

Fresh Finds Market Update



Market Update
September 24, 2024

Fruit Update



- **Apples** – Apple season is in full swing. Gala, honeycrisp, granny smith, golden delicious, Fuji, are all new crop. Red delicious will start middle of this week. Pink lady's will follow the second week of October.
- **Strawberries** – Market remains steady. Santa Maria has started their fall harvest, supplies will increase over the next couple of weeks. Watsonville and Salinas productions is currently steady. It will begin to decrease as we get further into fall.
- **Variety Berries** – Blueberries are limited and are expected to remain limited into October. Prices are expected to remain high. Raspberry production is increasing by the week. Blackberry production is light with California's season ending and Mexico's season just beginning.
- **Citrus** – Import navel season is winding down. There will be a gap for a few weeks. California navel season is expected to start Mid-October. Import mandarins will go through beginning of November. California mandarins are expected to start the first week of November. Import grapefruit is in house. California grapefruit should be available the second week of November.
- **Pears** – Washington pear season is in full swing. New crop bartletts, D'Anjou and reds are in house now.
- **Grapes** – Supplies are ample out of California. Prices remain steady with very good quality.
- **Tropical** – Mangos are tight and we could see a gap if dockworkers fail to secure a new labor contract by Oct.1. If the workers go on strike the vessels will not dispatch to the docks.
- **Melons** – 3ct watermelon cases in stock. Cantaloupe market is firm with lower yields. Honeydew supplies are good and market is steady.

New Product Lines

- Ornamental gourds, crunchkin, casperita, lil orange, mini orange, mini white, we be little pumpkins in stock now.
- Decorative pumpkin bins
- Sugar Pie Pumpkins
- Organic mixed squash bins and cases
- Organic red butter lettuce, org romanesco, org watermelon radish, org frisee and org radicchio in stock now.



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Veg Update



- **Lettuce** – Supplies are sufficient across the category. Salinas growing season will go through early November. Transition to Huron will begin mid to late October.
- **Celery** – Good supplies and steady markets.
- **Corn** – 48ct bulk is done for the season. 12/4ct tray packs are in stock. Supplies and markets are steady.
- **Broccoli & Cauli** – Broccoli market remains steady with good supplies. Cauliflower supplies are tightening up the market is on the rise.
- **Onions** – New crop yellow, red, and white onions are here. Supplies and markets are good. NW sweet onions are in good supplies. Mayan sweets are also available.

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

- **Peppers** – Supplies and markets are good on greens and HH red, yellow, and orange peppers. Chile pepper markets remain higher with good quality. The Chile pepper markets are forecasted to stabilize for the winter season.
- **Asparagus** – Prices are elevated due to low volume out of Peru and Mexico. Prices are expected to remain high over the next few weeks.
- **Tomatoes** – Volumes continue to increase across the category. Markets are beginning to stabilize and quality continues to improve.
- **Cucumbers** – Local season has ended. Both California and Mexico have ample supplies and markets are steady.
- **Squash** – Zucchini and yellow squash local season has ended. Local hard squashes are here now. Ask you sales rep for details



Little Known Facts: Pumpkins

- The average pumpkin has approximately 500 seeds.
- Pumpkins are considered a fruit since they come from flowers on their plants.
- Every part of a pumpkin is edible including the skin, leaves, flowers, seeds and stem.
- Atlantic Giants are the largest species of pumpkins and can grow up to 50lbs a day.
- Well over 1.5 billion pounds of pumpkins are grown every year in the United States.



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Organic Update



- **Apples** – New crop gala, honeycrisp, fuji varieties are in stock now. Gala and honeycrisp are available in bulk and 9/3lb snappers. Fuji's are only available in bulk, with snappers a few weeks away.
- **Berries**– Blueberry market is on the rise. Local season has come to an end. Raspberries are tight. Supplies are gapping for a week. Strawberries are in good supplies and market is steady.
- **Asparagus** – Peru's season is just starting. Volume is very low. Supplies will continue to increase over the next few weeks. There will be a gap until production increases.
- **Celery** – Supplies are good and market is steady
- **Cauliflower and Broccoli** – Supplies are steady and markets are good. Romanesco is now available.
- **Peppers** – Hot House colored bells market is dropping and supplies are good. Green bells are tight and market is rising.
- **Lettuces** – Supplies and markets are steady.
- **Citrus** – Oranges are gapping. The navel season is expected to start early November
- **Tomatoes** – Supplies and markets are steady across the category.
- **Squash** – Hard squash season is here. Mixed bins and cases available now.
- **Grapes** – Greens are expected to be available for another week. Reds will go well into November.

Food Service Update & Trends

- Avocados – Mexican supplies are increasing. As production ramps up the markets are starting to come down on all sizes.
- Tender leaf lettuce – Steady market and good supplies.
- Cilantro & Parsley – Supplies are ample and markets are steady.
- Snap & Snow Peas – Markets and supplies are good.