

Fresh Finds Market Update



Market Update
October 25 2022

Fruit Update

- **Apples** – Most apples are in the shed and we are actually starting to use CA gala this week. Pink Ladies are the last variety to pick and should be finishing up the end of this week. Cosmic Crisp new crop will release 12/1
- **Berries**– Volumes will decrease in November on Strawberries as they move to Mexico. Raspberries are past their peak. Blackberries are doing better with the transition to Oxnard. Mexico blueberries have started and look great.
- **Grapes** – Red and Green Grapes are available with good quality. Black grapes are also going good right now and will stay strong the next two or three weeks
- **Citrus** –Navels and mandarins are available now with excellent quality. Sizing is peaking on 88 and 113 size fruit. Production is increasing on Lemons and Limes even with rain in the growing regions
- **Melons** – Yuma is going with good supplies on Cantaloupes with increased production. Honeydew are a different story with exports from Mexico starting to saturate the market.
- **Persimmons**– Crop is just starting and quality is looking good. See pictures to the side to see what color we should be receiving



Thanksgiving Shopping



- Some holiday items show huge promotional and in store growth during the Thanksgiving and Christmas season
- Sweet Potatoes (84.6% Promotion, 3.9% increase in sales), Pineapples (68.7% Promotion, 13.7% Sales Increase), and Potatoes (66.2% Promotion, 5.5% Sales Increase) lead the way with promotional activity
- Mandarins also hit their stride right about this time

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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** – Broccoli is starting to turn the corner and Cauliflower is available and a decent price
- **Onions** – PNW Onions are looking great with promotable pricing. Green Onions should start to improve as the week goes on after the damaging weather they had last week. Product will still be on the tight side for the remainder of the year.

Bagged Salads are feeling the pinch of the very tight lettuce market causing shortages

- **Potatoes** –Potatoes from the PNW are in full swing and the quality is excellent.
- **Peppers** – The green pepper market has dried up but there is still good availability on colored peppers
- **Celery**– Pricing is trending upwards while they transition fields but supplies should stay steady with good quality
- **Organics** – OG Vegetables are still struggling with the same issues the rest of the Cali growing area is dealing with
- **Brussel Sprouts** – Availability is good with good quality. Demand will increase as we get closer to the holidays and will firm up pricing



Christmas Shopping

- Christmas pushes some of the same items, but focused more on fruit.
- Pineapples lead the way (74.7 Promos, 11.9% Sales increase), Mandarins (74.5% Promos, 10.1% Sales increase), and Potatoes (54.9% Promos, 6.8% Sales Increase)
- Apples and Avocados also rank up in the top 10 during this timeframe

