

Fresh Finds Market Update



Market Update
June 26 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** –Quality is good but pricing is higher than normal with less supply. Limes are looking good
- **Stone Fruit** – WA Apricots are starting later this week. CA Stone Fruit has better supplies too
- **Grapes** – Good supplies of red grapes while green grapes have lighter supply
- **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. We will be moving into the Skeena variety in the middle of this week which is the best tasting variety of the year. Skeenas will go through most of the month of July.



Blueberry Fun Facts

- Blueberries were first known as Star Fruits by Native Americans because of the star shaped base
- Blueberries are one of the very few native commercially grown plants in the Americas and have been eaten for over 13,000 years
- A single blueberry bush can produce as many as 6,000 blueberries a year and are Canada's most exported fruit



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Veg Update



- **Lettuce** – Prices are rising because of an increase in demand and cooler temps
- **Celery** - Markets are tightening and will remain that way for a few weeks as fields transition
- **Broccoli & Cauli** – Quality and Sizing are both doing well with steady demand and pricing
- **Onions** – Walla Walla Onions have started with great quality. Pricing is starting to steady

Corn will be short through the holiday with insect pressure in California and bad weather in Georgia

- **Peppers** – Slower pulls on colored peppers are allowing for better deals. Green peppers are still steady with great quality
- **Asparagus** – MX Quality and pricing is steady
- **Tomatoes**– Quality is looking good with stronger pricing than the last few weeks due to availability
- **Cucumbers**– Supplies are steady with local cucumbers just starting. Quality is decent but not great
- **Corn** – GA corn will be arriving for the 4th of July holiday while California is having quality issues



Online Grocery Shopping

- E-Grocery business finished May with \$6.9 billion dollars in sales across the US, down 3.4% compared to last year
- Store Pickups recorded a YoY growth of 9.1% while ship to home fell 17% and Delivered groceries fell 11.7%
- Higher grocery prices led to an overall increase in E-grocery dollars of 8% but the trend is showing a decline in online grocery business
- This is good news for in store shopping and impulse buying as many more shoppers are coming in and walking stores



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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 has come down with the increased volume and quality
- **Celery** – Low availability due to insect pressure and cooler weather
- **Lettuces** – Steady supplies and modest demand are holding prices flat
- **Citrus**– OG Lemons and limes are available but the rest of the citrus is done for the season
- **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** – Plenty available and the larger size has a great price on them
- **Cactus Pears** – Supply is starting to get better as well as quality.
- **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**– Cali is about 3-4 weeks behind but the Mexican market is going strong with decent quality
- **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

