

# ORGANIC MARKET NEWS

JANUARY 15 - JANUARY 22, 2021

## ORGANIC CAULIFLOWER RETURNS!



### GOOD NEWS!

Following a difficult period in December and early January of low yields, **Organic Cauliflower** harvests are looking to improve significantly this month. 9ct and 12ct are readily available.

Promo time! With better supplies coming out of Yuma, AZ and Southern California, look for promotable pricing and excellent quality throughout the rest of January.

Build large displays of **Organic Cauliflower** to catch consumers eye and capitalize on "Diet Season".



### OG TOMATOES

**Organic Heirloom Tomatoes** out of Mexico are improving in price as more harvests are coming in. Quality has been excellent. "Darklooms" from Fair Trade partner, Covili Brand Organics, are also available.

**Organic Roma Tomatoes** will be promotable for mid-January out of Mexico. Quality has been nice as a flush of product is coming in.

**Organic Beefsteak** and **Cluster Tomato** prices are higher as production is down and demand is strong. Mexico and Canada are both struggling with harvests due to plantings and cold temps. **NOTE: Clusters** may possibly gap.

**Organic Grape Tomatoes** out of Mexico have looked decent and supplies are steady. Overall Florida production remains very limited as they continue to battle some cooler temps, but Lady Moon Farms' supplies should be steady.



### OG GREENS

**Organic Green Kale** remains steady in supplies with excellent quality from Lady Moon Farms in Florida! Continue to promote during January and "Diet Season" to capitalize on shopping trends.

**Organic Lacinato Kale** has lighter production in Florida, so we'll be sourcing from the west coast as well.

Lady Moon Farms in Florida has planted **Organic Rainbow Chard** and is seeing excellent supplies and quality. They did not plant any **Organic Green** or **Red Chard**, so we are sourcing that out west.

**ALERT! Organic Red Chard** is very limited. Expect to see pro-rates or short gaps in supplies throughout January.

**NOTE: Organic Dandelion** is also short in supply during January. Lady Moon Farms Florida has seen a dip in production, while limited growers in California have resulted in shortages out west as well.

While quality is at it's best, consider adding niche items like **Organic Red Baby Bok Choy**, **Red Mustard**, **Red Dandelion**, **Mizuna**, and **Tatsoi** from Lady Moon to your sets.



### OG CITRUS

California **Organic Navel Oranges** are now in excellent supply on all sizes (48, 56, 72, 88ct) and bags. Prices are reasonable, allowing for large displays and promotion.

**Organic Cara Cara Oranges** continue in peak season. This pink-flesh navel variety gains more popularity each year.

**Organic Blood Oranges** are in season, but supplies will be limited during mid-January due to very high demand and intermittent gaps between pack-outs. Smaller sizing will be the dominant profile as we become more limited on 56-88ct and shift to 113ct and smaller.

**California Organic Pummelos** continue in steady supply.

**Organic Satsuma Mandarins** will wind down by the end of January. Most growers are finished on **Organic Clementine Mandarins** and will switch to **Page** or **Tango** Mandarins. **NOTE:** Cuties brand will gap until their **Organic Tango Mandarins** start in late January.



### OG APPLES

Overall, **Organic Apples** are seeing some slightly higher costs due to sporadic packing and higher freight rates. There are values to be had on non-premium grade and bags.

Promotable specialty apples for January:

- **Organic Cosmic Crisp Apple**
- **Organic Envy**
- **Juici**
- **Opal**
- **Rockit**
- **SugarBee**

**NOTE:** Washington **Organic Red Delicious Apples** remain very limited as most packers are diverting to conventional for very strong markets due to limited crop.



### OG BROCCOLI

With outstanding quality and reasonable pricing, **Organic Broccoli** will be promotable during the rest of January.

Growers do anticipate for supplies to tighten up some in early February.



### OG HARD SQUASH

**Organic Butternut, Spaghetti, and Kabocha Squash** are in better supply out of Mexico. Quality looks nice.

**ALERT!** **Organic Acorn and Delicata Squash** have been very tight on supply. Limited quantities have been crossing the border and product is selling out as fast as it can cross. This has caused pricing on these two items to really jump up this week – and it is expected to stay this way for much of the winter.



### OG CELERY

**ALERT!** **Organic Celery** and **Celery Hearts** continue to be in extremely light supply. There may be potential pro-rates or periodic supply gaps, along with higher prices. This situation is expected to be problematic until early February.

