

# Fresh Finds Market Update



Market Update  
March 27 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**– Season in Mexico is starting to wind down and availability will be tighter until northern California dries out
- **Variety Berries** – Blues and Blackberries are struggling out of Mexico but Raspberry volume is starting to climb
- **Citrus** –Rains are slowing production and sizing is starting to get smaller from the cold weather
- **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**– Prices have started to decline for the first time this season with lower than normal demand for this time of the year



## Honeydew Fun Facts



- Melons are related to Squash and Cucumbers
- Honeydew melons contain about 90% water so it is a good way to stay hydrated when summer heat hits
- Some famous figures in history considered honeydew sacred and loved its taste, such as Cleopatra and Napoleon
- Honeydew is an ideal snack with zero fat and cholesterol and the main nutrients in Honeydew will improve immune systems and give smoother skin

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## Veg Update

- **Lettuce** – Supplies are good now but future plantings will be in trouble due to the rain
- **Celery** - Supplies have outpaced demand so pricing has dropped
- **Broccoli & Cauli** – Water spotting issues are around but the supplies are there and quality is good
- **Onions** – Green Onions are starting to look better with lower prices. Sweet onions are going strong

*Northern California, where crops are transitioning in a few weeks, is underwater and plantings are going slow*

- **Peppers** –Pepper pricing is looking good with plenty of supplies out there, especially in the colored peppers
- **Asparagus** – Demand for Asparagus has been really low so pricing is coming off a bit
- **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



## California Flooding Update

- Cali is still getting upwards of 2+ inches of rain this week
- 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
- See picture above for just one river overflowing
- 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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## 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**– Raspberries are getting better while Blues and Blacks are taking a turn for the worse with the weather. Straws will also be harder to come by
- **Potatoes**– Russet market has turned extremely tight and prices have gone up
- **Onions**– Steady and consistent. Great item to promote
- **Cauli and Broc** – Desert production is almost done and the plantings in Northern Cali are behind from the weather
- **Celery** – Good supplies and 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, starting to bring in dried peppers from Aztec
- **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 flavor are excellent until the season passes its peak in a few months
- **Epazote**– New item that has a very pungent taste but is high quality



## Yucca Root Facts

- There are 50 known species of Yucca Plant, with each of them being very different with some that bear fruit, some that flower, and some that have wildly different leaf characteristics
- Most Yucca Plants are pollinated by the Yucca Moth, which lay their eggs inside the plant and provide food from their seeds for the baby moths
- Yucca fruit is poisonous to humans but is eaten by Mice, Rats, Squirrels, Rabbits, and even Coyotes
- Joshua trees are a species of Yucca plant

