

Fresh Finds Market Update



Market Update
November 8 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 in the forecast 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** – Supplies are starting to tighten on red and green grapes and will get worse as we work through November
- **Citrus** –California Navels are in the house and looking good. Season is projecting to be 19% over last year. Lemons and Limes are picking up pace from Mexico
- **Melons** – Cooler weather in the desert have cut yields and will cause a gap with Cantaloupes. Honeydews aren't having the full gaps in production but will have lighter volumes in the coming weeks
- **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



Sustainable Shopping



- Many consumers are becoming more environmentally aware and demanding more sustainable packaging from their products
- More and more companies are moving away from plastic and clamshells and moving towards paper and cardboard packaging
- Apples, Potatoes, Citrus, Cherries, Grapes, and Tomatoes are just some of the items suppliers are moving to have more sustainable packaging

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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 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 but there is good supply of OG Celery from California
- **Brussel Sprouts** – Availability is good with good quality. Demand will increase as we get closer to the holidays and will firm up pricing



New Shopping Tech

- Amazon has partnered with a company that makes Smart Contact lenses that augment the shopping experience
- A user can tell Alexa to add items to their shopping list and can access that list all from the small screen inside the contact lenses
- Some grocery chains are starting to experiment with autonomous delivery options, both drone and self driving delivery vehicles that can deliver groceries within an hour

