

Fresh Finds Market Update

Market Update
September 25, 2023

Fruit Update

- **Apples** – New crop apples continue to become more readily available each week.
- **Strawberries**– Berries out of Oxnard and Santa Maria have been very nice. Mexico fruit is expected to start in a light way next week.
- **Variety Berries** – Blues remain tight, PNW season is drawing to an end. Blackberries and Raspberries are seeing a slight increase in production.
- **Citrus** – Lemon pricing is up and will continue to increase over the next few weeks as domestic fruit finishes up. Limes are peaking on the smaller sizes, quality remains an issue from all the rain.
- **Pears**– . New crop pears are here with Bartlett's, Bosc, and Reds. New crop D'Anjou pears are still a couple weeks away.
- **Grapes** – The rain has had a large impact on the rest of the domestic crop. Growers are reporting 30% losses on their mid- season varieties. Anticipate some quality issues and a shorter California grape season.
- **Melons**– Good quality and steady supply.
- **Pineapples** - Quality remains good and supply is steady.
- **Pomegranates** – New crop large Pomegranates and Pom Arils in stock now.



Grocery Store Trends

- Online grocery shopping is trending up, with more consumers leaning towards grocery delivery and pickup.
- Grab and go items along with quick fix meals are trending even more now that kids have returned to school.

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Veg Update



- **Lettuce** – Romaine continues to have some quality concerns with mildew and seeder pressure. Same goes for red and green leaf lettuce. Iceberg prices are up. Cooler weather, disease and insect pressure will continue to drive the market up.
- **Celery** - Availability and pricing are good. Production is transitioning from Salinas to Santa Maria.
- **Broccoli & Cauli** – Broccoli and cauli pricing has stabilized. Quality has improved greatly over the past week.
- **Onions** – Pricing and demand remains steady. Sizing is mostly jumbo on yellows and reds.

Green onion supplies and quality are expected to be limited for the next few weeks. High winds and flooding have damaged the fields.

- **Peppers** – Local peppers are done for the season. Green and red pepper volume are steady, while yellow is limited.
- **Asparagus** – Market is on the decline as supplies have improved. Peru's volume is increasing and Mexico continues to transition with little production issues.
- **Tomatoes**– Rounds and Roma prices are on the rise due to limited availability after crops were hit by the hurricane.
- **Cucumbers**– Market is up a bit as a result of the storm. However, we should see it drop back down quickly weather permitted. Quality will be an issue for a few weeks as growers get through crops hit by the recent storms.



Little Known Facts – Kiwi Berries

- Kiwi Berries also known as actinidia argute are grape size version of kiwi but without all the fuzz.
- The kiwi berry season in the United States only last September through October and have been grown in the states for over 150 years.
- No need to peel them like a regular kiwi just pop them in your mouth and enjoy.
- OG Kiwi Berries are in stock now. Get them while you can!



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Organic Update

- **Apples** – OG New Crop Galas, Fuji's, and Honey crisp apples are readily available. Look for other varieties starting soon.
- **Berries**– OG Blueberries are done until the Peruvian season starts.
- **Grapes** – Reds are limited with more quality issues than the green. Prices will remain firm for the next couple weeks.
- **Potatoes**– New crop local 12/1.5lb "C" size gold, red, medleys, and medley fingerlings are now in house. Quality is good and with good availability.
- **Cauli and Broc** – Supplies are steady and the market is leveling out.
- **Squash** – OG local hard squash varieties are here. Promotable and a great addition to any fall set.
- **Lettuces** – Iceberg and Romaine are seeing increased quality issues have caused demand to become modest.
- **Citrus**– Strong demand across the citrus category. California OG lemons and navels will start in a few weeks
- **Pears** – OG new crop Bartlett's and red's are in good supply
- **Melons** – Winding down and time to transition to fall fruits.

Food Service Update & Trends

- Avocados – California and Peru's seasons are ending. Mexico's volume is increasing slowly. We will see a rapid decline in production over the next few weeks until Mexico's production is in full swing.
- Tender leaves- Spinach and spring mix quality is looking better as the growers have made their way through the heavy rained on crops.
- Consumers are opting more towards delivery services, take out and curbside pickup over the traditional dine in services. With the on the go lifestyle becoming more of the norm consumers are looking for those grab and go options.