

ORGANIC MARKET NEWS

FEBRUARY 12 - FEBRUARY 19, 2020

ABUNDANT ORGANIC ASPARAGUS



Attention retailers! Get ready to promote **Organic Asparagus** during the weeks of 2/15 and 2/22.

Organic Asparagus will be very promotable out of Mexico. Peak season has just begun, and quality has been amazing. Based on the volumes coming in, there should be excellent deals available for spot buys, in-store specials, and flash sales.

Sizing is peaking on standard to large, and most of the pack out on the organic is being shipped in 11lb cases.



OG CITRUS

Organic Navel Oranges continue in excellent supply on all sizes and bags during the winter peak season. Now through the end of March will be the best time of the year to promote.

Organic Mandarins from California have fully transitioned into the **Tango** variety, with **Murcotts** coming in March. "Candy Mandy" and "Cuties" bags, along with Homegrown pouches, are available in good supply. Bulk **Organic Mandarins** are also available and some **Stem & Leaf** cases will be arriving around 2/18.

First of the season **Organic Gold Nugget Mandarins**, known for their sweet taste and bumpy skins, will be in stock around 2/18.

Organic Blood Oranges continue in season but remain in very high demand. The crop is peaking on smaller sizing.

California **Organic Kumquats** in 12/8oz clamshells will be available from time to time in light supply during February and March.



OG TOMATOES

Lady Moon Farms **Organic Snacking Tomatoes** production is starting to ramp up in Florida as weather has improved. **Organic Grape Tomatoes** will be in much better supply for the rest of February. **Organic Rainbow Cherry, Orange Cherry, and Gold Grape Tomatoes** are also in season from Lady Moon.

Organic Grape Tomatoes from Mexico are now abundant with affordable pricing and decent quality.

Organic Mixed Heirloom and Dark Heirloom Tomatoes from fair trade partner, Covilli Brand Organics, will be promotable for the rest of February. Quality has been nice on both varieties.

Organic Beefsteak Tomato prices will be steady. Production out of Mexico has been limited leaving pricing on the higher side. We continue to support Canadian grown product from Savoura. **Organic Clusters** are also available from Mexico and Canada. Quality has been excellent on both.



OG BERRIES

Organic Blueberries out of Chile are available, but markets remain persistently tight for February. This was supposed to be a time of abundance, but it's just not panning out that way due to rain in Chile and port delays.

Driscoll's **Organic Blueberries** continue in 6oz and pints are available in limited supply. Prices remain elevated out of California, Mexico, and Chile.

ALERT! Organic Blackberries out of Mexico have tightened up even more due to rain and cold weather. These have been some of the worst supply issues we have seen in years due to that weather and supplies won't recover until some time later in March.

NOTE: Organic Raspberries are also in lighter production than usual due to cool, rainy weather in Mexico. Light volumes and high pricing will continue for the rest of February and parts of March.

NOTE: Organic Strawberry harvest volumes continue to be light for February in all regions - Mexico, California, and Florida. Better supplies are expected during late February to hopefully reverse this trend.



OG PEPPERS

Organic Mini Sweet Peppers continue to see better production during February with improved pricing. This will be a good promo item through March.

Organic Red, Orange, and Yellow Bell Peppers from Mexico are in peak volumes! Look for very promotional price points conducive to building large pepper displays for the week of 2/15. This flush isn't expected to last super long, so promote while you can.



OG SPRING ONIONS

Organic Red and Yellow Spring Onions are back in season and will see steady supplies through the month of March!

Spring Onions (aka Grilling Onions or Knob Onions) are great when grilled or roasted at high heat, which brings out the sweetness that will enhance any dish as a side. These are best merchandised in the wet veg case near leeks and scallions.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are in peak supply during February. With an overabundance and excellent quality, the rest of February will be the perfect promotion time! Both 10lb and 25lb cases are back in stock with good volume!

Organic Purple Brussels Sprouts will be back in season and available the week of 2/15.



OG LETTUICES

Organic Romaine Hearts are coming into peak supply from SoCal and Yuma, AZ here in mid-February. After a slow month and a half of light harvests and high pricing, mid to late-February should provide some promo volume and price!

Organic Iceberg Lettuce is expected to see much improved pricing and supplies for mid to late-February!

Organic Green Leaf, Red Leaf, Butter, and Romaine Lettuces remain in excellent supply from Lady Moon Farms in Florida. Prices are promotable.



OG BROCCOLI

Organic Sweet Baby Broccoli supplies are plentiful. Increase shelf space at store level to help aid sale while pricing and supplies are excellent.

Organic Broccoli and **Broccoli Crowns** continue to see excellent supplies from SoCal and Yuma, AZ here in mid to late-February. Supplies are priced aggressively to move extra business and are plentiful.



