

Fresh Finds Market Update



Market Update
January 30 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**– Straws are harvesting for Valentines day but are barely keeping up. Weather is improving which will help in the following weeks
- **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 have decreased
- **Citrus** –Harvest is improving with the weather getting better. Sizing is looking good and Sumos are available
- **Stone Fruit** – Limited volume on imports is keeping prices high
- **Grapes** – Quality on both green and red grapes has been excellent with increasing supplies on the horizon
- **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



Potato Sales



- Potato sales are up 15% across the US from last year
- Most of that increase is from inflation, which is about 16% on potatoes while their volume is down slightly
- Russets accounted for roughly 48% of potato sales this year while yellow was second at 20.5% of sales
- Overall the potato category is trending down in lbs sold at -1.3%

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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** - Availability is good but pricing is still a bit higher than normal
- **Broccoli & Cauli** – Supplies have begun to meet demand and pricing has become steady
- **Onions** – Onion prices have started a steady decline with more supply available and less demand after the holidays

California is seeing colder weather which is slowing growth a bit, but it looks like warmer weather is on the horizon

- **Potatoes** –Pricing has steadied and there is a great deal on Idaho Potato promotions
- **Asparagus** – Supply is looking better and we will be moving to 28/1's here in the next few weeks
- **Tomatoes**– Pricing is coming off tomatoes and they are a great item to promote
- **Carrots** – Carrot production is looking better but some varieties are still tight. This should be fixed in the next few weeks as the fields dry out



Tomato Fun Facts

- There are over 15,000 varieties of tomatoes, with over 3,000 varieties in just heirloom tomatoes
- Tomatoes are technically a fruit. The confusion arises because in the 1890's the US supreme court labeled them a vegetable for taxation purposes
- China is the largest producer of tomatoes and grow about 1/4 of the world's crop
- Tomato comes from the Spanish word Tomate which itself comes from the Aztec word Nahuatl which translates as "Plump Thing"



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Organic Update



- **Apples** – All varieties are going strong and will continue through the summer. Bagged Galas are a great variety to promote
- **Berries**– Strawberries are tight and will remain that way through Valentines day. Variety berries are looking good for the next few weeks
- **Potatoes**– Market is tightening up with a decreased crop size. Limited Availability
- **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 still tight while pricing is high and will remain that way for a couple weeks
- **Lettuces** – Small quality issues will improve as the weather gets better in Cali
- **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