A combination of weather-related issues finishing the Oxnard, CA season early, strong demand, and the Mexican season starting late have resulted in the shortage. Multiple shippers are without production until mid to end of January, causing extreme demand on those suppliers that do have product.



### OG SQUASH

**NOTE:** Mexican **Organic Zucchini** and **Yellow Squash** production has begun to drop as cold weather has affected yields. Expect pricing to increase suddenly as supplies tighten quickly in the second half of January. Lady Moon Farms in FL is in a gap until March.



### OG LETTUCES

**Organic Leaf** and **Romaine Lettuces** from Lady Moon Farms are in peak production at their Florida facility. **Organic Romaine, Green & Red Leaf, and Green & Red Boston Lettuces** are all seeing strong harvest yields with top-notch quality! Pricing is promotable, supplies are plentiful, and quality is excellent.

**Organic Iceberg Lettuce** and **Romaine Hearts** from Yuma, AZ continue to see steady production although pricing still remains elevated.



### OG FRESH HERBS

**Organic Cilantro** remains steady in pricing and availability from Southern California and Yuma, AZ, while **Organic Dill** continues with limited supplies and less than ideal quality.

**Organic Curly** and **Italian Parsley** are procured from Lady Moon Farms in Florida with steady supplies and excellent quality. California product may supplement if we see a dip in production from Florida, but pricing will remain steady from either growing region.

**Organic Mint** is now being procured from Florida.



### OG ROOT VEG

Add pops of color to your sets with varietal **Organic Roots!** Available for January:

- **OG Chiogga, Gold, & Red Beets**
- **OG Red & Purple Daikon**
- **OG Beauty Heart, Watermelon, & Black Radish**
- **OG Rutabagas, Turnips, & Scarlett Turnips**



### OG CUCUMBERS

**Organic Cucumbers** from Mexico all continue to yield strong quality and volumes at excellent price point.

**NOTE:** **Organic Euro Seedless Cucumber** prices will be rising this week as production slows down out of Mexico. Quality is very nice.

**NOTE:** **Organic Mini Seedless Cucumber** prices continue to stay strong this week out of Mexico. Supplies have been limited and sizing continues to be inconsistent, limiting pack outs on the trays.



### OG KIWIFRUIT

**Organic Jumbo Green Kiwifruit** are available from Homegrown Organics from California. Be sure to check out the 20/1lb clamshells with fruit so large that there are only 3 to 4 in a pack.

**Organic Green Kiwifruit** will be available from Italy starting in late January. We will also be offering an 8/1lb clamshell of **Organic Gold Kiwifruit** from Italy as well. Demand has been strong for this fruit!



### OG GREEN BEANS

**Organic Green Beans** remain in steady supply from both Mexico and Florida with outstanding quality. With nice volumes, pricing is reasonable for January.



### OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** from Mexico are in steady supply for winter cooking. We're seeing reasonable prices and nice quality for January. 10 and 25lb cases are available, along with 1lb clamshells.



### OG BERRIES

**Organic Blueberries** out of South America have firmed up in price. There have been significant delays at the US ports, which has disrupted the supply chain and added age to some of the inbounds. There are modest supplies out of Mexico.

Look for the **Organic Blueberry** situation to improve on Chilean product headed into February. We'll be partnered with Naturipe on an **Organic Blueberry Display Contest** to be announced soon!

**Organic Blackberries** out of Mexico have firmed with some rain and cold weather hitting growing regions. Pricing has inched up.

**NOTE: Organic Raspberry** supplies have tightened significantly due to rain and cold weather and are expected to remain extremely tight through early February.

**ALERT! Organic Strawberries** are in very limited supply out of all growing regions due to rain and cool weather. Prices are expected to remain expensive the rest of January.



### OG TROPICALS

**Organic Hass Avocados** are selling very well, and quality is nice. Expect steady to a slight increase in pricing as we continue toward the countdown to the "Big Game".

"Equal Exchange Fair-Trade" **Organic Hass Avocados** are in good availability. Look for promotional opportunities this month.

**NOTE: Organic Young Thai Coconuts** continue to deal with port delays making supplies tighter than normal for this time of year. Product will be available but may gap periodically because of this.

**Organic Mangos** from Peru have been limited slightly due to container and port delays. Pricing has seen an increase as a result. We should remain in stock with varied sizing of 9ct, 10ct, and 12ct available for mid-January. Reports indicate the Mexican season will start early with **Organic Ataulfo Mangos** in January.

**Organic Pineapple** supplies have been slightly more limited due to increased demand. Look for offerings of sizes including 6ct, 7ct, and 8ct.



