

# Fresh Finds Market Update



Market Update  
December 13 2022

## Fruit Update

- **Apples** – All Apples are new crop with most moving into storage fruit, which should mean better color but tightening availability
- **Strawberries**– Rains in the forecast this week for all berries which will limit supplies. Mexico is starting but will take a few weeks to ramp up production.
- **Variety Berries** – Raspberries and Blackberries will have steady production. Blueberries are in a transition from Peru to Chile which will make them tighter in the coming weeks.
- **Citrus** –Production continues to pick up out of the Cali central valley. Lemons and Limes are starting to get better production too and will be a good ad item
- **Grapes** – Imported grapes are ramping up with some great sizing and quality. Green grapes especially have outstanding quality
- **Melons**– Cants and Honeydew are both very tight and will continue to be that way for the month of December



## Fun Grape Facts



- There are more than 50 varieties of grapes grown in California alone
- There are only 3 fruits that are native to North America. The Blueberry, Cranberry, and Concord Grapes
- Grapes are one of the oldest known cultivated crop by humans and have been harvested and grown for over 8,000 years

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## Veg Update



- **Lettuce** – Supplies will stay tight for the month of December, but not historically tight like it has been
- **Celery** - Demand is higher than expected so pricing is higher than normal. It will stay that way for a few weeks
- **Broccoli & Cauli** – Cooler weather and shorter days are hurting production. Markets are peaking now
- **Onions** – PNW Onions are looking great with promotable pricing. Green Onion supplies are lighter than normal and will remain that way for the remainder of the year

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*Lettuce markets are still high even with more supply. We might be looking until after New Years for pricing to drop*

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- **Potatoes** – Potato pricing is starting to creep up with the threat of a smaller crop effecting storage
- **Asparagus** – Supplies are getting better but pricing will not come off highs until end of the month
- **Artichokes**– Supplies are tight until the end of the month when winter varieties start. Frost Kissed artichokes are in the building now with great taste
- **Brussel Sprouts** – Availability is good with good quality. Markets have started to come down until we get closer to X-mas



## Fun Artichoke Facts

- Artichokes are technically an unbloomed flower that originated from the Canary Islands
- Artichokes are the oldest known food to humans and were named after a greek myth where Zeus turned a young girl, Cynara, into one after she took secret trips to visit family
- Artichokes are very good at creating new sprouts and can create another 20 per year from one plant
- Natural freezing at certain time of the year create frost kissed artichokes



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## Organic Update



- **Apples** – All varieties of apples are off the tree and in the shed for the year. Still moving through regular storage fruit and will get into CA fruit toward the middle of Dec. OG Cosmic will be available starting next week
- **Berries**– Berries are seeing the same issues as conventional with the short supplies and high prices
- **Cauli and Broc** – Cooler nights and rain are hurting production. Quality has suffered and price has risen
- **Celery** – Prices are high and will not come down until after the holidays when demand drops
- **Lettuces** – Light supplies continue and will keep prices very high for the next few weeks
- **Citrus**– Available but with strong demand prices are higher than normal. Most also showing smaller sizing than a normal year but volume will continue to increase on all sizes
- **Pears** – Bartletts are about done with their run while Bosc and Anjous are starting to hit their stride

