

# Fresh Finds Market Update



Market Update  
November 15 2022

## Fruit Update

- **Apples** – All varieties of apples are off the tree and in the shed for the year. Still moving through regular storage fruit and will get into CA fruit toward the end of Nov. Cosmics will be released 12/1
- **Berries**– Rain is falling for more strawberry fields causing huge availability problems. Will not be able to recover until Mexico gets going towards end of November. Raspberries and Blueberries out of Mexico will continue to be good to promote while blackberries are light.
- **Grapes** – Grape supplies look good and are in storage fruit now.
- **Citrus** –Crop is picking a bit lighter on lemons and navels from last year so far but should pick up. Pricing is strong on in demand sizes
- **Melons** – Cooler weather in the desert have cut yields and will cause a gap with Cantaloupes. Honeydews are cheap from Mexico but quality is all over the board as they try to clean up their crop before imports
- **Pomegranates**– Crop is continuing to get stronger and quality is looking good
- **Organic Fruit**– OG Apples are all in the barn and we have all mainline varieties at Peirone. OG Cosmics will start after 12/1 when they are all released. OG Strawberries are tough to come by but OG blues are available as are OG Raspberries. We also have OG citrus available



## Fun Citrus Facts



- A single citrus tree can have 60,000 flowers, but only 1% of those will turn into fruit
- Florida is the top producing citrus state
- There are over 600 varieties of oranges
- Citrus plants originated in Southeast Asia
- Rations of Citrus were given to pirates, soldiers, and colonists to prevent Scurvy

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## Veg Update

- **Lettuce** – Yuma has started but demand is so high it will take a while to catch up
- **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 peaking the next few weeks
- **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.
- **Asparagus** – The market has tightened up due to Mexico not being able to increase volume. Quality is good
- **Artichokes**– Very light supplies as growing regions transition from the coast to the desert
- **Organics** – OG Veggies are scarce as they transition to the Desert. Prices will remain high for a few weeks
- **Brussel Sprouts** – Availability is good with good quality. Demand will increase as we get closer to the holidays and will firm up pricing



## Brussel Sprout Facts

- Brussel Sprouts originated from Brussels, Belgium
- The US produces 70 million pounds of Brussel sprouts a year
- Purple Brussel sprouts are a hybrid between purple cabbage and Brussel sprouts
- Carving an X at the bottom of the stem before cooking will help cook them more evenly
- The largest sprout ever grown was over 18lbs

