

# Fresh Finds Market Update



Market Update  
April 17 2023

## Fruit Update

- **Apples** – There is a glut of low colored Fuji out in the market so keep an eye out. There are also a lot of Pink Ladies and small apples out there so if you are looking for a good price that's where it is
- **Strawberries**– Sunshine is in the forecast for Cali which should help plant growth to catch up a bit from the cold. Quality is still an issue with 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 quality and production should last for a few more weeks as we stay in the peak production period. Limes are struggling
- **Stone Fruit** – California season is late this year starting the first week of May with better volumes mid-May
- **Grapes** – Green grapes are done for the season and there is a pretty big gap before new crop Mexico starts up. Reds will start to be tight too
- **Melons**– Domestic Cantaloupe is behind this year and supplies are less than a normal year. Bin Watermelons are starting up out of Mexico



## Cali Transition and Gaps

- The weather in California is causing major gaps in vegetables and fruits this year that have not happened in the past 50 years
- Cauliflower and Broccoli are going to be especially tight until new plantings in Northern California can catch up
- A good article for more info if you are interested <https://theproducenews.com/headlines/vegetable-transition-causing-major-gaps>



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## Veg Update

- **Lettuce** – Prices are sky high because of the shortages during the transition
- **Celery** - Quality has been good and pricing should remain steady for a few weeks
- **Broccoli & Cauli** – Desert is finished and there will be gaps in both of these for the next few weeks, very tight
- **Onions** – NW Sweet onions are finishing as we bring in Vidalia onions. Green Onions have improved weather so supplies are getting better as well as price

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*California plantings are well behind their normal timeframe so high prices will be the norm for a few weeks*

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- **Peppers** – Peppers have had some quality issues due to the cold in the growing regions
- **Asparagus** – Mexico is starting to come on stronger with better product. 28/1# are done for the season
- **Tomatoes**– Prices has stubbornly remained a little higher than normal but production has been good. Some dark spotting quality issues
- **Brussel Sprouts** – Strong supplies and quality have made Brussels a good item to promote. Prices will remain steady for a few weeks



## Laser Weedeaters

- Carbon Robotics just raised 30 million dollars to start mass producing its new AI powered weedeater
- The machine follows rows of crops and shoots a laser into the stems of weeds to kill them at the source
- The accuracy of the machine lets it work with the crops and shoots its laser to within a millimeter of its targeted weed
- With the ongoing labor shortage issues this will help farmers better us the workers they have for harvest



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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 is very high with low supplies and suspect quality
- **Onions**– Steady and consistent. Great item to promote
- **Cauli and Broc** – Very little supply and pricing is through the roof
- **Celery** – Good supplies and quality should continue for the next few weeks
- **Lettuces** – Limited supplies and high prices as Cali tries to catch up from the weather issues
- **Citrus**– Strong demand is keeping prices higher than normal. Lime quality has been inconsistent
- **Pears** – Anjous are the last pear standing with good quality for the next few months
- **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



## Piloncillo

- Piloncillo, or Panela, is an unrefined whole cane sugar that is made from boiled sugarcane juice
- It often has a flavor of slightly burnt caramel with a hint of rum and smokiness
- Used by most as a sweetener in baking, meat rubs, or hot beverages
- Many refer to it as “Mexican brown sugar” but it has a very different taste and comes from natural sources where brown sugar comes from refined white sugar

