

Fresh Finds Market Update

Market Update
September 18, 2023



Fruit Update

- **Apples** – Gala and Honeycrisp apples are in full swing. Fuji, Granny and Golden varieties are just starting. New crop Bartletts, Bosc and Red pears are in stock now
- **Strawberries**– Supplies are starting to steady with Oxnard and Santa Maria crops coming on. As we move to these regions its reported that the berries are larger and better quality than we've been seeing in the northern region.
- **Variety Berries** – Market alert on Blueberries this week with quantities available. Quality is good and supplies will increase as Mexico's crop gets started and offshore fruit starts arriving. Raspberries are not holding up well after the hurricane. Limited availabilities until the crop recovers. Blackberries are limited as well. Production out of Mexico will increase over the next few weeks.
- **Citrus** –Import Citrus is still readily available. Hot temperatures could cause the fruit to re-green. This does not affect the flavor it is only cosmetic. California Navels are expected to start Mid October.
- **Grapes** – Pricing is expected to increase over the next month as shippers become hesitant to ship after the tropical storm. Reds have shown more quality issues than Green.
- **Melons**– Supplies on larger fruit are steady, while smaller sizes are limited.



Grocery Store Trends

- Sales remain flat as inflation continues to play a big roll on consumers shopping habits.
- Shoppers continue to cook at home, but are focusing on items that allow them to stretch their dollar farther.



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Veg Update



- **Lettuce** – Leaf lettuces are showing signs of disease. Mildew and tip burn are present. Supplies are steady despite the pressure of disease.
- **Celery** - Prices are flattening out. Quality is good with darker green color. Insect and disease pressure from the rain could cause supplies to tighten in the coming weeks.
- **Broccoli & Cauli** – Broccoli quality and supply is good. Cauli pricing is coming down, some marginal quality out of Salinas with some browning.
- **Onions** – WA supplies are steady across the board.

New crop potatoes are in house. Ask your sales rep about our new local 16/3lb gold, red and medley potatoes.

- **Peppers** – Peppers across the board are good quality with steady pricing and availability.
- **Asparagus** – Central Mexico is finishing up and Southern Mexico is starting. Quality good and pricing is steady
- **Tomatoes**– Pricing has steadied with great quality
- **Cucumbers**– Supplies are light but overall good quality. Nogales will start mid October.
- **Squash** – Hard squash varieties are available and good quality. Cases and mixed bins available. Pumpkin bins are in house now.



Little Known Facts - Pumpkin

- Pumpkins originated in Central America and are actually a fruit, as well as part of the squash family.
- Morton Illinois is the pumpkin capital of the world. The state harvests a whopping 12,300 acres of pumpkins a year.
- The world record for a pumpkin is 2,517.5lb.
- Every part of a pumpkin is edible.



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Organic Update

- **Apples** – OG New Crop varieties are excellent quality and steady supplies.
- **Berries**– OG Bush Berries are limited availability. Strawberries are smaller berries with marginal quality
- **Potatoes**– Pricing is steady with good availability.
- **Onions**– Onions are in good supply and pricing has eased.
- **Cauli and Broc** – Supplies have steadied. Some browning on Cauli.
- **Celery** – Steady pricing and availability
- **Lettuces** – Production is seeing an increase in mildew, tip burn and insect pressure causing marginal quality. Supplies will become reduced in the coming weeks
- **Citrus**– Navels are a few weeks out. Fancy lemons are limited. Availability is mainly smaller fruit.
- **Pears** – Bartlett's are here, and quality is good.
- **Tomatoes** – Supplies are great, and prices are down
- **Squash** – Hard squashes are available. Great supply and good quality.
- **Carrots** – Quality will be an issue in the coming weeks from the recent weather events.

