

Fresh Finds Market Update



Market Update
June 5 2023

Fruit Update

- **Apples** – Apple pricing is steady for the most part, with Honeycrisp the only one starting to rise due to lower pack outs
- **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** –Pricing is starting to climb due to slower packing. Suppliers are trying to keep enough supply to carry through the season
- **Stone Fruit** – Production is behind where they were hoping which is leading to elevated pricing
- **Grapes** – Grapes are starting with very high prices which should come down in the coming weeks. Small sizes and not as much sugar to start
- **Melons**– Bin watermelons out of MX are going strong with good quality. Cantaloupe and Honeydew are struggling
- **Cherries** - California Cherries are going strong with pricing dropping weekly. WA cherries should start around June 15th



4th of July Ad Planning



- 87% of consumers plan on celebrating 4th of July this year with over 58% planning on grilling and BBQ fun
- 52% of shoppers are planning on buying whatever is on sale for that timeframe and 27% think they will use coupons
- 83% of shoppers plan to purchase food for 4th of July while 47% are planning on purchasing Alcohol and 34% are planning on buying non-alcoholic beverages

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Veg Update



- **Lettuce** – Steady markets because of moderate demand but good quality and sizing
- **Celery** - Celery is finally starting to turn the corner with pricing slowly falling and quality improving
- **Broccoli & Cauli** – Cooler weather is going to slow the growth on Broccoli and Cauli to steady prices
- **Onions** – Flat red Italian onions are here now, best onions of the season. Green onions are having better quality and we are moving to Cali onions as Wash struggles

Local WA product is finally starting to become available starting with Veg and moving to Fruits in the near future

- **Peppers** – Peppers are a getting a bit tighter but quality and supply should stay steady
- **Asparagus** – WA asparagus is just about done and we will switch to 11# Mexican grass soon
- **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



4th of July Movements

- Dollars have increased the last 4 years for 4th of July sales by almost 5%
- Units have decreased the past 4 years barely, down .7%
- Top promoted items and their sales dollar increases are Watermelons (13.7%), Limes (18.6%), Corn (21%), and Strawberries (1.07%)
- Berries, Tomatoes, and Cantaloupe have been the most promoted items the last two years



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Organic Update



- **Apples** – All varieties are going strong and will continue through the summer. Bagged Galas and Fuji are a great variety to promote
- **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**– Quality is starting to decline a bit as the crop ages. Supplies are tight
- **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** – Supplies are starting to improve which is leading to more competitive pricing
- **Citrus**– Most OG citrus is done for the time being
- **Pears** – Anjou's are the last pear standing with good quality for the next few months
- **Tomatoes** – Good availability and costs will be good enough to promote the next few weeks



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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**– Gap in the market is causing prices to hike. Should last about 2 weeks
- **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**– Transition in growing regions is leading to some quality concerns but should be improving in the next few weeks
- **Limes**– Plenty of limes out of the Mexican market the last few weeks have led to great pricing



200ct Limes

- Loaded with Vitamin C, Folate, Potassium, and Fiber
- Limes are native to India and were they were introduced to the new world in the late 15th century by Christopher Columbus who carried lime seeds with him on his second voyage
- Limes will sink in water while lemons float
- Limes helped combat Scurvy on long voyages because they were so packed with Vitamin C
- One lime tree can produce over 1000 limes annually