### OG SWEET PEPPERS

**Organic Red, Yellow, and Orange Bell Peppers** from Israel have steady harvest yields and improving prices. Air space to import however still remains the top obstacle and adding extra cost to the product, driving the total cost up in January.

**Organic Color Bell Peppers** from Mexico are still lighter on production and pricing is expensive. As production improves, look for pricing to drop as winter progresses.

**Organic Mini Sweet Peppers** are expected to finally have better availability and steady supplies as January concludes and February begins. Expect pricing to be elevated initially as supplies return, but become more affordable as volumes increase.

### OTHER STORIES

- We are now offering some premium **Organic Red Turmeric** from our growing partner, Phoenix Rising Farms, in Florida. This gorgeous turmeric should be available until at least through February. This is some of the best you will see all year long!

- **Organic Onion** prices remain steady this week. Quality has been looking very nice on product out of Nevada and the Pacific Northwest.

- **Organic Mini Watermelons** out of Mexico will return here in mid-January. Supplies do remain sporadic overall but will be available this week on new crop. Quality should be great.

- **Organic White Sweet Corn** from Mexico will be available starting mid-January.

- **Organic Sweet Baby Broccoli** and **Broccoli Rabe** are in steady supply but look for supplies to tighten as the month continues. **Organic Purple Sweet Baby Broccoli** to be back in steady supplies in mid-January.

- Peruvian **Organic Green Seedless, Red Seedless, and Red Globe Seeded Grapes** are now in good steady supply, with very nice quality.

- **Organic Eggplant** and **Green Peppers** from Lady Moon Farms in FL continue in January, though production has dropped off quickly. Look for steady pricing while availability is expected to continue to decrease in January. Mexican **Organic Peppers** and **Eggplant** will supplement in Lady Moon's absence. Pricing and availability are expected to remain steady from Mexico.

- **NOTE: Organic Cherries** out of Chile are still elusive. Growers have been struggling with quality due to weather.





# SUGARBEE® Apple Display Contest Winners

**NOVEMBER 1 - NOVEMBER 30, 2020**

Four Seasons Produce partnered with Chelan Fresh throughout the month of November to bring a contest that was sure to create some serious “buzz” in your produce departments, and had some un-“bee”lievable prize packages up for grabs. This was a great chance to have your customers discover this amazing apple, and then return to the “hive” for more! Check out some of the winners below! Thanks to everyone that participated!



# CONVENTIONAL MARKET NEWS

JANUARY 15 - JANUARY 22, 2021

## SUMO CITRUS IS HERE!



NOW IN SEASON - through the winter!

The highly anticipated **SUMO Citrus** is now in stock and ready for display building! We are offering 25-28ct California grown XLG **SUMOs** in 18lb single layer trays. 5lb gift boxes, with 6-8 in a box, are available by preorder.

*"SUMO Citrus is a special variety developed in Japan with large mandarin and some orange parentage. The fruit has a distinctive knob at the top and pebbly orange skin that is easy to peel. Inside, the flesh is seedless, extremely sweet and full of delightful mandarin taste, and it sections nicely. SUMO Citrus, aka Sumo Mandarins, have outstanding flavor and the juiciness is greater than a Clementine but not as juicy as a typical Navel Orange – so they're perfect for snacking without the need for a knife."*

- [producegeek.com](http://producegeek.com)



### CV GRAPES

**Green Seedless:** With a multitude of **Green Grape** varieties available from both Peru and Chile, it is somewhat surprising that the market is organized. At the top of the pricing structure are **Sweet Globes, Primes, Sugarones, Thompsons, Arra 15,** and others seem to be selling for a little less.

**Red Seedless:** **Jack Salute** and **Sweet Celebration Grapes** are commanding the highest prices. Condition and color have been very good; the more cherry the color the more desirable. **Arra 29, Allison,** and a few other proprietary varieties are selling at the higher prices the traditional varieties like **Flames** and **Crimson** are selling for a few dollars less.

**Black Seedless:** Smaller volumes are available for now with all of the port delays in the US.

**Cotton Candy:** We're now in stock with **Cotton Candy Grapes** from the Southern Hemisphere, packed in pouch bags and 16lb cases. Volumes are somewhat limited.



### CV CITRUS

With **Satsuma Mandarins** now finished, the **Tango** variety will be available for **Stem & Leaf**. Halos brand Mandarins will also transition from **Clementines** into **Tangos/Murcotts** by February.

