

Fresh Finds Market Update



Market Update
September 12 2022

Fruit Update

- **Apples** – We are well under way with new crop Gala and Honey. Sizing is smaller than in years past so bags will be a value with Gala. Last season Honey is starting to finish up and then they will begin to start moving into new crop.
- **Berries**– Very hot temps will lead to a small increase in supply but quality will suffer. High heat on strawberries usually leads to a lot of bruising and quicker decay. Raspberry volume will increase out of Mexico tail end of this week. PNW Blues and Blacks are still available.
- **Stone Fruit** – PNW Peaches and Nectarines are still looking good and will have decent volume up until the end of the month. Organics for both are also looking strong.
- **Grapes** – Red, Green, and Black grapes are all available and in good supply with promotional volumes. Quality has been great.
- **Citrus** – Imported Navels are available now with excellent quality. Small sizing is prevalent in both Lemons and Limes leading to good bag volume but bulk is hurting a bit
- **Melons** – Heat is also affecting the quality in Cantaloupes and Honeydew just like in strawberries. Supply is a bit lighter and quality issues will stick around until it cools off in Cali



Record Heat in Cali

- California is entering its second straight week of 100+ degrees, with many areas seeing 110+ degree weeks
- Quality in Vegetables and fruit from there will be affected
- Market prices for produce out of Cali is rising quickly
- Best bet in stores is to keep product in refrigeration as much as possible and keep non refrigerated displays low and replenish often.



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Veg Update



- **Lettuce** – Same news with the lettuce market. High heat is causing pricing to stay high and quality issues remain
- **Celery** - High heat is starting to affect quality with some burn on stalks. Lower demand is allowing for prices to remain steady
- **Broccoli & Cauli** – Lighter yields were already an issue and with the high heat now the market is tightening
- **Onions** – PNW onions are in the building with good quality and availability. Green onions are struggling from the high heats just like the lettuces

Lettuce Markets are still very high with quality issues due to the high heat in California along with drought problems

- **Potatoes** –Potatoes from the PNW are in full swing and the quality is excellent. Idaho Potatoes are behind in harvest
- **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 should get better by the start of Oct. when Mexico starts picking
- **Organics** – OG vegetables out of Cali are suffering worse than their conventional counterparts due to the heat
- **Corn** – Local corn is starting to end but what's left still has good quality



Locally Sourced Products

- Locally sourced took a back seat during the pandemic
- Many shoppers are starting to come back to it now that the pandemic has died down
- 61% of retailers say that local has driven business directly into their stores vs. national chains
- At Peirone, we source local as much as possible to provide PNW products to PNW shoppers and give stores the ability to sell the local experience

