

Fresh Finds Market Update



Market Update
July 23rd, 2024

Fruit Update

- **Apples** – Cosmic crisps remain the most promotable of the varieties as we wait for new crop to start. New crop Gala's are expected to start around Aug. 15th. Followed by Honeycrisp Aug. 25th.
- **Strawberries** – The current heat wave has caused the color to be darker than normal on the berries, overall quality is good. Prices are all over the board based on growing region.
- **Variety Berries** – Raspberry and blackberry supplies have tightened up. The heat has caused a supply gap. Markets are on the rise. Blueberries are in good supply and market is steady.
- **Citrus** – Import navels have started but sizing is small. Once the crop sizes up we will begin to stock. California Valencia's are available now in bulk and 8/5lb cases. Bagged Meyer lemons will be available to order 7.25.
- **Pears** – Import pear season is in full swing. New crop domestic Bartlett's are set to start 8.14.
- **Grapes** – Mexican season is ending, while the California season is underway. Prices will start to ease as California harvests hit their stride in the next few weeks.
- **Tropical** – Mangos are peaking on the larger sizes. Smaller sizes are tight. Costa Rica is experiencing a drought that could impact Pineapple later in the season.
- **Melons** – Hermiston watermelon are here. Turlock cantaloupe and varietal melons are here. Market and supplies are good.
- **Stone Fruit** – Washington cherries are in the last week of the season. Washington nectarines and peaches in house now. Supplies are good. New crop California Pluot's will be here Thursday. California red and black plums supplies are steady and markets are level. Local apricots are done for the season.



New Product Lines



- Bolthouse Hydration Watermelon Dragon Fruit
- Orange Flesh Honeydew, Hami, Santa Claus, Galia melons.
- Pluots
- 18/1lb Meyer Lemons
- Pink Pineapple
- Hatch Peppers – mild, medium & hot varieties.

Fresh Finds

Market Update



Veg Update



- **Lettuce** – Local lettuce season is in full swing. Markets and supplies are good. Quality is good on both the local and California product.
- **Celery** – Supplies are plentiful and the market is down.
- **Corn** – Local corn in stock now. Quality and supplies are good.
- **Broccoli & Cauli** – Broccoli supplies are good with multiple growing regions going. The market will be active for the next couple weeks. Cauliflower supplies are plentiful and market is steady
- **Onions** – Walla Walla season is well underway. New crop yellow onions will start next week. Followed by red and white onions the week after.

Local russet potato market and supplies are good. Local 24oz and 3# medley, red's and golds are readily available. New crop will start next week.

- **Peppers** – Markets and demand has increased across the category. The heat waves across the country are effecting supplies. Expect markets to be up for the next couple of weeks. Hatch Chile season has started. All three varieties are available now.
- **Asparagus** – Active markets with Mexican supplies increasing. Peru has started but the season is off to a slow start with the cold weather the region is experiencing.
- **Tomatoes** – TOV market is steady and supplies are good. Rounds, roma and grape markets are down with ample supplies.
- **Cucumbers** – Market and supplies are steady. Local available now.
- **Squash** – Local zucchini, yellow and grey squash available now.



Little Known Facts: Hatch Peppers

- New Mexico State University has a Chile Pepper Institute where you can get a degree in Hatch Chile pepper studies.
- Hatch Chile's are available in red and green. The red is the ripened version of the green. It is more commonly enjoyed in it's green state
- Hatch are a 1/3 as hot as a jalapeno.
- Hatch is the generic name for "New Mexican Chile Peppers."
- When eaten raw the flavor is similar to an Anaheim, roasting them adds a smoky, buttery flavor.



Fresh Finds Market Update



Organic Update

Apples – New crop Gala's will start the week of Aug. 15th, followed by Honeycrisp Aug. 25th.

Berries– Blackberry supplies have tightened up and the market is up. Local blueberries will be coming out of Ford WA,

- **Stone Fruit** – Cherries are done for the season. Local peaches and nectarines will be available next week. White peaches and nectarines the week after.
- **Asparagus** – Washington grass is done. Mexican grass in stock now.
- **Celery** – Market is up and supplies are tight.
- **Cauliflower and Broccoli** – Markets have stabilized and supplies are good.
- **Peppers** – Green bells are tight and hard to get. HH markets are up slightly.
- **Lettuces** – Supplies and markets are steady.
- **Citrus** – Valencia's are available in bags and bulk. Market and supplies are good.
- **Tomatoes** – HH tomatoes are tight. All other varieties are in good supply.
- **Melons** – Cantaloupe and honeydew markets are steady. Supplies are good
- **Grapes** – Market and supplies are good. Cotton Candy grapes are done.



Food Service Update & Trends

- Avocados – Markets are steady. Lots of volume coming out of California. Mexico's volume is tightening up.
- Tender leaf lettuce – Steady market and good supplies.
- Cilantro & Parsley – Italian parsley supplies are tight. Cilantro and curly parsley are in good supplies.
- Snap & Snow Peas – Markets and supplies are good.