

Fresh Finds Market Update

Market Update
August 28 2023



Fruit Update

- **Apples** – New Crop Apples are here with Gala and Honeycrisp leading the way and Bartlett pears ready to go
- **Strawberries**– The Tropical storm caused some damage but berries came out better than expected
- **Variety Berries** – Blues are starting to get tight with pricing going up. Raspberries are doing better but blackberries are still struggling
- **Citrus** –Import Citrus out of Chile is carrying the torch for the next few weeks
- **Stone Fruit** – Peaches and Nectarines are going strong with some smaller sizing on nectarines slowing packing
- **Grapes** – Great supply and sizing has really gotten large. The rain hurt production for a few days but it is already getting better
- **Melons**– Supplies have moderated and pricing has come down
- **Cherries** - Cherries are done for the year out of both WA and Canada



Grocery Store Trends

- Trends across the US have shown that produce sales are almost flat vs. last year with the South East having growth and the Midwest down.
- Grocery is carrying the stores, and that's mostly based on inflation with units being up slightly
- Shoppers have been reluctant to spend on bigger baskets with pricing going up, but still more likely to cook at home than they were pre - Covid



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Veg Update



- **Lettuce** – Markets are starting to ease slowly as local is done and California is getting better conditions
- **Celery** - Plenty of availability and prices are great for promoting
- **Broccoli & Cauli** – Pricing has started to decline back to normal levels after a small jump last week
- **Onions** – Northwest sweet onions are back in the building with good quality and much better pricing than California

New crop potatoes have started in WA state and pricing has come down. Product looks great!

- **Peppers** – Peppers are going strong with some tighter supplies but still great to promote
- **Asparagus** – Out of MX, Quality and pricing is steady
- **Tomatoes**– Pricing has steadied with great quality
- **Cucumbers**– Cucumbers are going strong with Local now done and back to California
- **Corn** – Local WA corn is here and should have great quality for the next few weeks.



Little Known Facts - Corn

- Corn originally came from Mexico about 10,000 years ago
- Corn is a Vegetable, Fruit, and Grain. Its kernels are considered grains because they can be milled into flour, its considered a starchy vegetable like a potato when its young, but its also technically a fruit because it comes from a seed similar to a tomato
- The world record for a corn plant is over 48 feet tall
- Corn has an even number of rows on each cob – Count them!



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Organic Update

- **Apples** – OG New Crop Galas and Honeys have started. Grannies, Fuji's, and Pinks are all running out sooner rather than later
- **Berries**– OG Blueberries are still readily available but the rest of the OG berries are struggling with production
- **Potatoes**– Potato costs have come down and there is more availability
- **Onions**– Onion supplies have been getting better with prices steadily declining
- **Cauli and Broc** – Supplies have come off a bit but there is still availability
- **Celery** – Both Quality and Pricing have gotten better over the last few weeks
- **Lettuces** – Prices are steady with all varieties and quality has been excellent
- **Citrus**– Very little supply out there with high prices when its available
- **Pears** – Bartletts have started and Anjous have run out
- **Tomatoes** – Supplies are great and prices are down

