

# Fresh Finds Market Update



Market Update  
April 30, 2024

## Fruit Update

- **Apples** – Sufficient inventory on all varieties except galas. Gala market is rising while the market remains steady on all others.
- **Strawberries** – Strawberries are currently coming out of Watsonville. Market is starting to inch down with warmer weather aiding growth and increasing yields.
- **Variety Berries** – Mexican blueberries are in steady supply, quality is good. Prices are expected to drop slightly. Blackberry market and supplies remain steady. Raspberries are extremely tight and almost impossible to load.
- **Citrus** – California navel season is set to wrap up late June. California Valencia production has begun but will remain very limited for the next month. California lemon market is rising. Yields are very low. Offshore season will start early June.
- **Pears** – Washington pears storage is dwindling down. Bosc will be the next to transition to the import season followed by D'anjou.
- **Grapes** – The market remains elevated. Chilean and Peruvian fruit will start winding down this week. Mexican product will transition mid to late May.
- **Tropical** – Markets are steady. Supplies are good on pineapples, mangos, honey mangos, and papayas.
- **Melons** – Watermelon market has come down with the increase in supplies. Larger sized cantaloupes dominate the crop. Domestic fruit starts next week.
- **Stone Fruit** – California peaches and nectarines here. Apricots and cherries are also loading this week. Quality is good across the category.



## New Product Lines

- California Peaches
- California Nectarines
- California Apricots
- California Cherries (coming soon)
- Organic Red Onions
- Organic White Onions
- Organic Grapefruit



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## Veg Update



- **Lettuce** – Iceberg market has firmed up with yields being down. Romaine market is on the rise, expect tight supplies. Green and red leaf markets are also on the rise.
- **Celery** – Market is trending up with some growers reporting light supplies.
- **Corn** – Market is steady with ample supplies.
- **Broccoli & Cauli** – Broccoli supplies are improving allowing the market to come down. Cauliflower market is on the rise due to yields being down.
- **Onions** – New crop Vidalia's are here. California white onions are also available. The market is slowly coming down. California red and yellow onions are expected to start in a couple weeks.

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

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- **Peppers** – HH peppers are now coming out of Canada. Quality is great. Green bells have transitioned to California. Markets remain steady.
- **Asparagus** – Market is steady with good supplies on local grass.
- **Green Beans** – Market is up a bit as transition continues and growers try to keep up with demand.
- **Tomatoes** – Markets are down on rounds as supplies start to increase. Cherubs, Campari and medley tomatoes supplies have increased.. California and Canada's growing seasons have begun.
- **Cucumbers** – Good supplies and lower markets.
- **Squash** – Zucchini and yellow markets are low with great supplies.



## Little Known Facts: Peaches

- Peaches are a member of the rose family and are also closely related to almonds.
- There are over 700 varieties of peaches. The U.S. grows over 300 of these varieties a year.
- Only one gene separates a peach from a nectarine.
- There are three categories of peaches: clingstone, freestone, and semi-freestone.
- The U.S. grows 1.9 billion pounds of peaches a year.



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## Organic Update



- **Apples** – Market and supplies are good.
- **Berries**– Raspberries remain tight. Blackberries market is steady. Blueberry market is steady with ample supplies. Strawberry market has come down the past couple weeks. Supplies are good.
- **Grapes** – Non existent.
- **Pears** – Markets and supplies are steady.
- **Asparagus** – Local grass is here. Market and supplies are steady.
- **Celery** – Market is steady and supplies are good.
- **Cauliflower and Broccoli** – Supplies have increased and market is returning to normal.
- **Peppers** – Steady supplies and markets across the category.
- **Lettuces** – Markets are on the rise with lower yields.
- **Citrus**– Market is steady on oranges and supplies are good. Grapefruit in stock now.
- **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** – Cantaloupe is here. Honeydew and watermelons will be here soon. Markets are good.



## Food Service Update & Trends

- Avocados – Market has leveled out and is expected to stay down now that California’s season is in full swing.
- Tender leaf lettuce – Steady market and good supplies..
- Cilantro & Parsley – Italian parsley supplies are tight. Cilantro and curly parsley are in good supplies.
- Snap & Snow Peas – Markets have leveled and supplies have increased.