

Fresh Finds Market Update



Market Update
November 22 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**– Strawberry fields froze over the last week damaging product even further. Bottom right photo is from a frosted over strawberry field in California. Raspberries are starting to transition to MX product. Blackberries and Blueberries out of MX and Peru are starting to increase
- **Grapes** – Grapes are finishing up domestically and are beginning to move to import product. Pricing will continue to rise
- **Citrus** –Production continues to pick up out of the Cali central valley. Lemons and Limes are starting to get better production too and will be a good ad item
- **Melons** – Domestic Cantaloupes are almost done while imports start their harvest. Honeydews from Mexico are going with good quality
- **Pomegranates**– Crop is continuing to get stronger and quality is looking good



Thanksgiving Facts

- Americans buy over 365 million pounds of turkey the week of thanksgiving, with Ham coming in second at 77 million pounds
- Over 250 million pounds of potatoes and 50 million pounds of sweet potatoes are sold the week of thanksgiving
- About 80 million pounds of cranberries are consumed, with over 5 million gallons of cranberry sauce
- Almost 40% of all Campbells total sales of cream of mushroom soup for the year are the week of thanksgiving



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Veg Update

- **Lettuce** – Yuma has started but demand is so high it will take a while to catch up
- **Celery** - Market should look better after thanksgiving demand but still pretty tight
- **Broccoli & Cauli** – Cooler weather and shorter days are hurting production. Markets are peaking now
- **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** – Potato pricing is starting to creep up with the threat of a smaller crop effecting storage
- **Asparagus** – Market us getting very tight with the colder weather in the desert. Could stay that way until X-mas
- **Artichokes**– Very light supplies as growing regions transition from the coast to the desert
- **Brussel Sprouts** – Availability is good with good quality. Demand will increase as we get closer to the holidays and will firm up pricing



Year in Review Trends

- Total sales growth of fresh for 2022 is up about 8%
- Shopping habits are changing with a 2% decline in the past 2 years in traditional grocery sales but growth in internet produce sales and club store sales
- While sales are up across the US, unit growth in produce is down considerably at -4.3%
- Foodservice costs are rising an average of 3.4x what the cost of cooking food at home is



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Organic 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**– Berries are going to be tough the next few weeks until they transition growing regions because of the freezes in California. OG blues, blacks, and raspberries supply should be getting better after the holiday
- **Cauli and Broc** – Cooler nights and rain are hurting production. Quality has suffered and price has risen
- **Celery** – Strong demand is boosting prices but after the holidays supply should increase
- **Lettuces** – Light supplies are leading to record setting markets. Supplies should start to improve in the desert in the next few weeks
- **Citrus**– Available but with strong demand prices are higher than normal. Most also showing smaller sizing than a normal year but volume will continue to increase on all sizes
- **Grapes** – Production is almost done with poor quality in the market now. Season will be finished by the end of this week

