

# Fresh Finds Market Update



Market Update  
August 15, 2025

## Fruit Update

- **Apples** – New crop WA galas are here. New crop WA honeycrisp will start late August. New crop WA ginger golds are here. Granny, red delicious and fuji's will start mid to late September. Cosmic market is on the rise to try to make storage last a bit longer. Their season is expected to be 3 weeks later than last year.
- **Strawberries** – Market is up. Demand is still strong; however, summer volume is past its peak. The plants are tired. Order just what you need and keep in refrigeration. Late summer berries just don't last on a display on the floor. Santa Maria's fall crop will be ready early September.
- **Variety Berries** – Blackberry supplies are tight. Market is expected to remain elevated over the next several week until production in Watsonville and Baja starts. Raspberry market is steady. Blueberry supplies and market are steady. Local blues are still going. Peruvian supplies will start arriving at the ports next week.
- **Citrus** – California Valencia market is steady. Australian navels, cara cara, and daisy mandarins are here. Lemon market is up slightly. Lime market remains stable.
- **Pears** – New crop WA Bartletts are here. Local Bosc will be available end of October. Local D'Anjou's will start late October – early November.
- **Grapes** – California supplies are plentiful. Domestic season is expected to go through December. Market is steady.
- **Tropical** – Pineapple market is up, and larger sized fruit is tightening up. We will be going between 6 & 7ct's depending on availability.
- **Melons** – Supplies and markets are steady across the category, with exception to varietal melons. They are done for the season.
- **Stone Fruit** – Cherries are done for the season. Local peach and nectarine supplies and markets are steady.



## New Items



- Hermiston Sweets
- Australian Dekopons due in 8.17
- Natalie's Apple Cider coming soon
- Ryan's Cider here now
- Mama Torrez Mango Habanero and Mango Pineapple salsas

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## Veg Update



- **Lettuce** – Iceberg markets are starting to come down with supplies increasing. Green & red leaf supplies and market are steady. Romaine market is up slightly. Local romaine, green & red leaf are available along with California.
- **Celery** – Low market with plentiful supplies.
- **Broccoli & Cauli** – Weak markets and good supplies across both items.
- **Brussel Sprouts** – Market is elevated. As supplies improve, we should see the market ease.
- **Onions** – New crop WA onions are in stock bow. 16/3lb boilers are back as well. Hermiston sweets are our current local sweet onion. Green onion supplies and market are steady.

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*Local russet potato market and supplies are good. Local 24oz and 3# medley, reds and golds are readily available.*

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- **Peppers** – Green bell market and supplies are steady. Red, yellow and orange bell markets are expected to rise a bit with tight supplies forecasted.
- **Asparagus** – Market is on the rise. Mexico growers are breaking into new fields, but the lots are immature. Market will stabilize once production ramps up. Peru is also struggling with harvesting due to colder weather.
- **Artichokes** – Steady market and supply.
- **Tomatoes** – TOV market is rising. Roma market is falling due to an influx of volume. All other varieties are in good supplies and steady markets.
- **Cucumbers** – Weak market with good supplies.
- **Corn** – Local corn is still going. Steady market and supplies.
- **Green Beans** – Local green beans are here. Market and supplies are steady.



## Get to know your Peirone Team

### Angie McInnis Sales/IT Support

- Angie has been with us since 2002; she started as an order selector in the warehouse. She has worked in every department over the years except for HR. She helped with the transition from the old facility to our current home. She canning and quilting with her Mom and spending time with her family. Her favorite meal is bangers and mash. Angie is all about Alamba football. Forget the NFL she loves Bama Football!



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## Organic Update



- **Apples** – New crop WA galas are here. New crop honeycrisp are a couple weeks away. New crop organic will follow suit with the conventional.
- **Berries**– Local blues are done, transitioning back to California. Blackberries are scarce and market is high. Raspberries and strawberries have ample supplies and steady markets.
- **Asparagus** – Rising market as production slows.
- **Celery** – Steady market and ample supplies.
- **Cauliflower and Broccoli** – Good supplies and level markets.
- **Peppers** – Volatile item with high markets and minimal supplies.
- **Lettuces** – Local lettuces are available. Good supplies.
- **Citrus** –Valencia market is stable. Import lemons are expensive. California is expected to start early September.
- **Tomatoes** – High markets but good supplies out of Canada and Mexico.
- **Squash** – Steady market and supplies across the category.
- **Grapes** – Market is steady with good supplies. Great item to promote
- **Melons** – Local market is elevated compared to Cali. Supplies are good out of both locations
- **Stone fruit** – Local peaches and Nectarines will be available for roughly another month.
- **Corn** – Local corn is here. Market is lower than California.
- **Beans** – Market and supplies are steady.

## Food Service Update & Trends

- Avocados – Markets are decreasing with ample supplies.
- Tender leaf lettuce – Steady market and good supplies.
- Cilantro & Parsley – Markets and supplies are steady.
- Snap & Snow Peas – Steady market and good supplies.
- Chile Peppers – Steady market and supplies. Quality is improving.