**Navel Oranges** continue in peak season. Consumer demand has been strong and there are promos available on big size fruit. 10/3lb "**Vintage Sweet**" **Heirloom Navel Oranges** are in season and selling great!

**Cara Cara Oranges, Blood Oranges,** and **Minneola Tangelos** are in peak season to promote variety in your citrus sets.

January is a great time of the year to promote culinary-friendly **Meyer Lemons**.

**Rio Star Grapefruit** out of Texas is eating great! Pricing is higher this year.

Out of Florida, **Juicing Oranges** are available for families that want to make OJ at home or stores that do in-store squeezing.

Also in season from Florida are "Honey Bells", which are a FL grown **Minneola Tangelo**, with lots of juiciness.



### CV BERRIES

**NOTE: Blackberries** and **Raspberries** continue to be in ok supply from Mexico. The cooler weather did have an impact on overall production, particularly on the **Raspberries**, which are headed up in price for the rest of January. Quality has been excellent across the board.

**ALERT! Strawberries** continue to be extremely tight. Cool weather in all growing areas, from Florida to Mexico, continues to prevent fruit from maturing and being harvested. Pricing has jumped significantly due to the shortage, and many growers are stating that this shortage could last until late January. Quality has been excellent from all growing areas.

**NOTE: Blueberry** supplies are beginning to tighten up. Peruvian imports are now finished for the season, and all the vessels set to arrive to the states with containers of Chilean **Blueberries** are running behind. This is shaping up to create a significant shortage in supply. This will cause pricing to jump higher in the near term.

There will still be **Blueberry** supplies coming from Mexico, but it won't be enough to offset the additional supplies that were expected from Chile. Quality has been excellent on all though.

**Driscoll's Limited Edition "Sweetest Batch" Blackberries** and **Blueberries** continue to be in season. These packs are spec'd for their berries with the best sugar, size, and texture.



### CV CUCUMBERS

**Super Select Cucumber** prices will stay relatively stable out of Mexico. Quality and supplies remain excellent.

**Euro Seedless Cucumber** prices are coming back down after a brief spike. Supplies remain steady out of Mexico with nice quality.

**Mini Seedless Cucumbers** will stay steady this week out of Mexico. Quality has looked very nice.



### CV PEPPERS

11lb **Red, Yellow, and Orange Pepper** prices remain elevated out of Mexico. Supplies are slightly improving but demand remains very strong on all 3 colors. Imported peppers from Israel are available, but flight space remains a challenge as medical supplies continue to take precedent during this pandemic.

**Mini Sweet Pepper** availability should start to improve this week as warmer temperatures in Mexico are expected to bring on color and allow for more supplies.

**Green Pepper** prices will stay steady and start lowering in mid-January. New fields in Florida and Mexico are starting up, and with overall lack of demand, pricing should start coming down to keep product moving.



### CV SQUASH

**NOTE: Green and Yellow Squash** prices got very strong this week as supplies in Mexico and Florida are slowing down.

Florida production has been very low thus far due to a multitude of factors putting much more demand out of Mexico. Mexico has experienced some cool temps and cloudy days, slowing down production. Quality has been excellent.



### CV ARTICHOKE

**ALERT!** 24ct **Artichokes** remain limited and increasing in price. Due to cold temps, freeze damage is expected and quality will not be there. We will see a gap in availability.



### CV LETTUCE

**Iceberg Lettuce** and **Romaine Hearts** are stable in price and volume for mid-January.

**Red Leaf Lettuce** remains limited. **Romaine** and **Green Leaf Lettuce** are still fully available from Arizona, Mexico, and Florida.



### CV SALADS

**NOTE:** Covid challenges, combined with strong demand, have interrupted production on **Salads** for some brands, like Dole and Fresh Attitude. It is not a raw product issue and producers help to improve their fill-rates quickly.



### CV LIMES

**NOTE:** **Lime** prices are much higher due to not packing over the holidays and bad weather in early January, leading to lower supplies. Also, they are in the winter crop which is smaller anyway. It may be two weeks before we see the markets normalize.



### CV MELONS

**ALERT!** **Cantaloupes** and **Honeydews** are still in light supply and prices are high. The hurricane that swept through back in November did extensive damage and wiped-out early plantings. Growers had to replant and filling the pipeline has been slow. There will be light supplies through the remainder of January and most of February and may not return to normal until March.



### CV ASPARAGUS

**Asparagus** prices will look to start coming back down. Mexico will begin to start crossing product in mid-January, and supplies out of Peru are improving as well.



