

Fresh Finds Market Update



Market Update
August 9 2022

Fruit Update

- **Apples** – Gala and Fuji apples will remain very tight until new crop. Honeycrisp and Cosmic are still plentiful for ads. Rave apples are starting with Sweetango not far behind.
- **Cherries** - Org and Rainier cherries will be finishing up this week with Conv. Red cherries going for another few weeks
- **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 will be tight for a few weeks
- **Stone Fruit** – PNW Peaches and nectarines are starting to hit their stride and will be promotable for the month of August
- **Grapes** – Stronger market on red grapes this week as the heat wave is delaying production. Green grapes are the best value with strong quality
- **Citrus** – Imported Navels are available now with excellent quality. Lemons are available out of CA and Chile with good quality. Lime market has steadied but they are peaking on smaller sizing
- **Melons** – Water rationing is effecting cantaloupes out of CA and will make it tight until the end of August. Honeydews are in a similar situation. PNW melons have started and will provide relief for the tight Watermelon market



Inflation Impacts

- Inflation is at a multi-year high and fresh fruit/veg are right in the middle of that
- Dollar sales are going up about 4.5% but volume is down 4.4% for the first half of 2022
- Food Inflation in June was 10.4% which is the highest growth since 1981
- Shoppers are buying less each trip but making more trips to the store each week



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Veg Update



- **Lettuce** – Lighter supplies meet lighter demand for summer lettuces. Prices will remain high on head lettuce but there will be some value with leaf lettuce
- **Celery** - Good Quality and steady supplies with promotions
- **Broccoli & Cauli** – Good quality and availability will lead to stable pricing and good promotions
- **Onions** – Green Onions are promotable while Walla Walla finishes up. We will be moving to more PNW onions over the next few weeks

Back to School promotional period is the second biggest timeframe in the US right behind Christmas

- **Potatoes** –New crop potatoes are just getting started with increased volume 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 are tight on asparagus leading to pretty big price hikes. No relief until September harvest
- **Organics** – Organic Berries will be a struggle out of Cali as the heat effects quality
- **Corn** – Corn supplies look stronger with quality getting better out of the PNW



Data Insights

- Berries are leading the way with 8.6% growth. Apples and tomatoes round out the top 3 for the first half of 2022
- Back To School promotions are coming soon and are the second biggest promotional “holiday” after Christmas
- Capitalize on great promotable products that moms love to pack their kids as they head back to school

