

Fresh Finds Market Update



Market Update
December 20 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 are hitting the growing regions hard and availability will suffer for the next few weeks
- **Variety Berries** – Raspberries and Blueberries will struggle to fill orders until the middle of Jan. due to rain and transitioning growing regions. Blackberry supplies will remain steady
- **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



Christmas Facts

- Christmas was not always on December 25th and moved around throughout history. There is no mention of that date in any scripture
- Coca Cola played a huge role in how we think Santa looks with their early 1900's advertising campaign that changed the way he looks to be more jolly
- Christmas was illegal to celebrate from 1659 – 1681 and was not considered a holiday until more than 100 years after



Fresh Finds Market Update



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 will be high for a few weeks
- **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

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

- **Potatoes** – Potato pricing is starting to creep up with the threat of a smaller crop effecting storage
- **Asparagus** – Cold weather is hurting growing conditions. Supplies will be tight for a few weeks
- **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. Strong demand until after the holidays but we should see some easing after then



Fun Potato Facts

- Potatoes are about 80% water and 20% solids
- The average American eats about 124lbs of potatoes a year while the average German eats about 250lbs
- Thomas Jefferson gets credit for introducing French Fries to America when he served them at the white house for dinner
- In 1995, the potato was the first vegetable to be successfully grown in space



Fresh Finds Market Update



Organic Update



- **Apples** – All varieties are going strong and will continue through the summer
- **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. Improved production in the desert is expected to help supplies after the new year
- **Celery** – Prices are high and will not come down until after the holidays when demand drops
- **Lettuces** – Still light but getting better. After the new year we should see markets get back to normal
- **Citrus**– Available but with strong demand prices are higher than normal. Sizing has gotten better with food service using a lot of the smaller sizing
- **Pears** – Bartletts are done for the year but Bosc and Anjou have availability and will through the beginning of summer.

