

Fresh Finds Market Update

Market Update
March 20, 2024

Fruit Update

- **Apples** – Local WA apple supplies are good and the market remains steady.
- **Strawberries** – Steady market and supplies. The warmer weather brings ideal growing conditions. As long as the weather holds supplies will continue to increase.
- **Variety Berries** – Blueberries are tightening up as the Chile season has come to an end. Mexico is still going strong but with the influx of demand production is struggling to keep up. Blackberry and Raspberry markets are steady.
- **Citrus** – Navel market is steady. Lots of larger size fruit available, small and medium sized fruit are being prorated by 50%. Lemon market is steady with an abundance of large fruit. Limes are limited and market is slightly elevated. Limited supplies are crossing the Mexican border causing an active market. Minneola season is coming to an end.
- **Pears** – Market and supplies remain steady. Washington Bartlett's are done for the season. Chilean Bartlett season is starting. We will have them in house Sunday.
- **Grapes** – Markets remain elevated due to demand exceeding supplies. Mexico's season is expected to start in late May. This will help with supplies, bringing the market down.
- **Tropical** – Pineapple market remains steady with good supplies. Mango supplies are good and the market is steady.
- **Melons** – Watermelon market is elevated. Both Coasts are experiencing higher demand than supplies. Cantaloupe and honeydew supplies are good and market is steady.
- **Stone Fruit** – Chilean fruit is expected to continue to arrive through the end of March. Peaches, nectarines, and plums are here now.



New Product Lines

- Org Endive
- Org Radicchio
- Org Frisee
- Org Artichoke
- Org Watermelon Radish
- Org Mexican Papaya



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Veg Update



- **Lettuce** – Market will remain elevated for the next couple weeks across the category. Supplies are tight on all varieties, growers are working through the last of their crops before spring transition. Epidermal peel, rust, fringe burn will be present from the inclement weather.
- **Celery** – Steady market and good supplies.
- **Corn** – Market is down and supplies are good.
- **Broccoli & Cauli** – Transition is starting on both crops. Expect markets to be active through transition as growers do their best to keep up with demand.
- **Onions** – Texas 1015's are here, Vidalia's will be available mid April. Green onion market is down and supplies are good.

Local russet potato market and supplies are good. Idaho Potato contest is going on. Make sure to send your display pictures in.

- **Peppers** – Green bell market is up, Mexico is forecasting lower volumes through March. HH peppers are up slightly with tight supplies.
- **Asparagus** – Growers are preparing for the Easter pull, quality and supplies are good.
- **Green Beans** – Good supplies and steady market
- **Tomatoes** – Markets are down on rounds as supplies start to increase. Cherubs, Campari and medley tomatoes are extremely tight, demand exceeds supplies. Major prorates are expected on the NatureSweet tomatoes until supplies are improved. Roma market is down and supplies are good.
- **Cucumbers** – Mexico's supplies are increasing and the market is starting to slowly drop. English cucumber market is steady with good supplies.



Little Known Facts – Watermelon Radish

- Watermelon radishes sizing ranges from a golf ball size all the way up to the size of a softball.
- Available all year with the peak season being winter through early spring.
- Watermelon radishes have a subtly sweet, and mild peppery flavor. Both radish and its greens are edible.
- The watermelon radish was originally known as the red meat radish when it first arrived in America. Later became known as the beauty heart radish and now the watermelon radish.



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Organic Update



- **Apples** – Market and supplies are good. Ask your sales rep about the 14/4ct organic apples. Currently stocking Fuji, Granny, Pink Lady, and Cosmic Crisp in the biodegradable trays.
- **Berries** – Blackberry market has come down and supplies have increased. Strawberries are more readily available and a steady market. Blueberry market and supplies are good. Raspberry market is steady.
- **Grapes** – Supplies remain extremely tight.
- **Celery** – Market is steady and supplies are good.
- **Cauli and Broc** – Markets and supplies are good on both commodities. Org baby broccoli market is elevated and supplies are light.
- **Peppers** – Market is steady and supplies are good.
- **Lettuces** – Org leaf lettuce is tight and market is up. Green leaf is hard to get currently. Org head lettuce market is steady.
- **Citrus** – Market is steady. Org cara caras, Org poppie mandarins are available. Org blood oranges are done for the season. Org bagged limes are now available.
- **Tomatoes** – Markets have decreased and supplies have improved. Tomatoes are coming in light in color. This is from the cold weather and growers picking what's available in order to fill orders.
- **Melons** – Mini watermelons are tight and market is up.



Food Service Update & Trends

- **Avocados** – Market continues to increase with Mexico owning the market. California's season is just starting. As domestic fruit ramps up the market will come down.
- **Tender leaf lettuce** – Steady market with limited supplies on some varieties. Arugula, 50/50, and escarole are tight. Expect prorates on all tender leaf varieties as crops recover.
- **Cilantro & Parsley** – Both markets are steady and supplies are good.
- **Snap & Snow Peas** – Markets have leveled and supplies have increased.