

Fresh Finds Market Update



Market Update
January 30 2022

Fruit Update

- **Apples** – Moving along at a fair pace with deals on Pink Ladies and Cosmic Crisp, especially off sizing
- **Strawberries**– Strawberries from California are recovering from rain the past few weeks. Supplies will be tight through Valentines Day
- **Variety Berries** – Imported Black and Blueberries have great quality and are picking up steam. Will be good to promote for a few weeks
- **Citrus** –Harvest is improving with the weather getting better. Sizing is looking good and Sumos are available
- **Stone Fruit** –Pipeline is still getting filled so pricing is up on all stone fruit. Good quality. Better volume will start in early February
- **Grapes** – Quality is great but the market is still high. This should start falling in early February
- **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



Market Changes



- Market prices are starting to soften with a little better luck from Mother Nature
- With historic rains in California and cold temperatures across the US, prices have risen dramatically due to less supply during the holidays
- With supplies coming back to normal, demand has not arrived there yet because of the still high prices which will lead to price decreases through-out the next month

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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** – Onion prices have started a steady decline with more supply available and less demand after the holidays

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** – 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



Avocado Fun Facts

- Avocados were first used as tributes from townsfolk to local royalty in Mesoamerica about 7,000 years ago
- Avocados are from the same family as Cinnamon
- They have more potassium than a banana and have more fiber than any other fruit compared to its size
- California grows over 90% of the US avocado crop
- When the summer boom of Avocado toast happened in 2017, over 3 million photos of Avo-toast was uploaded to Instagram everyday

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Organic Update



- **Apples** – All varieties are going strong and will continue through the summer
- **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
- **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** – Supplies continue to improve as does the quality of the product coming out of California
- **Citrus**– Weather is hindering picking but the market is looking better on most citrus
- **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

