

# Fresh Finds Market Update



Market Update  
May 15, 2024

## Fruit Update

- **Apples** – Cosmic Crisp, Honeycrisp, and Fuji varieties are still plentiful. All other varieties are starting to dwindle.
- **Strawberries** – Market is stable. Southern California crops are finished and growers have transitioned to Central California. There should be no gapping with this transition as many growers have already started shipping out of this area a few weeks ago.
- **Variety Berries** – Raspberry supplies have increased and markets have stabilized. Blueberry markets are decreasing with lots of volume available out of multiple growing regions. Blackberry market is steady and supplies are good.
- **Citrus** – Late Lane navels are here now. California navel season is expected to end mid June. California Valencia season is starting in a very small way.
- **Pears** – All pears are transitioning to imports out of Argentina. Gapping in certain varieties is expected during transition until import season is in full swing.
- **Grapes** – Chilean/Peruvian season is in its last weeks. Mexican grape season will begin mid to late May. California is expected to begin early June. Markets will continue to rise as the offshore season comes to an end.
- **Tropical** – Mangos are in abundance and very promotable. Pineapple market is steady. Papaya and guava markets are also steady.
- **Melons** – Domestic cantaloupe and honeydew is expected to start shipping next week. Watermelon market is steady with plentiful supplies.
- **Stone Fruit** – California plum season will start in a couple weeks. Peaches, nectarines, and apricots are in stock now. Markets are steady and supplies are good.



## New Product Lines



- Organic Bi-Color Corn
- Organic Green Beans 30lb
- Litehouse Pizza Ranch
- Litehouse Cheesy Ranch
- Fresh Express Twisted Creamy Truffle Salad Kit
- Fresh Express Asian Apple Salad Kit



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## Veg Update

- **Lettuce** – Iceberg market remains elevated, the warmer weather the region is getting should help improve supplies. Green & red leaf supplies are improving, markets remain firm. Romaine supplies are light keeping the market elevated.
- **Celery** – Market is steady. Supplies have improved with both Oxnard and Santa Maria regions harvesting.
- **Corn** – Supplies and market are good.
- **Broccoli & Cauli** – Broccoli supplies have improved and the market is steady. Cauliflower market has decreased and supplies are abundant.
- **Onions** – Vidalia season has started. Walla Walla sweet onions will start early to mid June. Red and yellow onions will be new crop California starting next week. Red onion category markets will be elevated. Red Italian sweets will be in at the end of the week. Boiler onions will be gapping until local starts up again.

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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 promotable with lots of volume out of Canada. Green bell market has eased and supplies are abundant. Chile pepper markets are up and expected to remain high until domestic crops get going.
- **Asparagus** – Market is steady with good supplies on local grass.
- **Tomatoes** – TOV market is steady and supplies are good. Round tomato market remains up with Mexican supplies tightening up. The Baja region will start harvesting next week which should help with the market.
- **Cucumbers** – Market is unchanged and supplies are good.
- **Squash** – Zucchini and yellow markets are low with great supplies.



## Little Known Facts: Nectarines

- Nectarines originated over 2000 years ago in China.
- A nectarine releases a sweet and fragrant aroma when it is ripe.
- Unlike their fuzzy peach cousins, nectarines have a smooth skin with a yellow, red or white flesh.
- There are over 100 varieties of nectarines
- California accounts for 95% of the nectarines grown in the U.S.
- Nectarines get their name from the word “nectar,” meaning foods of the gods.



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## Organic Update



**Apples** – Market and supplies are good.

**Berries**– Raspberry supplies have increased. Blackberry market is steady and supplies are good. Blueberry market is steady with ample supplies. Strawberry market is good and supplies are steady.

- **Stone Fruit** – Apricot clamshells are here and look very nice. Peaches and Nectarines will be in this weekend. Cherries will start the beginning of next week.
- **Asparagus** – Local grass is here. Market and supplies are steady.
- **Celery** – Market is up and supplies are tight.
- **Cauliflower and Broccoli** – Markets have stabilized and supplies are good.
- **Peppers** – Steady supplies and markets across the category.
- **Lettuces** – Following suit with the conventional crops.
- **Citrus** – Bagged Valencia's are in stock. Mandarins are done for the season. 63 & 95ct lemons in stock. 63ct's are very promotable
- **Tomatoes** – Markets have decreased and supplies have improved. Quality is great across the category.
- **Melons** – Cantaloupe and honeydew markets are steady. Organic watermelon bins will arrive next week.
- **Corn & Beans** – Markets and supplies are good.



## Food Service Update & Trends

- Avocados – Markets are steady. Lots of volume coming out of California. Mexico's volume is tightening up.
- 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 and supplies are good.