

# Fresh Finds Market Update



Market Update  
February 13 2023

## Fruit Update

- **Apples** – Moving along at a fair pace with deals on Pink Ladies and Cosmic Crisp, especially off sizing. Gala bags are also highly promotable
- **Strawberries**– Oxnard is expecting an increase in production this week while Florida is coming on strong to supply the eastern US
- **Variety Berries** – Imported Black and Blueberries have great quality and are picking up steam. Will be good to promote for a few weeks. Raspberry volumes are tight and pricing is high
- **Citrus** –Good Harvests this week out of California with sizing peaking on 88 and 113 count. Isolated rain does remain an issue with quality
- **Stone Fruit** – Limited volume on imports is keeping prices high
- **Grapes** – Markets are starting to settle with increase arrivals on both coasts. Quality has been excellent
- **Melons**– Steady demand with little change to supply with keep prices steady on Cantaloupe. Quality has been good. Honeydews will become tighter as Mexican production wanes



## Social Media & Sales



- Social Media has blown up over the last few years with more and more companies using it to push products and recipes
- Social Media Influencers use their platform to speak and educate consumers
- Tik Tok is the fastest growing social media platform with the average user spending 52 minutes a day on it
- Large brands like Halo and Wonderful have used social media to push consumers to our stores here in Spokane

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## Veg Update



- **Lettuce** – Pricing has firmed a bit with cooling temperatures but as soon as it warms up again the market will be promotable
- **Celery** - Improved supplies this week out of Oxnard and with no rain in the forecast it should be a good week
- **Broccoli & Cauli** – Cooler temperatures are slowing growth a tad and making the market higher
- **Onions** – Onion prices have started a steady decline with more supply available and less demand after the holidays

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*Most of the winter vegetables down in California are seeing optimal, if a little cold temps that will spur growth*

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- **Peppers** –Pepper pricing is looking good with plenty of supplies out there, especially in the colored peppers
- **Asparagus** – Asparagus supply is picking up as we move into 28# cartons
- **Tomatoes**– With super bowl over, tomato supplies will remain flat but demand should come down this week
- **Artichokes** – Southern Coastal and Desert growing regions are going strong. Production is skewing towards the Jumbo sizing



## Bell Pepper Fun Facts

- Bell Peppers originated in Mexico and Central/South America
- Peppers were named by Christopher Columbus as he was searching for peppercorn plants to produce black pepper. He took samples with him back to Europe where they became very popular
- Peppers are actually fruits since they come from a flowering plant and contain seeds
- In Australia, they call peppers Capsicums from their scientific name of Capsicum Annum



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## Organic Update



- **Apples** – All varieties are going strong and will continue through the summer. Bagged Galas and Fuji are a great variety to promote
- **Berries**– Berry production is looking better this week with more availability of all berries except Raspberries
- **Potatoes**– Limited availability which we will see throughout the season
- **Onions**– Red and Yellow Onions are looking good to promote through February
- **Cauli and Broc** – Production has gotten much better and the prices have adjusted to that
- **Celery** – Supplies are getting better with pricing starting to come down
- **Lettuces** – Production and quality are starting to get much better coming out of California
- **Citrus**– Volume is steady with good opportunities to promote
- **Pears** – Bartletts are done for the year but Bosc and Anjou have availability through May
- **Tomatoes** – Good availability and costs will be good enough to promote the next few weeks



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## Hispanic Update

- **#2 Green Avocados** – Plenty available and the larger size has a great price on them
- **Cactus Leaf** – Good quality product with tender leaves
- **Peppers**– Jalapeno market has jumped overnight but still a decent supply with good quality
- **Mexican Gray Squash** – Medium sized with decent quality and some material defects
- **Medium Roma Tomatoes**– Market is heading higher on these but the quality looks good. Color has a little green to them
- **Maradol Papaya**– Quality has been decent with the fruit ready to eat as it hits the stores
- **Kent Mangoes**– Quality and taste have been excellent. Demand has been outstripping supply so there have been a few gaps

