

Fresh Finds Market Update



Market Update
November 1 2022

Fruit Update

- **Apples** – Most apples are in the shed and we are actually starting to use CA gala this week. Pink Ladies are the last variety to pick and should be finishing up the beginning of this week. Cosmic Crisp new crop will release 12/1
- **Berries**– Strawberries are declining quickly with lighter yields in the US. Mexico is helping to fill some of the gap but will not have enough to carry the US. Raspberries are peaking in central Mexico but declining elsewhere. Blueberries are excellent out of Peru – Great item to promote! Blackberries are struggling due to Hurricane Roslyn hitting Mexico which is causing quality issues
- **Grapes** – Red and Green Grapes are available with good quality. Supplies are starting to tighten up a bit but they are a great promotional item right now
- **Citrus** –California Navels are in the house and looing good. Season is projecting to be 19% over last year. Lemons and Limes are starting to slow production a bit due to rain
- **Melons** – Cooler weather in the desert have cut yields and will cause a gap with Cantaloupes. Honeydew are readily available though and will continue to be that way for the next few weeks
- **Pomegranates**– Crop is just starting and quality is looking good. See pictures to the side to see what color we should be receiving



Fun Facts



- A Pomegranate can hold up to 1400 seeds
- Cranberries can bounce when they are ripe
- Pumpkins are considered fruit, not vegetables
- Potatoes were the first vegetable to be grown in space in 1995
- Figs have as much calcium as milk
- Kiwis contain more vitamin C than oranges
- Carrots do not let you see better at night – it's a myth put forward by the British in WW2 to scare Germany

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Veg Update



- **Lettuce** – High heat is causing quality and availability problems throughout California causing markets to skyrocket
- **Celery** - Pricing is trending upwards while they transition fields but supplies should stay steady with good quality
- **Broccoli & Cauli** – Cooler weather and shorter days are hurting production. Markets are rising
- **Onions** – PNW Onions are looking great with promotable pricing. Green Onion supplies are lighter than normal and will remain that way for the remainder of the year

Lettuces will stay high until Oxnard, Santa Maria, and the Desert start in a few weeks and pick up production.

- **Potatoes** –Potatoes from the PNW are in full swing and the quality is excellent.
- **Peppers** – The green pepper market has dried up but there is still good availability on colored peppers
- **Artichokes**– Sizing is peaking on medium and production is being reduced during the fall growing cycle
- **Organics** – OG Vegetables are still struggling with the same issues the rest of the Cali growing area is dealing with
- **Brussel Sprouts** – Availability is good with good quality. Demand will increase as we get closer to the holidays and will firm up pricing



New Apple Varieties

- There are over 1700 apple varieties available commercially
- The top new varieties are Cosmic Crisp, Sugarbee, Opal, and Envy followed by a lot of very new varieties like Juici, Sweetango, and Rockits
- We like to group taste test so we carry the best tasting and best looking varieties for stores to try out and give their customers a great eating experience.
- If you see any varieties out there that sound appetizing let us know and we can see if Peirone can get them in!

