

Fresh Finds Market Update



Market Update
April 10, 2024

Fruit Update

- **Apples** – Honeycrisp and Gala markets are on the rise the cold storage supplies are starting to dwindle. All other varieties remain steady.
- **Strawberries** – Strawberries are transitioning north to the Santa Maria and Salinas growing regions. Supplies and market are steady.
- **Variety Berries** – Mexico's blueberry supplies are increasing. California's Central Valley season is set to start mid May. Blackberry supplies out of Mexico are increasing. Warmer weather on the way will help. Raspberry supplies are extremely tight causing the market to rise.
- **Citrus** – Navel market is steady. Dekopons and Minneola's are done for the season. Lemon market is expected to rise as supplies tighten up. Lime supplies are increasing and the market will start to come down slowly over the next few weeks.
- **Pears** – Market and supplies remain steady. Chilean Bartletts are here.
- **Grapes** – Offshore fruit will be coming to the end in the next few weeks. Mexican fruit starts next week. Markets will remain elevated until Mexican volume increases.
- **Tropical** – Pineapple market remains steady with good supplies. Mango supplies are good and the market is steady.
- **Melons** – Watermelon market remains elevated. Supplies are starting to increase out of Mexico with new growing regions starting. Domestic fruit is a few weeks away. Cantaloupe and honeydew markets are unchanged.
- **Stone Fruit** – Chilean fruit season has ended. The last of the plums are here now. California cherries season is expected to start the week of May 20th. Apricots, peaches, nectarines and plums will follow.



New Product Lines

- Washington Asparagus
- Local Rhubarb
- Organic Papaya
- Organic Bartlett Pears
- Organic Girl Arugula



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Veg Update

- **Lettuce** – Transition is still underway. Growers are currently harvesting the last of their Huron and Oxnard crops. Transition to the Salinas Valley will happen in the next few weeks.
- **Celery** – Supplies are tight causing the market to become elevated. Harvesting out of Oxnard and Santa Maria continues as the Arizona-California desert crops have ended.
- **Corn** – California corn is here. Supplies and market are good.
- **Broccoli & Cauli** – Salinas is off to a slow start and the Arizona-California desert crops are done. Markets will be elevated until ample supplies become available.
- **Onions** – Vidalia's are a few weeks away. Washington onion storage is dwindling quickly. We will be transitioning to California onions in a few weeks.

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

- **Peppers** – HH peppers are now coming out of Canada. Quality is great. Green bell markets are steady.
- **Asparagus** – Local Washington asparagus is in house now.
- **Green Beans** – Nogales season is done, transition to California has begun. Supplies and market are currently good.
- **Tomatoes** – Markets are down on rounds as supplies start to increase. Cherubs, Campari and medley tomatoes supplies have increased.. Nogales season has ended and transition to California and Canada is upon us.
- **Cucumbers** – Good supplies and lower markets.
- **Squash** – Zucchini and yellow markets are low with great supplies.



Taste Local Program

- Local produce season is here. It's time to start thinking about your local sets and breaking out all the Taste Local signage. Ask your sales rep if you would like more information about our Taste Local program.
- Washington asparagus and Oregon Rhubarb are here now. Great quality and ample supply.



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Organic Update

- **Apples** – Market and supplies are good.
- **Berries**– Blueberries are tight and markets are high. Blackberries supplies are good and market is steady. Raspberries are tight with high markets
- **Grapes** – Non existent.
- **Pears** – Argentinian Bartletts supplies are good. Market is coming down slightly.
- **Asparagus** – Local Washington asparagus is a week out.
- **Celery** – Market is steady and supplies are good.
- **Cauliflower and Broccoli** – Markets are up slightly and supplies are increasing.
- **Peppers** – Steady supplies and markets across the category.
- **Lettuces** – Markets are coming down on the leaf lettuces. Supplies are good. Org head lettuce market is steady.
- **Citrus**– Market is steady on oranges and supplies are good. Organic Poppie season is ending.
- **Tropical** - Plenty of supplies on mangoes, papaya, kiwi, and pineapple. Markets are good.
- **Tomatoes** – Markets have decreased and supplies have improved. Quality is great across the category.
- **Melons** – Melon supplies are tight and market is high.

Food Service Update & Trends

- Avocados – Market continues to increase on 60ct and smaller. California’s season is just starting. As domestic fruit ramps up the market will come down.
- Tender leaf lettuce – Steady market and good supplies. Arugula is back in stock.
- Cilantro & Parsley – Both markets are steady and supplies are good.
- Snap & Snow Peas – Markets have leveled and supplies have increased.