

Fresh Finds Market Update



Market Update
December 6 2022

Fruit Update

- **Apples** – Cosmic new crop are finally here and that means all apples and pears are new crop. Shortage on crop for the year will cause prices to rise slowly but steadily
- **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 available but will start to tighten up as we get through the month. Red grapes will become especially tight.
- **Melons**– Cants and Honeydew are both very tight and will continue to be that way for the month of December



Fun Citrus Facts



- In many languages, the word orange translates as Chinese Apple
- Before Oranges were introduced to Europe, the color orange was not called Orange, it was called geoluread – a yellow red mix
- The oldest living orange tree was planted in 1856 in Northern California, its now a historical landmark known as the Mother Orange Tree

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Veg Update



- **Lettuce** – Supplies are still tight but should start to get better starting end of week.
- **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

Production in the desert should start to help the lettuce markets come off historical highs a bit

- **Potatoes** – Potato pricing is starting to creep up with the threat of a smaller crop effecting storage
- **Asparagus** – Mexico is up and running and volume should get better but demand will increase for X-mas
- **Artichokes**– Very light supplies as growing regions transition from the coast to the desert
- **Brussel Sprouts** – Availability is good with good quality. Markets have started to come down until we get closer to X-mas



Fun Asparagus Facts

- Asparagus treats bee stings and toothaches, at least according to Greeks and Romans 2,500 years ago
- Eating asparagus is good for hangovers since its made from 93% water and its minerals help protect the liver
- Asparagus comes in many colors throughout the world, like White and Purple Asparagus from Italy
- Asparagus can grow up to 7 inches daily, so you can actually watch it literally growing in front of your eyes



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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** – Strong demand coming out of Thanksgiving have kept prices high
- **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** – Pear harvesting is done and Bartletts will be going strong for the next month. Anjous will carry the banner when Bartletts are done