OG PAPAYAS

Organic Formosa Papayas are in great supply! These Mexican grown papayas are similar in size and shape to a Tainung or Maradol Variety, but only turn partially golden as they ripen, keeping a greenish exterior. Their taste is very similar to the Maradol variety. Look to promote this beautiful piece of fruit during February and March!



OG POTATOES & ONIONS

Organic Red and Gold Potatoes from Idaho are arriving with very nice quality. Expect this market to remain steady for the foreseeable future.

Organic Russet Potatoes are in high demand on the large sizes of bulk premium, but much more promotable on the smaller sizes used for 10/5lb bags.

Excellent quality continues to be the story on **Organic Onions** out of Nevada. Every single variety is looking superb.



OG CAULIFLOWER

Organic Cauliflower quality remains excellent.

Some shippers are in a period of light harvest, while others have quite a bit of extra, so pricing will remain reasonable for the rest of the month.

Limited supply of **Organic Orange Cauliflower** will be available.



OG SQUASH

Organic Zucchini will be plentiful and poised for promotion the rest of February now that harvests have caught up after the bad weather during January in Mexico.

Organic Yellow Squash is slightly elevated compared to Zucchini, and pricing is expected to be on the rise during late February.



OG ARTICHOKE

Organic Artichokes are back in season for mid-February! Supplies will ramp up headed towards late February. Look for quality to be excellent and promotional opportunities to arise!



OG GINGER

Organic Ginger prices continue to rise slightly as the Peruvian supplies are waning. Mexico has pushed back their expected date, but that will be the next country of origin that we begin to source from.



OG WATERMELONS

Organic Mini Watermelons make their return from Mexico. Prices will be higher as new harvests have just begun with limited but steady availability. Quality should be outstanding.



OG CUCUMBERS

Organic Euro Seedless Cucumber prices are coming down as Mexico starts with more production. Quality has been nice on the new crop.

NOTE: **Organic Mini Seedless Cucumbers** remain very tight out of Mexico. We will have light supplies coming out of Canada. Quality should be excellent.

NOTE: Mexican **Organic Cucumber** prices are on the rise as supplies continue to become increasingly limited. Although supplies and pricing are not expected to be as extreme as we saw in 2020, prepare to elevate your pricing to capture full margins. Weather conditions and some suppliers being without product have caused a strain on the those who do have supplies. Expect to see pricing and availability conditions to remain throughout February.



OG TROPICALS

Organic Mangos have seen market prices slide down slightly as the end of the season Peruvian Kent variety fruit is competing with the earliest **Organic Tommy Atkins Mangos** coming from Mexico. As volumes increase from Mexico, Peru should be finishing up, which will keep the bottom from falling out completely on the market.

Organic Ataulfo Mango supplies from Mexico remain strong. Early fruit was showing some excessive staining, but recent arrivals have improved. Be sure to make room for this creamy and sweet fruit on your displays!

Organic Hass Avocados saw a \$2-3 dollar per case jump in the market after the "Big Game". Many shippers came through with tight inventory driving up prices following a big weekend in sales. Expectations are that this will be temporary as Mexico has a lot of fruit on the trees with high oil content that need picked!

Fair-Trade Organic Avocados from Equal Exchange are also available.

Organic Pineapple prices continue to be tight on the east coast. Demand continues to exceed supplies from Costa Rica.

OTHER STORIES

- NOTE:** **Organic Young Thai Coconuts** have been very tight right now and we will have limited supplies in stock. Prices will remain higher as volume this time of season is very low out of Thailand.

- Organic Celery** continues to see increasing supplies, excellent quality, and aggressive price points conducive to promotional opportunities!

- There is a strong crop of premium **Organic Turmeric** from our growing partner, Phoenix Rising Farms, in Florida. This gorgeous turmeric should be available into March! Florida Premium Red Turmeric is some of the best you will see all year long!

- NOTE:** **Organic Delicata Squash** is in tighter supply and we have seen some less than stellar quality crossing the border which then cases all orders on the books for that day to get canceled or pushed off. It's expected that this could be the story on **Organic Delicata Squash** until we get into a new growing region in Mexico.

- Organic Acorn, Butternut, and Spaghetti Squash** are all in very good supply.

- Organic Green Beans** from both Mexico and Florida growing regions have seen supplies slow-down in mid-February. Expect pricing to rise and



OG GRAPES

As the Northern growing regions in Peru for **Organic Grapes** wind down, supplies are becoming more limited, but the good news is that there will be some new fruit coming from Southern growing regions in light supply to keep the season going longer.

Peruvian **Organic Red and Green Seedless Grapes** are limited, so we will be sourcing both bags and clamshells to stay in stock.

