

Fresh Finds Market Update



Market Update
March 20 2023

Fruit Update

- **Apples** – Sunrise Magic and Bosc pears are done for the year. Growers have extra Pink Ladies so that is where the promotion value lies
- **Strawberries**– Large amounts of rain and cold temperatures will affect picking the next few weeks and fruit will be on the smaller side with quality defects like bruising and overripe fruit
- **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 with good supplies through the end of the month
- **Stone Fruit** – Very limited volume with sizing being an issue from the imports
- **Grapes** – Quality has been excellent as we start to see some increase in the pricing on green grapes
- **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



California Flooding



- California is seeing its second “Atmospheric River” come through the area in as many weeks
- This will affect all crops, but mainly veg and berries and it will not be right away but will be in a few weeks because plantings can’t happen while the fields are flooded
- There are a lot of dams and rivers that have flooded farm fields, mostly in northern California but it has gone across most of the state

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Veg Update



- **Lettuce** – The rain has delayed plantings which will hurt the crop in the next few months
- **Celery** - Supplies are starting to pick up which is leading to lower pricing
- **Broccoli & Cauli** – Supplies are starting to increase and the price is flattening out on both Broc and Cauli
- **Onions** – ID onions are starting to dry up but Washington has plenty of supplies as Texas starts to ramp up

California is wetter and colder than it has been in the past few decades, which is affecting plantings

- **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** – Production has stopped with the weather and when there is some available they are having quality issues with scarring and frost



Benefits of Cali Weather

- The good news is that there is a record 120% snowpack in the mountains in California
- Reservoirs are filling up again, while still not above the 80% mark they are in a much better place than when the weather first started
- This will not take California out of a drought situation but should help in the next few years to keep crop production steady



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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** – Pricing is starting to ease a bit with some promotable volumes
- **Celery** – Supplies are getting better with good quality
- **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



Kent Mangoes

- Green skinned mangoes that originated in Florida but are now grown all over in Mexico, Ecuador, and Peru
- Has a rich and sweet flavor that goes well with many dishes or just to eat with Taijin
- Also used in smoothies and can be grilled
- The original Kent Mango tree that had the first fruit is still standing Homestead Florida at the Miami-Dade Fruit and Spice Park

