

# Fresh Finds Market Update



Market Update  
October 11 2022

## Fruit Update

- **Apples** – All apples in the shed starting this week will be new crop with the exception of Pink Lady (11/1) and Cosmic Crisp (12/1)
- **Berries**– Strawberries are a bit tight but should get better towards end of Oct. with Oxnard production. Blueberries and Raspberries are the ones to promote if looking for a berry. Blackberries have had rain problems but will begin to get better in the next few weeks
- **Stone Fruit** – This will be the last week for Peaches and OG Stone fruit out of WA. Picking is done and everything is in the box
- **Grapes** – Red and Green Grapes are available with good quality. The heat in California has stalled production so volume will decrease a bit
- **Citrus** –Navels and mandarins are available now with excellent quality. Small sizing is prevalent in both Lemons and Limes as well as light production will lead to price hikes
- **Melons** – Cantaloupe and Honeydew will continue to be tight because of the California weather..



## Pomegranate Harvest

- Weather has been ideal for the growth of Pomegranates which should lead to a good season starting 10/17 shipping
- Average brix is 16.3 (target 16 or better) and acid levels are at 1.59 (target 1.85 or lower)
- Fruit size is on the smaller end but not enough to cause alarm. Color is shaping up nice with cooler nights helping to color the fruit on the underside of the trees



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## Veg Update



- **Lettuce** – High heat is causing quality and availability problems throughout California causing markets to skyrocket
- **Celery** - Supplies are steady with good quality
- **Broccoli & Cauli** – Very limited production with prices climbing due to quality issues like pin rot and brown bead. Cauliflower is looking better by the week
- **Onions** – PNW onions are in the building with good quality and availability. Green onions are struggling but expected to get better with better weather in Northern Mexico

*No end in sight for Lettuces as we transition out of Salinas  
but volatility will stay in the Desert growing area*

- **Potatoes** –Potatoes from the PNW are in full swing and the quality is excellent.
- **Peppers** – Green peppers are local with great quality and availability. Colored peppers are getting a bit tighter but still a good value
- **Asparagus**– Asparagus pricing has come down quickly and is great for promotions
- **Organics** – OG Vegetables are still struggling with the same issues the rest of the Cali growing area is dealing with
- **Corn** – Local corn is done with cello wrapped corn from Mexico in the building that looks good



## Did you know?

- You can add salt to a pineapple to make it sweeter – the salt counteracts the bitterness of the acid
- Mushrooms share more DNA with humans than with vegetables
- If you ate a different apple variety every day, it would take you over 20 years to try them all – over 7500 varieties exist
- You can buy fruit salad trees that grow oranges, limes, lemons, and grapefruit on the same tree. You can also do the same with peaches, plums, and nectarines

