

Fresh Finds Market Update



Market Update
March 6 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



Easter Selling



- 57% of people will spend Easter cooking and gathering with their families, up from 50% last year
- Most Easter shopping this year will be done frugally, with 58% of shoppers looking to buy items on sale rather than normal price and 33% of people saying they want to spend less this year than last on their holiday meal planning
- Asparagus, Pineapple, Oranges, Mangoes, and Berries are all high on peoples list to look for in shopping for Easter

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Veg Update

- **Lettuce** – Cooler temps and rain have delayed harvesting and firmed up pricing. Leaf lettuces still have strong supplies despite the wet weather
- **Celery** - Supplies have tightened which has led to a price increase that will stay around for a few weeks
- **Broccoli & Cauli** – Prices have increased with higher demand and decent quality
- **Onions** – ID onions are starting to dry up but Washington has plenty of supplies as Texas starts to ramp up

Cold and wet weather in California is slowing growth in berries and veg, but should not be a long term concern

- **Peppers** –Pepper pricing is looking good with plenty of supplies out there, especially in the colored peppers
- **Asparagus** – Ground temps are rising which should lead to more availability and better pricing
- **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



Easter Floral

- Floral spending is about 1% below a year ago
- Sales recently have been showing a downturn over the last 13 weeks of -9.7% in units and -.8% in dollars but YoY sales are up 6.1% while units are down -6.2%
- Roses are leading the category up 7.3% in sales while potted plants and bulbs are struggling at -11.5% and -8.5% respectively



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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 gotten much better and the prices have adjusted to that
- **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. Cara Cara's are finishing up
- **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
- **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 just arrived. Herb that is known as “Mexican Tea”



Epazote

- Very pungent central American herb that has notes of oregano, anise, citrus, and mint.
- It is used for cooking and traditional medicines in Southern Mexico and Guatemala
- It can be somewhat of an acquired taste and both the stems and leaves are used in cooking
- Epazote has grown as a weed along roadsides in large parts of North and South America
- The name derives from the Nahuatl language spoken by Mexican Aztecs

