

# Fresh Finds Market Update



Market Update  
June 12 2023

## Fruit Update

- **Apples** – Apple Pricing is steady as packers work on prolonging the season until new crop
- **Strawberries**– Strawberry volume is looking very good with some spotty bruising
- **Variety Berries** – All variety berries are still tight going into this week with smaller fruit and lower volumes than expected
- **Citrus** –Quality is good but pricing is higher than normal with less supply
- **Stone Fruit** – Production is still slow so pricing is high. WA crop should start at the beginning of July
- **Grapes** – Warmer weather is helping the supply of grapes. There is some smaller sizing out there but quality is excellent
- **Melons**– Melon quality is getting better every day but Honeydews are way behind their normal picking schedule and remain tight.
- **Cherries** - WA Cherries will begin at the end of this week. Pricing is holding steady but should start falling as California hits their second peak. Rainiers will also start this week out of WA



## Inflation Update



- Inflation is easing a bit as demand evens out across the board in produce
- YTD 2023 (20 weeks) is showing volume has a slight decline of -.7% and sales dollars are at 1.2% increase
- Even though inflation is slowing down in Produce, grocery is a different story with high inflation across the center store
- The western part of the US has a .2% increase in dollars and .9% increase in units

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## Veg Update



- **Lettuce** – Steady markets because of moderate demand but good quality and sizing
- **Celery** - Celery saw a spike in demand last week but that has slowed and pricing is starting to come off a tad
- **Broccoli & Cauli** – Quality and Sizing are both doing well with steady demand and pricing
- **Onions** – Most onions are coming out of California with Walla Walla Sweet onions starting next week

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*Local WA product is getting started with leafy veggies and Cherries. More Stone fruit will start in a few weeks*

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- **Peppers** – Peppers are a getting a bit tighter but quality and supply should stay steady
- **Asparagus** – WA Asparagus is done for the season. MX quality has been great in the 11# boxes
- **Tomatoes**– Tomatoes are still looking good with great quality and decent supplies
- **Brussel Sprouts** – Quality and supply has struggled and will continue for a few more weeks
- **Artichokes** – Northern Cali has started up and the quality is excellent



## Unit Movement and Sales

- Berries are leading the category again with 2.5% increase in sales and -1.9% decrease in units
- Apples continue struggling with -2.2% in sales dollars and -5.2% in units as they had a short crop and higher costs
- Potatoes are still showing lots of inflation with 12.7% increase in sales dollars and -4.1% in volume
- Grapes and melons are showing increases in volume and sales dollars with Grapes at a 3.4% increase in sales and 1.3% in units and melons at 6.7% in sales and 6.1% in units



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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 very hard to come by and will be like that until new crop
- **Onions**– Same boat as the potatoes now with very little quality onions out there
- **Cauli and Broc** – Pricing has come down with the increased volume and quality
- **Celery** – Lots of insect and disease pressure is leading to high prices and low availability
- **Lettuces** – Steady supplies and modest demand are holding prices flat
- **Citrus**– OG Citrus is finished or at the very end of its lifespan for the next few weeks
- **Pears** – Anjou's are the last pear standing with good quality for the next few months
- **Tomatoes** – Great availability and quality for the next couple weeks. Best time to promote!



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## Hispanic Update

- **#2 Green Avocados** – Plenty available and the larger size has a great price on them
- **Cactus Leaf** – Very popular item all through the summer
- **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 late next week
- **Maradol Papaya**– Good quality with ready to eat color and taste. Market is firm right now
- **Mangoes**– Mangoes are at their peak season so the quality is excellent. Should be a great push item throughout the summer.
- **Chile Peppers**– Quality is still a little suspect but getting better as production ramps up
- **Limes**– Plenty of limes out of the Mexican market the last few weeks have led to great pricing



## Corn Husks

- Mainly used in Tamale cooking with a corn based dough mixture
- Banana leaves can also be used to make Tamales, but Corn Husks are how they have historically been made
- Tamales have been cooked for almost 9,000 years and can be traced back to the Aztecs, Mayans, and Incans
- Corn husks are used to celebrate the Atamalcialtli festival that honors the corn god
- March 23<sup>rd</sup> is unofficially National Tamale Day around the US

