

# Fresh Finds Market Update



Market Update  
October 25, 2024

## Fruit Update

- **Apples** – Apple season is in full swing. New crop Opal’s will be in house 10.26. New crop Cosmic Crisp will start December 1<sup>st</sup>. The overall Washington apple crop is expected to be 12 million cases down from last year.
- **Strawberries** – Market is on the rise as the California heat wave has passed. Quality has improved with the cooler weather. Mexico’s crop will start mid-November.
- **Variety Berries** – Blueberries remain limited with the ships being delayed by the recent hurricanes. Prices will be on the higher side for the next 2-4 weeks. Blackberry market is up as California production is down and Mexico’s production is just starting to increase. Raspberries supplies will begin to increase out of Mexico through November. The market is up.
- **Citrus** – California navels are starting. Peak sizing will be 72/88cts to start. Sizes will increase over the next few weeks. Lemon prices are slowly coming down as domestic supplies are increasing. California mandarins are set to start beginning of November. Domestic Rio Star grapefruit is here. Both large and small sizes available.
- **Pears** – The pear crop is down due to the cold snap that hit the Wenatchee valley earlier this year. Affecting bud development on all pear trees. D’Anjou supplies will be down roughly 25% from last year.
- **Grapes** – California supplies and quality are good on both red and greens. Black grapes are in house now.
- **Tropical** – Mango and pineapple supplies have recovered, and markets have stabilized.
- **Exotic Fruit** – Pomegranates and persimmons are in stock. Markets and supplies are good.



## New Product Lines



- Purple A Potatoes
- Fuyu Persimmons – Conventional & Organic
- Hachiya Persimmons – Conventional & Organic
- Ocean Spray Cranberries – Conventional & Organic
- Litehouse Health Nut Dressings – Original house, Ranch, Asian and Sesame
- Litehouse Loaded Sauces – Taco, Fry and Buffalo

# Fresh Finds

## Market Update



### Veg Update



- **Lettuce** – Transition South has started. Huron harvests are underway with the Arizona- California desert crops expected to start mid-November. Prices will start to creep up a bit until transitions is complete.
- **Celery** – Good supplies and steady markets.
- **Broccoli & Cauli** – Salinas is wrapping up; Yuma is just getting started. Markets and supplies are good on both commodities.
- **Brussel Sprouts** – Some mixed sizing but overall quality is good. The market is steady.
- **Onions** – Local red, yellow, and white onions supplies are good. Market remains steady. Northwest sweets and Mayan sweets markets are stable with good supplies.

---

*Local russet potato market and supplies are good. Local 24oz and 3# medley, reds and golds are readily available. Now stocking 50lb Purple A potatoes*

---

- **Peppers** – Supplies and markets are good on greens and HH red, yellow, and orange peppers. Chile pepper markets remain higher with good quality. The Chile pepper markets are forecasted to stabilize for the winter season.
- **Asparagus** – Markets are starting to drop as volume has increased out of Mexico and Peru.
- **Tomatoes** – Markets are up as the East Coast tries to recover from the hurricanes, forcing them to buy product from the West Coast.
- **Cucumbers** – Markets are up slightly with the East Coast shifting demand to California and Mexico.
- **Squash** – Hard squash markets are steady. Zucchini and yellow squash supplies and markets are good.



## Little Known Facts: Persimmons

- There are more than 1500 varieties of persimmons.
- Eating an unripe persimmon will numb your mouth.
- Dried persimmon seeds were ground up and used as a coffee substitute during the civil war
- A persimmon is part of the berry family.
- Persimmons were introduced to the U.S. in the 1800's by the Chinese.
- Fuyu and Hachiya are the two varieties grown in the U.S.



# Fresh Finds Market Update



## Organic Update



- **Apples** – Organic Opals will be in stock 10.26. Organic snappers are back in stock as well. Markets and supplies are good on all varieties.
- **Berries**– Blueberry market remains elevated as vessels were delayed due to the hurricanes. Blackberry market is stable with steady supplies. Raspberry supplies are tightening up causing the market to move up slightly.
- **Asparagus** – Supplies have increased, and the market is holding.
- **Celery** – Supplies are good, and market is steady
- **Cauliflower and Broccoli** – Supplies are steady, and markets are good. Romanesco is now available.
- **Peppers** – Hot House colored bells market is steady, and supplies are good. Green bell supplies are good.
- **Lettuces** – Supplies and markets are steady.
- **Citrus** – Oranges are set to be in house November 1<sup>st</sup>. California season is just getting started as supplies increase the market will come down.
- **Tomatoes** – Supplies and markets are steady across the category.
- **Squash** – Hard squash supplies are good. The market is steady.
- **Grapes** – Greens are done, while reds are expected to go through November.

## Food Service Update & Trends

- Avocados – Mexican supplies are increasing. As production ramps up the markets are starting to come down on all sizes.
- Tender leaf lettuce – Steady market and good supplies.
- Cilantro & Parsley – Supplies are ample, and markets are steady.
- Snap & Snow Peas – Markets and supplies are good.