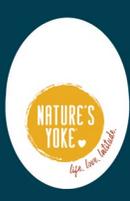
The one abundant item is Peruvian **Organic Red Globe Seeded Grapes**, which are now in good supply with nice quality.

The first of the new crop Peruvian **Organic Sweet Sapphire Grapes** (elongated Black Seedless) will be in stock around 2/18.

supplies to become lighter, but quality will remain strong.

- Organic Eggplant** supplies from Lady Moon Farms have come to an extreme slow in February. As we move further into February the hope is supplies will increase, however pricing will remain steady and quality will remain strong even with light supplies.

- Look for **Organic Eggplant** from Mexico to supplement supplies in February at a slightly less price.



NATURE'S YOKE RE-BRAND

SMALL FAMILY FARMS IN LANCASTER COUNTY, PA & SURROUNDING AREAS

CHANGE 1

Nature's Yoke is thriving and becoming a 100% **Certified Humane Free-Range** egg brand, with a **NEW LOOK** and **Plastic-Free Cartons**. Nature's Yoke will also be home to **Natures Yoke Organic & Natures Yoke Legacy**.

OLD



NEW LOOK



naturesyoke.com

CHANGE 2

From the People (and Hens) you've counted on for decades - all **Pasture Raised Eggs** (**Organic, Original, Soy-free, & Duck**) from Nature's Yoke will now be branded as **Utopihen Farms!**

OLD



Pasture-Raised



NEW BRAND



utopihefarms.com

MEET THE NEW BRANDS:

100% Post-Consumer Paper Cartons made from 100% Recycled Materials - Biodegradable & Compostable

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NEW LOOKS



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CONVENTIONAL MARKET NEWS

FEBRUARY 12 - FEBRUARY 19, 2020

PEAK SEASON JUMBO ARTICHOKE



The new crop **Artichoke** season is ramping up in Coachella, CA! Ocean Mist Farms will be peaking on their Jumbo 12ct during the weeks of 2/15, 2/22, and 3/1.

This period of good supply on jumbo **Artichokes** can translate to nice display building opportunities. Contact your rep for more info on display bins and point of sale posters.



CV PEPPERS

Sweet Red Peppers are very promotable for the rest of February and headed into March on both 11lb greenhouse/shade house bells and 15lb xlg elongated field-grown. Quality is outstanding coming from Mexico and volumes will be strong.

Yellow and **Orange Bell Peppers** continue to much shorter but will look to see better supplies and even pricing in early March.

Mini Sweet Peppers in 12/11lb pouch bags are in decent supply and selling well.

Ask your rep about our retail bag **Specialty Chili & Sweet Pepper** lines from Bailey Farms.

Green Pepper prices will be promotable as Mexico and Florida continue to produce high volumes and great quality right now.



CV BERRIES

NOTE: Blueberries will remain snug in supply, and it looks like this will continue until we get into the domestic season in April. Imports from Chile and Mexico simply will not be able to cover the demand over the coming weeks. Look for pricing to remain much higher than usual. We will have options in both 6 oz and pint clamshells. Quality has been solid.

Strawberries growers are reporting improved supplies available to start loading in Florida the week of 2/15. The expectation is that volumes will increase later in the month and in March.

Growers in Florida will be looking for promotional opportunities starting in March. The cool weather has slowed maturity in the fruit, but once they receive some warm weather the berries will be ready. Quality on all Florida **Strawberries** has been very nice.

NOTE: Raspberries and **Blackberries** will also remain tight through the end of February. Look for pricing to remain high until we head into March. Until mid-March, it will not be a good time to promote either item.



CV TOMATOES

Beefsteak and **Cluster Tomatoes** will be promotable as Mexico continues to flush with product putting pressure on all regions to leave pricing promotable. We continue to support USA greenhouses as well. Quality from both areas have been very nice.

Grape Tomato prices came off more and will be very promotable out of Florida. Quality has been excellent. Prices should stay promotable through February barring any setbacks from Mother Nature.

ALERT! Campari Tomato supplies will be very short and sporadic through early March. Volume is way down out of Canada and Mexico, plus shippers are battling labor challenges presented by Covid-19. Look for promotable volumes to return in late March and April.

Roma Tomatoes will be promotable with good quality out of Florida and Mexico.

Vine Ripe Round Tomatoes from Florida will be promotable in 25lb cases. Nice quality and reasonable prices are expected.

NatureSweet Snacking Tomatoes are coming back into better volumes. Fill-rates are improving.



CV POMEGRANATES

Pomegranate Arils are available in both 4oz and 8oz cups but will be done the week of 2/15. We will begin the import program with 12/4.4oz in the "I Love Pomegranates" label the week of 2/22.

Pomegranates from Israel will be available for the week of 2/15 in an 8ct single layer option. Chilean fruit will be available soon in a similar pack format.



