

Fresh Finds Market Update



Market Update
August 16 2022

Fruit Update

- **Apples** –Gala new crop is just starting with Wildfire Galas being picked. Fuji will be very tight and probably gap before new crop starts in more than a month
- **Cherries** - Organic and Rainier cherries are finished. Red Cherries will continue for about another two weeks and prices will rise sharply
- **Berries**– Strawberry forecasts are lower through August with small fruit size and increased cull rates. Blueberries and Blackberries are local out of the PNW and are great quality. Raspberries are seeing better supplies
- **Stone Fruit** – PNW Peaches and nectarines are hitting their stride and will be promotable for the month of August
- **Grapes** – Red, Green, and Black grapes are all available and will see supplies start to increase the next few weeks
- **Citrus** – Imported Navels are available now with excellent quality. Lemons out of CA are showing a few quality issues but overall the lemon market is looking good. Limes are available with good quality and minor scarring
- **Melons** – Cantaloupe supplies are increased a bit but still below normal volumes. Honeydew supplies are down, but so is demand so pricing is staying steady. Watermelons out of PNW are excellent right now with great quality.



Technology in the Fields



- Growers are trying to find ways to save money on labor and chemical treatments for pests
- Companies are investing in multi-million dollar equipment to save time and money
- Laser weed treatments are starting to be used to kill weeds at the root without the need for a worker
- Spraying machines are getting more robotic with automatic flower sprayers that target each individual flower

Fresh Finds Market Update



Veg Update



- **Lettuce** – Markets remain steady with less supplies this year than a normal year. Prices will probably increase a bit then remain flat for a few weeks
- **Celery** - Good availability with plenty of room for promotions
- **Broccoli & Cauli** – Good quality and availability will lead to stable pricing and good promotions
- **Onions** – PNW onions are in the building with good quality and availability getting better by the day

Broccoli and Cauliflower are at great prices and quality, leading to some great opportunities to promote!

- **Potatoes** –New crop potatoes are here with good demand. Supplies have yet to catch up but will in the next few weeks
- **Peppers** – Colored peppers have a lot of value while mini bells are running into supply issues. Green Bell Peppers are local now and the quality is excellent with good pricing
- **Asparagus**– Supplies will continue to be tight until early October with price hikes until then
- **Organics** – Organic Berries will be a struggle out of Cali as the heat effects quality
- **Corn** – Corn supplies are looking good with the best quality of the season so far



Data Insights

- Shoppers are making more meals at home, continuing the trend that started in Covid. 41% of people are dining out less, while 22% of those are saying they will cook at home more the rest of this year
- E-commerce for groceries is really taking off with 71% growth the past 3 years in dollars
- Traditional grocery chains are starting to make headwinds in e-commerce with a 5% growth in market share vs a 4% decline for WM and Amazon

