

Fresh Finds Market Update



Market Update
November 29 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**– Strawberries are still trying to recover from their frosts last week but should start seeing better production. Raspberries are starting to transition to MX product. Blackberries and Blueberries out of MX and Peru are starting to increase
- **Grapes** – Grapes are all imported now as domestic season is done. Pricing will continue to rise until harvest gets in full swing
- **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**– Quality and Price are both looking good with Pomegranates



Apple Storage Report

- The final Apple Storage report came out now that harvest is done and everything is put into storage
- All mainline apple varieties are down with the average being 7%. Crop was estimated at 130 million boxes to start the year and is now down to 98 million boxes.
- Varietal apples are the only ones that are showing increases from last year with Cosmic Crisp leading the way



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Veg Update

- **Lettuce** – Yuma has started but demand is so high it will take a while to catch up
- **Celery** - Demand is still high but market should start getting better this week
- **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

Production in desert should start to help the lettuce markets come off historical highs a bit

- **Potatoes** – Potato pricing is starting to creep up with the threat of a smaller crop effecting storage
- **Asparagus** – Market is 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 was strong for Thanksgiving but should come off their peak demand until X-mas



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 this week
- **Cauli and Broc** – Cooler nights and rain are hurting production. Quality has suffered and price has risen
- **Celery** – Demand should be coming off this week to help with better pricing
- **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
- **Pears** – Pear harvesting is done and Bartlett's will be going strong for the next month. Anjou's will carry the banner when Bartlett's are done

