

# Fresh Finds Market Update



Market Update  
August 30 2022

## Fruit Update

- **Apples** – New crop Gala apples are picking smaller than normal peaking at 113 size apples. Bags will be in good shape while bulk will struggle. New crop honeycrisp have started picking but there is still last years crop that needs to be moved through.
- **Cherries** - Red Cherries will be available until the end of this week then be done for the year
- **Berries**– Demand exceeds supply with strawberries with supply increasing each week as Santa Maria region picks up. Blueberries and Blackberries are local out of the PNW and are great quality. Raspberry supply will start getting better next week
- **Stone Fruit** – PNW Peaches and Nectarines are in peak season with a bit smaller size footprint than last year. Great promotional opportunities.
- **Grapes** – Red, Green, and Black grapes are all available and in good supply with promotional volumes
- **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 steady and honeydews are a bit tight. Watermelons out of PNW are excellent right now with great quality.



## Change in Households



- Changes in how families eat have held steady even post Covid
- One trend that is seeing growth is flavor in home cooked meals
- Home cooking is still seeing huge growth compared to restaurants even as the pandemic winds down
- Families are increasing their variety of product they use in at home cooking with increased rates of testing new products and using more spice and flavors in their cooking

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## Veg Update



- **Lettuce** – Market has started to jump up with lower yields and much tighter supply
- **Celery** - Great item to promote and are in peak season. Quality has been great the past few weeks
- **Broccoli & Cauli** – Markets are trending up with these items but are still promotable with good quality
- **Onions** – PNW onions are in the building with good quality and availability

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*Lettuce Markets are going through the roof with a huge drop on supplies due to labor and water issues*

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- **Potatoes** –Potatoes from the PNW are in full swing and the quality is excellent
- **Peppers** – Green peppers are local with great quality and availability. Colored peppers are getting a bit tighter but still a good value
- **Asparagus**– Supplies are starting to get better with imported product filling the market. Mexico will start in October and flood the market
- **Organics** – Organic Gala apples are being picked but they are suffering from small sizing. Bags are the way to go
- **Corn** – Corn supplies are looking good with great quality



## Inflation Effects

- Low income households drove retail sales during the pandemic, but are slowing at a fast pace
- Those same households feel a bigger impact with inflation increasing and have slowed all purchases from TV's to food
- Catering to the grab and go nature of these customers is paramount in getting extra rings at the register with Mary's grab and go as well as snack type produce

