

Fresh Finds Market Update



Market Update
July 5 2020

Fruit Update

- **Apples** – 2021 Crop is starting to wind down on Gala and Fuji. Honeycrisp and Cosmic Crisp are still highly promotable.
- **Cherries** - Supplies will take a small gap until 7/10 then will pick back up for the remainder of the season. End date looks to be middle of September
- **Berries**– Strawberries and Blackberries are in good supply and quality. Raspberries are transitioning growing areas. Blueberries are extremely hard to come by until OR starts mid July
- **Stone Fruit** – Apricots are starting later than normal but should see steady supplies by July 10th. Peach and Nectarines are light out of CA and will start locally towards the end of July.
- **Grapes** – Both Mexican and US grapes are in production with good volumes in both Red and Green grapes.
- **Citrus** – Valencias are in full production in CA but the overall crop volume is down from last year. Navels are done until imports start in mid-July. Lemons are in CA now with smaller sizes being the peak. Limes will continue to be tough to come by but markets have steadied somewhat.
- **Melons** – Melon volumes will continue to be steady. Expect WA melons to start at the end of July



FRUIT HARVEST HIGHLIGHTS

- Cherry volume will be much lighter than the last few years
- Citrus is available from Cali with volume being down but prices remain steady
- WA and OR are 2-3 weeks behind on harvest due to the unseasonably cold weather and rain during growing



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Veg Update

- **Lettuce** – Heat related harvest delays and quality issues, moderate supplies
- **Celery** - supplies will be getting tight with transition in growing areas
- **Broccoli & Cauli** – Light supplies with transition in growing regions and some discoloration from the heat
- **Onions** – Supplies steady out of CA. Walla Walla onions are looking good and local! Green Onions are promotable

“Reduced summer acreage and water issues in California is leading to tight supplies on leafy veg.”

- **Potatoes** – Russets from WA, Red & Yellow from Cali until WA starts later this month
- **Peppers** – Pepper supplies are getting better and colored peppers add a nice color mix to your wet racks
- **Brussel Sprouts** – Good Availability with promotable volumes
- **Organics** – The heat in California is affecting the organics just like the conventional. Supplies will remain tight with some heat related quality issues
- **Corn** – Corn will continue to be a struggle with none out of CA because of water issues. Will need to use Eastern Corn.



VEG HARVEST HIGHLIGHTS

- Artichokes sizing is peaking large
- Heat Wave is affecting many central CA Crops, quality and availability
- Water availability will continue to be an issue as the SW sees record setting drought conditions

