

# Fresh Finds Market Update



Market Update  
March 13 2023

## Fruit Update

- **Apples** – Bartlett and Bosc pears are about done for the season. Large Galas are also starting to get tight but the remainder of the varieties are looking good
- **Strawberries**– Large amounts of rain and cold temperatures will affect picking the next few weeks and fruit will be on the smaller side
- **Variety Berries** – Blues are going strong out of Mexico while blackberries are starting to slow down. Raspberry productions will be steady
- **Citrus** –Excellent quality out of California and while the rains have delayed harvest that will be a short term problem
- **Stone Fruit** – Very limited volume with sizing being an issue from the imports
- **Grapes** – Pricing is starting to decline and the quality has been excellent
- **Melons**– Steady demand with little change to supply with keep prices steady on Cantaloupe. Quality has been good. Honeydews will become tighter as Mexican production wanes



## IRI Data



- US data is showing an increase in sales but a decrease in volume over the past quarter
- Dollar wise, apples are the only category that fell about 2% while potatoes and lettuce went up by double digits
- Center store inflation has kept growing while the perimeter of the store (including produce) has seen inflation drop and even get close to deflationary in certain commodities

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## Veg Update

- **Lettuce** – Moderate supplies have created stronger pricing but it should remain steady
- **Celery** - Supplies are starting to pick up which is leading to lower pricing, but still high compared to last year
- **Broccoli & Cauli** – Supplies are limited which has led to increased prices. Sizing has been a bit smaller
- **Onions** – ID onions are starting to dry up but Washington has plenty of supplies as Texas starts to ramp up

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*Another Atmospheric river running through California will make it tough on Strawberries and Asparagus for Easter*

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- **Peppers** –Pepper pricing is looking good with plenty of supplies out there, especially in the colored peppers
- **Asparagus** – The rain will affect the crop and harvest so prices will start to creep up again
- **Tomatoes**– Prices are strong but should come down later in the week while quality has been great
- **Artichokes** – Southern Coastal and Desert growing regions are going strong. Production is skewing towards the Jumbo sizing



## California Weather...again

- It just seems like California can't catch a break with weather
- We just started getting back to closer to normal and a new weather system is coming in over the next few weeks that will drop a lot of rain and snow
- This will hurt growing of Strawberries and Asparagus, but will also make it tough to get in the fields and harvest leafy vegetables and citrus
- How much it will disrupt business remains to be seen but it feels like we are seeing déjà vu with the California crop



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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**– Berries are picking slow because of the cold and wet weather, but supplies will get better in the next few weeks
- **Potatoes**– Russet market has turned extremely tight and prices have gone up
- **Onions**– Steady and consistent. Great item to promote
- **Cauli and Broc** – Production has slowed and pricing has come up quite a bit
- **Celery** – Supplies have tightened up with stronger pricing
- **Lettuces** – Production and quality are much better, but the rain might slow things down a little
- **Citrus**– Volume is steady with good opportunities to promote. Sumos have finished
- **Pears** – Bartletts and Bosc are done for the year but Anjous will remain promotable
- **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** – Good quality product with tender leaves
- **Peppers**– Decent supply and good quality
- **Mexican Gray Squash** – Medium sized with decent quality and some material defects
- **Medium Roma Tomatoes**– Market is steady with decent quality. Supplies should stay steady until Mid April when they move out of Nogales
- **Maradol Papaya**– Quality has been decent with the fruit ready to eat as it hits the stores
- **Kent Mangoes**– Quality and taste are excellent but demand has been high so pricing is strong
- **Epazote**– New item that has a very pungent taste but is high quality



## Nopales Cactus Leaf

- Nopales are the pads of the cactus that people consume as a dietary vegetable
- Commonly used in restaurants and farmers markets across the southwest and Mexico
- You can saute them and add them to a large range of dishes like tacos and scrambled eggs
- They are also edible raw and people can dice them up and use them instead of green peppers

