

Fresh Finds Market Update



Market Update
January 23 2022

Fruit Update

- **Apples** – Apple crop is getting tighter with the price of Honeycrisp creeping up. Cosmic Crisp and Pink Ladies are great values for the next few months
- **Strawberries**– Strawberries from California are recovering from rain the past few weeks. Supplies will be tight through Valentines Day
- **Variety Berries** – Imported berries have great quality and are picking up steam. Will be good to promote for a few weeks
- **Citrus** –With the extreme weather looking like its at an end, farmers are able to get into the orchards and pick product. Supplies will get better as the week goes on. Sumos are now available!
- **Stone Fruit** –Pipeline is still getting filled so pricing is up on all stone fruit. Good quality
- **Grapes** – Quality is good but supply is hampered by the political unrest. Markets will remain steady until that gets fixed
- **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



Online Shopping

- Online shopping has grown at a increased rate since Covid started but have started to turn around since late 2022
- 47% of shoppers making the switch back to shopping in grocery stores say the reason is they want to feel and smell the produce, as well as to see what's in season
- This shows how important it is to keep product in the stores fresh and looking good because it drives physical presence in the stores rather than customers buying online



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Veg Update



- **Lettuce** – Full production in California is getting lettuce back to normal with pricing and supplies
- **Celery** - Pricing is starting to come down slowly with lower demand
- **Broccoli & Cauli** – Supplies have begun to meet demand and pricing has become steady
- **Onions** – PNW Onions are looking good. Sunions are looking great as a replacement to the more expensive Mayan Onions. Green Onion supplies are lighter than normal and will remain that way for a few weeks

Outside of Strawberries and Citrus, California products are becoming more available with better pricing

- **Potatoes** –Pricing has steadied and there is a great deal on Idaho Potato promotions
- **Asparagus** – Supply is looking a little better but with high demand, the pricing is still above normal
- **Tomatoes**– Pricing is coming off tomatoes and they are a great item to promote
- **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



Sumo Navel Fun Facts

- Cross between a Tangor (orange and satsuma cross) and Ponkan (large mandarin), the Sumo has a wrinkly peel and knob protruding from the end.
- The fruit is easy to peel and tastes great
- First found in Japan in the late 1970's and are more difficult to grown compared to a normal navel. It is the best selling citrus in Japan
- Has a distinct lack of Albedo (the white netting around an orange) so they are easy to peel
- Sumos are very susceptible to bruising so each piece of fruit must be hand picked, which is one of the reasons why the pricing on Sumos are higher than a normal Navel

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Organic Update



- **Apples** – All varieties are going strong and will continue through the summer
- **Berries**– Strawberries are tight while variety berries are looking better
- **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 still tight while pricing is high and will remain that way for a couple 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

