

Fresh Finds Market Update



Market Update
January 10 2023

Fruit Update

- **Apples** – All Apples are still doing well with deals on Cosmic Crisp. Honeycrisp crop is looking lighter and lighter with pricing creeping up weekly
- **Strawberries**– A steady stream of weather events is effecting strawberry fields and will be a problem all the way through Valentines day
- **Variety Berries** – Raspberries are still tight while Blues and Blackberries are getting better volume and will be promotable
- **Citrus** –Extreme weather in California are causing harvest delays and production issues. Pricing will move higher as a result. (see pictures)
- **Grapes** – Protests in Peru are causing higher pricing and production gaps. Quality has been great but there will be light supplies for a few weeks
- **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



Rainfall in California



- Rainfall the past week and in the forecast for the coast of California has been unprecedented
- Some areas are getting 3+ inches of rain in an hour when their annual rainfall is 7-8 inches
- Strawberries, Citrus, and Carrots are the most effected items
- There is little help in the forecast with more atmospheric rivers heading towards the California coast

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Veg Update



- **Lettuce** – Production is finally catching up to demand and prices have started to fall. Quality has improved
- **Celery** - Demand is falling while production is lighter than expected. Pricing should come down later this week
- **Broccoli & Cauli** – Market is beginning to decline post-holiday and both Broc and Cauli will be good to promote
- **Onions** – PNW Onions are looking great with promotable pricing. Green Onion supplies are lighter than normal and will remain that way for a few weeks

Pricing is dropping on lettuce markets to be more in line with a normal season

- **Potatoes** – Potato pricing is starting to creep up with the threat of a smaller crop effecting storage
- **Asparagus** – High demand is keeping prices higher than normal. Supplies are inconsistent from Mexico
- **Artichokes**– Winter varieties are starting up with large sizes and light production
- **Carrots** – With the amount of rain California is having, the carrot production is taking a severe hit. Carrots will be tight for the next few weeks until they can catch back up on production



Fun Cauliflower Facts

- Cauliflower is a flower that has not yet fully developed and is related to Kale
- China is the worlds leading producer of Cauliflower
- In the middle ages, Cyprus was known for their cauliflower and in the 1st century it was known as "Cyma" or "Cyprus Colewart"
- Cauliflower is one of the lowest calorie vegetables that has the highest amount of vitamins and minerals, making it a super healthy food for those new years diets



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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** – Production is coming into line with demand down. Pricing is coming down so now is a great time to promote
- **Celery** – Supplies are drying up as prices increase. Should see better pricing in a few weeks
- **Lettuces** – Prices are dropping and production is picking up. Would be a great time to promote OG leaf lettuces
- **Citrus**– Weather is not treating the OG citrus well with product not being able to be picked and struggling to make it in the box it will be tight for a few weeks
- **Pears** – Bartletts are done for the year but Bosc and Anjou have availability and will through the beginning of summer.

