas are berries.
- Mecca California is home to the International Banana Museum.



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Organic Update



- **Apples** – Markets and supplies are good on all varieties.
- **Berries**– Strawberries are moving to the Baja region, volume and quality should improve. Bush berry supplies are tightening up. Markets are steady for now.
- **Asparagus** – Market is rising on Mexican product. Weather permitting local should be available mid to late April.
- **Celery** – Markets and supplies are steady. Transition North has started.
- **Cauliflower and Broccoli** – Market is climbing despite steady supplies.
- **Peppers** – Markets are up as the Nogales region struggles to keep up with demand. Shippers are shipping smaller sized peppers just to fill orders.
- **Lettuces** – Markets are steady, however there could be a slight gap in production as growers transition North.
- **Citrus** – Production has slowed causing lower volume and higher markets.
- **Tomatoes** – Despite there being good supplies the markets are climbing.
- **Squash** – Hard squash supplies are good. Zucchini and yellow supplies are good. The markets are starting to climb.
- **Grapes** – Offshore red grapes are available. Greens remain hard to get.
- **Melons** – Mini watermelon are available. Cantaloupe and honeydew melons won't be available until later this spring.

Food Service Update & Trends

- **Avocados** – Markets remain elevated and expected to remain that way into April. Lower production at harvesting has caused supplies to be light.
- **Tender leaf lettuce** – Steady market and good supplies.
- **Cilantro & Parsley** – Supplies are ample, and markets are steady.
- **Snap & Snow Peas** – Markets steady and supplies are meeting demand.