

Fresh Finds Market Update



Market Update
July 17 2023

Fruit Update

- **Apples** – Apple Pricing is steady as packers work on prolonging the season until new crop
- **Strawberries**– Fair quality as temps warm up in California. Pricing and quality should remain steady
- **Variety Berries** – Local WA Blueberries are here with great sizing and taste. Blackberries and Raspberries are still tough to come by
- **Citrus** –Valencia's are the main variety of orange right now with better supplies continuing the next few weeks. Quality has been strong
- **Stone Fruit** – WA Apricots are almost done for the season with Peaches just starting and Nectarines coming at the end of this week
- **Grapes** – Supply is looking good on both red and green with sizing improving
- **Melons**– Melon quality is getting better every day but Honeydews are way behind their normal picking schedule and remain tight.
- **Cherries** - Quality and Price are both excellent as growers hit their second peak this week



20 Week Fruit Average



- Growth in fruit has been really steady as inflation comes down in the category with pricing down .9% and volume even.
- Grapes, Blueberries, and Blackberries are driving both the volume and price growth in the category
- Strawberries and Pears both had volume declines as well as sales dollar declines

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Veg Update



- **Lettuce** – Production is steady with nice quality and local available
- **Celery** - Production has increased and we should start seeing more availability in the market
- **Broccoli & Cauli** – Demand has fallen with regional availability but quality has been good
- **Onions** – Walla Walla onions are going strong with good availability and quality

Demand has been falling for California Veg as pricing has increased. Quality has been great

- **Peppers** – Pepper supply is getting better with great quality on colored and green peppers
- **Asparagus** – Out of MX, Quality and pricing is steady
- **Tomatoes**– No real change in the tomato market with good quality and decent pricing
- **Cucumbers**– Local cucumbers are going strong with great quality and good prices
- **Corn** – Local WA corn has started with great sized ears and good sized kernals



20 Week Veg Average

- Most vegetable items are still showing inflationary with 3.3% increase in dollars but even sales.
- Cucumbers are showing growth with 2.8% in lbs and 10.1% up in dollars.
- Most other commodities are about even or down in lbs with corn down 5.2%, tomatoes down .4%, and Salad kits down 7.1%.
- This continues the trend with volume being down as prices in veg are increasing.



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Organic Update



- **Apples** – OG Apples are starting to get tighter but will have all varieties available except Cosmic Crisp and Pink Ladies for the next month
- **Berries**– Strawberries and blueberries are available with raspberries and blackberries being very tight
- **Potatoes**– Potatoes are tight and prices are high until new crop gets going
- **Onions**– Same boat as the potatoes now with very little quality onions out there
- **Cauli and Broc** – Pricing and quality are steady and should be for the next few weeks
- **Celery** – Quality is still iffy but pricing is steadying out for the next couple weeks
- **Lettuces** – Steady supplies and modest demand are holding prices flat
- **Citrus**– High demand is leading to increased prices and hit or miss quality
- **Pears** – Anjou's are still available with good quality
- **Tomatoes** – Great availability and pricing is steady with good quality



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Hispanic Update

- **#2 Green Avocados** – Pricing is starting to get higher on all avocados which will drive the #2's up
- **Cactus Pears** – Supply is starting to get better as well as quality. Orange pears are available in small quantities
- **Mexican Green Onions**– Great item to promote the next few weeks
- **Mexican Gray Squash** – Medium sized with decent quality and some material defects
- **Medium Roma Tomatoes**– Still gapping but should start seeing more availability soon
- **Maradol Papaya**– Supply is gapping with poor quality. Should look better next week
- **Mangoes**– Quality is still good for the next 2-3 weeks out of Mexico. Great for promotions
- **Chile Peppers**– Supply is starting to get better slowly but quality is average
- **Limes**– Plenty of limes out of the Mexican market the last few weeks have led to great pricing



Specialty Peppers

- Red peppers of any variety tend to be sweeter than green peppers
- Technically a fruit because its seeds grow inside the skin
- Habanero peppers are some of the spiciest peppers available, rating between 100,000 to 350,000 on the Scoville scale
- Chili peppers were used in Incan, Mayan, and Aztec cultures and have been used since before 5,000 BC
- Considered to have healing and curative properties, aphrodisiac effects, and magical uses by ancient cultures

