

Fresh Finds Market Update



Market Update
July 3 2023

Fruit Update

- **Apples** – Apple Pricing is steady as packers work on prolonging the season until new crop
- **Strawberries**– California is continuing with limited availability due to the cold temps. Volumes should increase into middle of July
- **Variety Berries** – Blueberries are looking better with local WA crop coming on. Blackberries are tight as are Raspberries
- **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 have started with the rest of the WA stone fruit planning to start around July 12
- **Grapes** – Supply is looking good on both red and green with sizing improving as we get past the first week of July
- **Melons**– Melon quality is getting better every day but Honeydews are way behind their normal picking schedule and remain tight.
- **Cherries** - Pricing will be dropping following the 4th with some great quality and volumes.



May Fruit Inflation



- Fruit actually faced deflation this month at -1.19%
- Grapes were the main fruit with inflation at +25.7%
- Blueberries were deflationary with better volume from Mexico than the year prior at -10.8%
- Mandarins had more of a normal year which led to some deflation of -13%
- Avocados had a very light year in 2022 so their price came back down to normal and had -49.1% deflation

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Veg Update



- **Lettuce** – Production is steady with nice quality and local available
- **Celery** - Markets are tightening and will remain that way for at least another two weeks as fields transition
- **Broccoli & Cauli** – Yields have fallen off due to the lower temperatures but pricing should get better after this week
- **Onions** – Walla Walla Onions have started with great quality. Pricing is staying steady as production get going

With the 4th of July demand ending markets will have a correction back to normal as demand slows

- **Peppers** – Pulls will be slowing down after the holiday which will lead to better supplies of both colored and green peppers
- **Asparagus** – 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** – Corn will be tough to get with any kind of decent quality until growing locations transition



May Vegetable Inflation

- Vegetable inflation for May was high at +11.38%
- Leafy Lettuce had inflation of about +27% due to the cooler than normal weather in Salinas and delayed plantings from the floods
- Potatoes had inflation of +14.8% because of a much lower yield and less being planted. Markets will remain high until new crop starts in August
- Onions showed some deflation at -24.5% but the does not effect us much as we try to stay local year round if possible



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Organic Update



- **Apples** – OG Pinks are done for the year but all other varieties are doing well. Bagged Galas and Fuji are still available for promotions
- **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 is starting to creep up again because of planting gaps in Salinas
- **Celery** – Quality has been hit or miss because of the weather but supplies should get better as we get further in July
- **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**– Excellent quality but the market is firm due to lower than expected volumes
- **Mangoes**– Quality is still good for the next 2-3 weeks out of Mexico. Great for promotions
- **Chile Peppers**– There will be about a 10 day gap and they will be tough to get. Quality will be hit or miss with the market
- **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

