

Fresh Finds Market Update



Market Update
April 29, 2025

Fruit Update

- **Apples** – Overall the market remains unchanged. Honeycrisp quantities are starting to dwindle with some shippers. All other varieties are looking to make it until the next season.
- **Strawberries** – California growers are currently harvesting out of Santa Maria & Oxnard regions. Salinas/Watsonville harvest will start Mid-May.
- **Variety Berries** – Blackberry market and supplies have stabilized. California blueberry supplies are expected to be abundant through May. Blueberries are likely the best option for promotions. Raspberry supplies are tight, and markets are increasing.
- **Citrus** – Cara Cara and heirloom oranges are winding down. Navels are expected to go into the beginning of June. Valencia's have started but sizing is very small. Lemon and lime markets are steady with good supplies.
- **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. Anjou supplies will be down roughly 25% from last year. Import Bartletts and Bosc are here.
- **Grapes** – Mexico's grape season is about 4 weeks away. Import reds market remains a little lower than the greens.
- **Stone Fruit** – California peaches are here now. Cherries are starting in a small way. Nectarines, apricots and plums to follow.
- **Melons**– Arizona/California desert season is set to start early May. Sufficient supplies with a slight up tick in the market.
- **Tropical** – Pineapple supplies are tight after the holiday the market should recover in the next couple of weeks. Mango market remains unchanged.



New Items



- Local Asparagus
- Vidalia Onions
- California Peaches
- Watermelon Bins – Conventional & Organic
- Foster's Pickled Red Onions
- California Cherries *COMING SOON*

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Veg Update



- **Lettuce** – Markets are steady. Transition is complete, California season is in full swing. Starting early May, we will be switching to the T&A label for all lettuce.
- **Celery** – Oxnard production is ramping up allowing the market to stay low.
- **Broccoli & Cauli** – Stable market across both categories. Supplies are now all California.
- **Brussel Sprouts** – Market is up with low yields. Higher market and tight supplies are expected for at least 2-3 weeks.
- **Onions** – Local red, yellow, and white onion supplies are good. Market remains steady. Vidalia sweet onions are here.

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

- **Peppers** – Mexican green bell season is ending. California will start this week. HH bell pepper market is steady.
- **Asparagus** – New crop Washington is here. Steady market, good supplies and great quality.
- **Artichokes** – Steady market and supply.
- **Tomatoes** – Steady markets and good supplies across all categories.
- **Cucumbers** – Markets are steady, ample supplies on all varieties.
- **Corn** – Market is steady with good supplies.
- **Green Beans** – Supplies are tight, and markets are rising. Expect gaps in supply for the next couple of weeks.



Get to know your Peirone Team

Alex Furrow Sales Manager

- Alex Furrow has worked at Peirone Produce for over four years, where she enjoys building strong relationships with her coworkers and customers. Outside of work, she loves spending time with her family, whether it's playing volleyball, baseball, traveling, or exploring new hobbies and activities, like raising chickens.



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Organic Update



- **Apples** – Markets are slowly rising as storage supplies decrease.
- **Berries**– Strawberry market is steady out of California. California blueberries have started. Raspberries and blackberries are tight.
- **Asparagus** – Mexican market is rising. Local has not started, hopefully by mid May.
- **Celery** – Markets and supplies are steady out of Salinas
- **Cauliflower and Broccoli** – Market is steady, and supplies are plentiful.
- **Peppers** – Market is not stable prices changing load to load.
- **Lettuces** – Markets are steady California season has started
- **Citrus** – Markets are rising as domestic fruit is ending.
- **Tomatoes** – Markets are steady, some lower than others. Supplies are good.
- **Squash** – Steady market and supplies across the category.
- **Grapes** – Offshore fruit has finished. California is looking to start late May.
- **Melons** – Mini watermelon are available. Cantaloupe and honeydew melons won't be available mid May.
- **Cherries** – California mid May.
- **Corn** – Available mid May.

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** – Supplies are tight.
- **Chile Peppers** – Price are elevated and supplies are limited.