

Fresh Finds Market Update



Market Update
February 20 2023

Fruit Update

- **Apples** – Bartlett Pears and Jonagold Apples are about to finish the season. Gala and Fuji bags are highly promotable
- **Strawberries**– Berry production should be increasing with good supplies available
- **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 of California Navels 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



Inflation Worries in Customers

- Inflation is hitting customers in different ways, and perceived inflation is actually changing customer shopping habits.
- Customers are more apt to shopping deals and ads to save money
- While consumers believe that the inflation on groceries is much larger (35.2%) than what it actually is (6.8%) they are still willing to spend more for convenience, with 78% of shoppers saying they would pay more for delivery of groceries



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Veg Update



- **Lettuce** – Good field conditions are allowing planting, weeding, and cultivation to take place. Minimal quality issues and disease pressure in Salinas
- **Celery** - Improved supplies this week with strong winds expected. Should not effect the plants much
- **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

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

- **Peppers** –Pepper pricing is looking good with plenty of supplies out there, especially in the colored peppers
- **Asparagus** – Hail in growing regions has severely hurt the production. This will effect supplies for a few weeks
- **Tomatoes**– Limited crossings from MX have kept prices up but the quality is good.
- **Artichokes** – Southern Coastal and Desert growing regions are going strong. Production is skewing towards the Jumbo sizing



Cantaloupe Fun Facts

- What we call Cantaloupes are not actual Cantaloupes. Most melons sold under the cantaloupe name in the US are Musk Melons. Real Cantaloupes come from Europe and have a pale green skin
- Cantaloupes derive their name from Cantalupo, Italy where the seeds first arrived from Armenia and were planted in the Papal Gardens in the 16th century
- No one knows exactly when the fruit started being popular but it is mentioned in Biblical times from Egypt and Greece



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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

