

Fresh Finds Market Update



Market Update
April 3 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 going up as a result and supply is hard to come by
- **Variety Berries** – All varieties are struggling due to the weather and the Easter demand. Prices are way up and that's if you can even get the product
- **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 will keep moving downward until California starts
- **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



Easter Fun Facts



- Americans spend \$1.9 billion on Easter candy, the second largest candy holiday after Halloween
- 76% of people think the ears of chocolate bunnies should be the first part eaten
- The first story of the Easter Bunny hiding eggs appeared in 1680
- The White House Easter Egg event has been celebrated since 1878 by every President of the US

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Veg Update

- **Lettuce** – The transition is starting to Cali and the pricing as well as the quality are going to swing widely
- **Celery** - Product is strong and lots of supplies out there so a great time to promote
- **Broccoli & Cauli** – Desert is winding down and pricing is going up for Northern Cali product
- **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** – Demand is higher with the Easter holiday so pricing has gone up a bit
- **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 but with the Easter demand prices have firmed up



California Flooding Update

- California has already had over 21 inches of rain, which is 150% over its normal annual rainfall
- This is leading to some quality issues and smaller sizing in most veg coming out of California
- We will be on allocated numbers for the next few weeks as California starts to dry out a bit before we get to normal numbers
- Pricing will go up as a result and quality will not be as good



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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 and prices have gone up
- **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. Sumos have finished
- **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



Chayote Squash

- Technically a fruit but is eaten like a vegetable
- All parts of the gourd are edible, including the skin, seeds, flower and flesh
- The pale green flesh is crisp when eaten raw but softens when cooked
- Chayote goes by many other names including the Custard Marrow, Vegetable Pear, Choko, and in Louisiana they call it a Mirliton
- New Orleans has an entire festival dedicated to the Squash