CV SWEET ONIONS

The first arrival of new crop 10-15 Millenium Mexican **Sweet Onions** have arrived, and despite some slight staining, the quality is very nice to kick off the season.

We're offering 40lb jumbos and 16/3lb bags.



CV MANGOS

Ataulfo Honey Mangos from Mexico will be in great supply through late February or early March. As volumes increase look for the price to begin to drop over that period.

Mango prices dropped slightly as Mexico begins to ramp up on **Tommy Atkins** variety volumes the week of 2/15, as growers from Peru are winding down their season.



CV CUCUMBERS

Super Select Cucumber prices have become very strong and supplies much tighter. Areas in Mexico are in a transition period causing the short markets.

Florida shippers are importing Honduran Supers as they are awaiting their spring crops to begin in early March.



CV GREEN BEANS

Green Bean prices are starting to ease off. Cold weather in Florida caused prices to shoot up as yields were way down.

Now for mid-February, as weather begins to improve, prices will start to come off as yields improve.



CV SQUASH

Green Squash prices will come off a few dollars and be promotable out of Mexico. Florida is also starting to increase production as well.

Yellow Squash prices will rise some as areas begin to transition in Mexico. Quality has looked excellent on both varieties.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns quality remains great and prices affordable! Availability is strong from Mexico, Arizona, and California.

Cauliflower has been arriving with better quality out of Arizona and SoCal. Prices has inched up, but remains reasonable.

Orange, Purple, and Green Cauliflower are also available.



CV LIMES

ALERT! Typical for this time of year, **Limes** are limited coming in from Mexico since they are at the end of the growing season and the new crop not expected until early March.

Prices are higher and will go up more in late February. In past years, 40lb cases have sold in the \$50s during this time of year.



CV CANTALOUPE

NOTE: A shortage of **Cantaloupes** will continue through late February or early March. Very little fruit is coming in from Guatemala due to rain, and Honduras will not ramp up until early March.

Prices will remain strong and will mostly peak on 12ct and smaller.



CV ASPARAGUS

Asparagus prices and volumes will be very promotable out of Mexico for the rest of February. Quality has been exceptional, making it a great time to build big margin-making displays.



CV FRENCH BEANS

10/1lb **French Beans** are selling very well lately. During the pandemic, many consumers tried this pack simply because it was in a package vs. bulk, and are back for more.

For mid-February, we'll also be offering 10/1lb **Yellow French Beans**.



CV MANDAROSA MANDARINS

A cross between blood oranges and clementines, **Mandarosa Mandarins** are sweet and juicy with red flesh. They're in season from California and available in 15/2lb bags.



CV TROPICALS

Dragon Fruit will be available in light supply the week of 2/15, with **White-flesh** in 10lb cases, and **Yellow Pitahaya** in 5.5lb cases.

Hass Avocados remain promotable, especially on bigger sizes from Mexico.

Pineapples will be promotable for mid-February. A large variety of sizes will be available, including large 6ct fruit to promote!

Maradol Papayas from Guatemala and **Solo Papayas** from Brazil are steady.

Starfruit will be back for mid-February.

Young Thai Coconuts will be available for the week of 2/15. Prices remain high as volume is extremely low this time of year from Thailand and Vietnam.



CV GRAPES

In late January, major fruit growing regions in Chile experienced what some are calling a "100-year rain" storm. The rain was concentrated in the central area of the country in and around Santiago. Some **Red Seedless Grapes** that were just about to be harvested were affected, but the hardest hit will be **Green and Black Seedless Grapes**.

Growers are waiting to go back into the vineyards and start eliminating the bunches that have the most damage, then return to harvest the rest as fruit matures.

It is estimated that as low as 40/50% of the **Green and Black Grapes** were lost, with some growers reporting 100% loss. **Red Grapes**, especially **Crimson**, traditionally can take a rain better than other varieties so we should still see a decent amount of them coming from Chile.



CV GINGER

Ginger is currently Honduran with adequate supply, good quality, and pricing higher than **Ginger** from China (50% of the **Ginger** supply comes from China).

With the Chinese New Year coming up we will see an increase in **Ginger** demand. Production in China will shut down for 2 weeks in February for the Chinese New Year.

This will put a strain on the **Ginger** supply that will continue in to March.



CV LETTUCE

Romaine Hearts and **Iceberg Lettuce** are in excellent supply for the rest of February coming out of Yuma, AZ and SoCal, making it a good time for some spot buys and in-store specials.



CV EASTERN APPLES

Late February and early March will be a great time to promote premium variety **Eastern Apples**, including **Kiku**, **Ruby Frost**, **Snap Dragon**, and **Wild Twist**.



CV KIWIFRUIT

Green Kiwifruit from Italy in both bulk and 16/1lb clamshells will be available for mid-February.