

# Fresh Finds Market Update



Market Update  
April 10 2023

## Fruit Update

- **Apples** – Most special varieties are finishing up their season while the mainstay varieties are going strong and will continue until new crop this fall
- **Strawberries**– Production is very limited due to the cold and wetness of California. Prices are up a bit and quality is suffering with small berries and bruising
- **Variety Berries** – All varieties are struggling due to the weather. Quality issues are popping up and they are not lasting long on the shelves
- **Citrus** –Good supplies and quality even with all the rain they have had. Some quality issues from excess moisture
- **Stone Fruit** – Import supplies are starting to diminish and California is about 14 days later than last year due to the cold
- **Grapes** – Higher pricing is on the horizon as the import crop starts to finish up in the next 3 weeks. Quality has been great
- **Melons**– Pricing has steadied out with higher Easter demand. Quality is a bit inconsistent



## Q1 Fruit and Veg Trends

- Berries are leading the charge again with 1.7% growth and are the number 1 sales items
- Apples hold the number two spot but are -2.6% in growth due to the shorter crop and higher prices vs. last year
- Tomatoes, potatoes, and grapes fill in the rest of the top 5 at 5.4%, 12.7%, and 2.7% respectively



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## Veg Update



- **Lettuce** – The transition is starting in Cali and the pricing as well as the quality are going to swing widely
- **Celery** - The weather is starting to effect the crop and pricing is jumping up as a result
- **Broccoli & Cauli** – Desert is finished and there will be gaps in both of these for the next few weeks, very tight
- **Onions** – Green Onions are starting to look better with lower prices but discoloration from the cold. Sweet onions are going strong

*Transition is starting to move to the Salinas Valley which is still far behind from the amount of rain and flooding*

- **Peppers** –Pepper pricing is looking good with plenty of supplies out there, especially in the colored peppers
- **Asparagus** – Lack of supplies and prorates are causing prices to increase
- **Tomatoes**– Prices has stubbornly remained a little higher than normal but production has been good. Some dark spotting quality issues
- **Brussel Sprouts** – Production has been good and with a good sell through for the Easter week product is fresh



## Q1 Inflation

- Total inflation for the US in Fresh Produce was overall 3.1% with Vegetables at 6.5% and fruits at -.2%
- Inflation is softening across the entire produce category with the last 4 weeks showing the lowest inflation rates in nearly two years
- As margins are being compressed, retailers are finding the need to drive more volume with promotions
- During Covid, convenience was top of mind for most consumers but with high inflation it has moved back to price



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## Organic Update



- **Apples** – All varieties are going strong and will continue through the summer. Bagged Galas and Fuji are a great variety to promote
- **Berries**– All variety berries are struggling with the rain and cold in California
- **Potatoes**– Russet market has turned extremely tight
- **Onions**– Steady and consistent. Great item to promote
- **Cauli and Broc** – Desert production is almost done and the plantings in Northern Cali are behind from the weather
- **Celery** – Good supplies and quality should continue for the next few weeks
- **Lettuces** – As fields move up to the Salinas valley, expect price increases and quality issues
- **Citrus**– Volume is steady with good opportunities to promote. Good supplies on lemons with great quality. Opportunities on grapefruit to promote
- **Pears** – Bartletts and Bosc are done for the year but Anjous will remain promotable
- **Tomatoes** – Good availability and costs will be good enough to promote the next few weeks



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## Hispanic Update

- **#2 Green Avocados** – Plenty available and the larger size has a great price on them
- **Cactus Leaf** – Good quality product with tender leaves
- **Peppers**– Decent supply and good quality, starting to bring in dried peppers from Aztec
- **Mexican Gray Squash** – Medium sized with decent quality and some material defects
- **Medium Roma Tomatoes**– Market is steady with decent quality. Supplies should stay steady until Mid April when they move out of Nogales
- **Maradol Papaya**– Quality has been decent with the fruit ready to eat as it hits the stores
- **Kent Mangoes**– Quality and flavor are excellent until the season passes its peak in a few months
- **Epazote**– Very pungent taste and great for cooking Hispanic recipes



## Tomatillo

- Tomatillos look great and are delicious to most people, but are not very nutrient dense. They are a good source of vitamin C and Vitamin K but not much else
- The Tomatillo is also known as the Mexican husk tomato or Mexican ground cherry and is a plant from the nightshade family
- Tomatillo eating is first documented in 900BC by the Aztecs and were the first ones to cultivate the fruit