### CV CELERY

**ALERT!** Celery continues to climb in price and remains limited. Most are sold out all week and limited next week.



### CV KIWIFRUIT

**Green Kiwifruit** from Italy and Greece will be available next week. Be sure to check out our new 16/1lb clamshell from Italy in stock now!

**SunGold Kiwifruit** is now available from Italy in an 8/1lb clamshell. This pack continues to see solid demand.



### CV CAULIFLOWER & BROCCOLI

12ct **Cauliflower** prices have fallen as harvests are increasing quickly. The rest of January should be a great time to promote **Cauliflower!**

**Purple Cauliflower** is back in stock.

**Broccoli Crowns** quality has been nice, and prices are relatively affordable. Product is coming from FL, Mexico, and SoCal.



### CV TOMATOES

**Roma Tomatoes** are very promotable this week as Mexico came in with a flush of product from new fields. Quality has been fantastic. Florida production continues to be somewhat limited.

**Cluster Tomato** prices are rising this week as supplies slow down and demand increases. We continue to support US greenhouses, and their quality has been exceptional.

**Grape Tomato** prices continue to stay strong. Florida production continues to be very limited after cooler temperatures slow harvests. Mexico has very little production right now, keeping prices high.

**Campari Tomato** prices are rising as supplies out of Mexico slow way down. New plantings are not quite ready to harvest and the old plantings are finishing up, creating the gap in supplies. We should have steady supplies coming in out of Canada's new crop.

**NOTE: Vine Ripe Tomato** prices remain strong as very little production is coming out of Mexico and Florida. Quality on what is available has been very nice, however supplies remain extremely limited.

**NOTE:** The "NatureSweet" line of **Snacking Tomatoes** has seen a dip in production. There may be occasional pro-rates during late January.



### CV TROPICALS

**Hass Avocado** supplies have been steady this week, while pricing saw a small increase. Look for great opportunities to promote as we continue our Avocados from Mexico display contest for the rest of January!

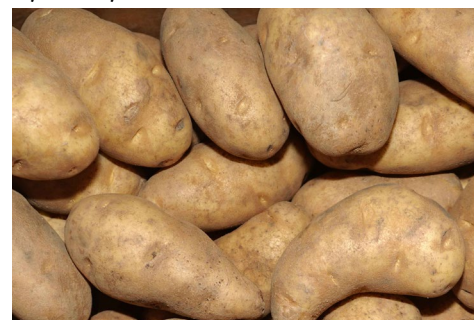
**Pineapples** will have steady supplies and pricing after a week of recovery from holiday volumes with pricing steady as well for next. We will be offering 5ct jumbo fruit along with 7 and 8ct fruit!

**Mangos** from Peru have been very tight with many container delays causing a shortage of fruit. Mexico is projecting to have fruit in the next couple of weeks as we prepare for a great Mexican season this year!

**White Dragon Fruit** and **Yellow Pitahaya** will be available again from Ecuador for mid-January.

**Maradol** and **Solo Papayas** are steady.

**Young Thai Coconuts** will be steady next week.



### CV POTATOES & ONIONS

The supply of **Red, Gold, and White Potatoes** is starting to tighten up in the next few weeks/months out of multiple growing regions. Prices are expected to increase on these items as a result. The USDA food box program is a big driver of this situation.

Expect **Russet Potatoes** to also trend higher in price as well as we head into the spring as demand shifts over from some of the higher priced color potatoes.

We have seen some very nice value priced **Red, Gold, and Russets Potatoes** out of Prince Edward Island, Canada, and some gorgeous value priced **White Potatoes** still out of PA.

We will see Peruvian **Sweet Onions** come to an end in the next couple weeks, with the completion of this program towards the beginning of February. We will see a seamless transition over into Mexican grown **Sweet Onions**. Expect the market on Peruvian product to inch up on price as we head into February. That higher pricing will carry through once we start Mexican product which is always a bit higher priced than Peru.

### OTHER STORIES

- **Green Bean** prices will start to come down this week as new fields in Florida are starting up. Quality has been excellent.

- 25lb **Brussels Sprouts** pricing is staying steady. Quality has been good.

- **Pomegranates** from POM Wonderful will wrap up during the week of 1/18. We will begin to look for some fruit from Israel next and pricing is expected to jump significantly over the next few weeks. **Pom Arils** continue in season from POM Wonderful.

- **Sharon Fruit/Persimmons** will be available soon from Israel.

- On many of the bunched row crop **Vegetables** and **Herbs**, we are now sourcing them from "Little Bear" out of South Texas.