

# Fresh Finds Market Update

Market Update  
January 17 2022

## Fruit Update

- **Apples** – All Apples are still doing well with deals on Cosmic Crisp. Pricing is creeping up on some varieties but Fuji and Pinks will be good to promote
- **Strawberries**– A steady stream of weather events is effecting strawberry fields and will be a problem all the way through Valentines day
- **Variety Berries** – Mexican varietal berries are looking good quality wise as volumes pick up
- **Citrus** –Extreme weather in California are causing harvest delays and production issues. Pricing will move higher as a result. (see pictures)
- **Stone Fruit** –Imported stone fruit has started but will be tight until people fill their pipelines
- **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 12+ inches of rain in a day 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** – Rain is falling around the state but thankfully missing the Desert region where the lettuce is grown
- **Celery** - Pricing is starting to come down slowly with lower demand
- **Broccoli & Cauli** – Pricing has come down to earth but we will wait to see what impact the rains have
- **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

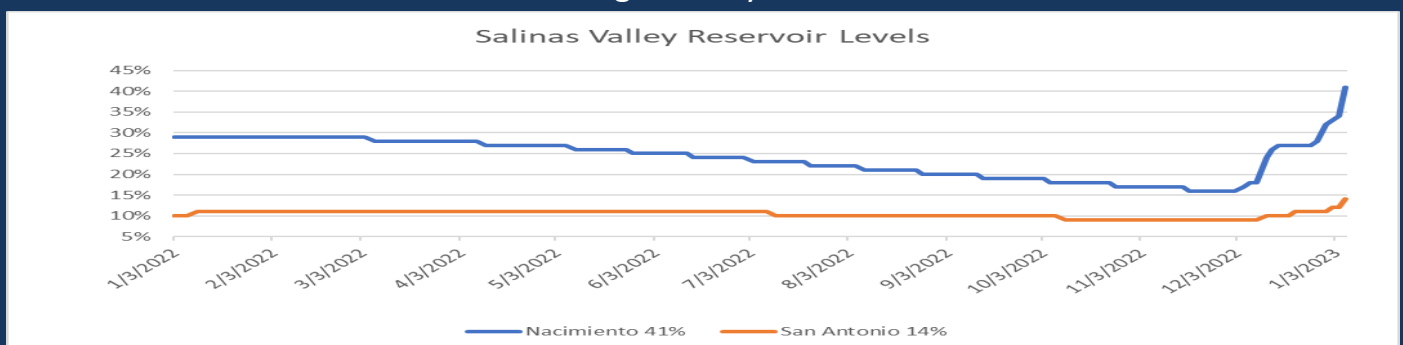
*Lettuce and Tomato Markets will be available for good promotions through the month of February*

- **Potatoes** –Pricing has steadied and there is a great deal on Idaho Potato promotions
- **Asparagus** – High demand is keeping prices higher than normal. Supplies are inconsistent from Mexico
- **Artichokes**– Winter varieties are just starting with light production and larger sizing
- **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



## California Rain Benefits

- The rainfall in California is not all bad news in the drought stricken state.
- Reservoir levels across the state are being filled by the record amounts of rain



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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 through May
- **Tomatoes** – Good availability and costs will be good enough to promote the next few weeks

