

Fresh Finds Market Update



Market Update
June 14, 2024

Fruit Update

- **Apples** – Cosmic Crisps remain very promotable, while Galas continue to rise due to short supplies. All other varieties are steady.
- **Strawberries** – Supplies are good and prices are down from previous weeks. Watsonville and Salinas growing regions are experiencing clear, warm weather that will continue to increase production.
- **Variety Berries** – Raspberry supplies are good and the market is level. Blackberry market is stable with good supplies. Blueberry markets are down with ample supplies.
- **Citrus** – California navel season is expected to end soon. California Valencia season has started. Mandarins continue to be in good supplies, sizing is on the larger size.
- **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** – Mexican grape season is underway. Pricing is inching down making this category promotable once again. California grape season has started with pricing slightly above Mexican. Supplies are good out of both regions.
- **Tropical** – Mangos are in abundance and very promotable. Pineapple market is up and larger sized fruit is tightening up. We will be going between 6 & 7ct's depending on availability.
- **Melons** – Domestic cantaloupe and honeydew season is off to a slow start with smaller sized fruit dominating the current crop. Growers are waiting for the fruit to size up before production goes into full swing.
- **Stone Fruit** – Washington cherries are here. Red's are expected to go through the 4th of July, while Rainiers will be a short 2.5 week season. Crops are down from last year due to heavily damaged trees.



New Product Lines



- Valued Natural Party Packs
- Flavored Pistachios – Honey Roasted, Chili, BBQ, and Salt & Pepper.
- Flavored Sunflower Seeds – BBQ, Chipotle, Jacked Pepper, Ranch and Original
- Orange Flesh Honeydew, Hami, Santa Claus, Galia

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Veg Update



Lettuce – Local leaf and Romaine lettuce are available now. Markets and supplies are good. Quality and sizing is good. Iceberg markets are up and active. Crops continue to be behind as temps are below normal causing the crops to grow slower than normal.

- **Celery** – Market remains steady. Supplies are good with California having Santa Maria, Oxnard and Salinas growing regions in production.

Corn – Supplies and market are good.

Broccoli & Cauli – Broccoli supplies are good and market is steady. Cauliflower supplies are abundant and markets are level.

- **Onions** – Vidalia season has ended. Walla Walla sweets will be here mid week. Red, yellow and white onions are still coming out of California, as production increases the market will start coming down.

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

- **Peppers** – Green bell market is up and supplies are tightening up. HH red, yellow, and orange bells are in good supplies and markets are level. Chile pepper markets are steady but still remain on the higher side, supplies are good,
- **Asparagus** – Washington season is ending. 11# Mexican grass will be available next week.
- **Tomatoes** – TOV market is steady and supplies are good. Rounds, roma and grape markets are down with ample supplies.
- **Cucumbers** – Market and supplies are steady.
- **Squash** – Zucchini and yellow markets are up and in short supplies.



Little Known Facts: Walla Walla Onions

- Famous for being crisp, juicy, and mild enough to be eaten raw.
- Their low sulfur content is what gives them their mild flavor.
- They are 85% water, which is what makes them so juicy.
- There are only 18 growers who cultivate 400 acres of these onions in the Walla Walla Valley.
- These growers harvest only the finest bulbs each year and preserve them to produce seed for next years crop.
- Due to their high water content they only last in storage for up to 2 months.



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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** – Washington cherries are here. Peaches and nectarines are in good supply.
- **Asparagus** – Washington grass is done. Mexican grass in stock now.
- **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** – Valencia's are available in bags and bulk. Market and supplies are good.
- **Tomatoes** – Markets have decreased and supplies have improved. Quality is great across the category.
- **Melons** – Cantaloupe and honeydew markets are steady. Supplies are good
- **Grapes** –.Red and Green grapes are here. Pricing and supplies are good.
- **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.