

ORGANIC MARKET NEWS

FEBRUARY 19 - FEBRUARY 26, 2021

ORGANIC PEPPERS READY TO PROMOTE



Organic Red, Yellow, and Orange Bell Peppers from Mexico remain in peak season supply. Volumes and quality are very reasonable for the rest of February. Then, in early to mid-March, another harvest flush is expected, allowing for some exciting promotional opportunities once again.

Organic Colored Bell Peppers from Israel remain in steady supply with nice quality for customers that prefer this product, however, pricing is higher compared to Mexican product.

Organic Mini Sweet Peppers are finally in good supply with great quality. With improved pricing, look for potential promotional opportunities headed into March!

From Lady Moon Farms in Florida, **Organic Green and Jalapeno Peppers** continue in season with excellent quality.

Organic Specialty and Chili Peppers are available from Mexico, including **Anaheim, Habanero, Jalapeno, Poblano, and Serrano** in 10lb cases. In clamshells and bags, we'll also have **Cabo Diablo Hot Medley, Padron, and Shishito**.



OG BRUSSELS SPROUTS

Something different... Fair Trade **Organic Purple Brussels Sprouts** from Covilli Brand Organics are back in season!

Regular green **Organic Brussels Sprouts** from Mexico continue to be promotable with great pricing, abundant volumes, and stellar quality!

High-volume yields, along with new growers getting into **Organic Brussels Sprouts**, have created a plentiful market and will keep price points promotable headed into March.



OG BERRIES

Organic Blueberries out of Chile are available, but during a time where it should be peak promotion, supplies are rather light.

Driscoll's **Organic Blueberries** in 6oz and pints are in limited supply with high and rising prices out of California and Mexico headed into March due to the cold weather and lighter South American volumes.

ALERT! **Organic Blackberries** out of Mexico are seeing very poor yields due to cold and rain. Some growers are culling 70% of their fruit during mid-February because of quality issues. This higher pricing and lighter volume will continue until mid-March.

NOTE: **Organic Raspberry** and **Strawberry** supplies have tightened significantly due to rain/snow and cold weather. Volumes will remain light and prices on the high side through mid-March.



OG BROCCOLI

It's a great time to hit sharp price points and build nice displays for your customers on **Organic Broccoli!**

Organic Broccoli from SoCal and Yuma, AZ continues to yield strong supplies. Although demand is steady, ideal weather conditions and quality are bringing on more than expected, which is keeping prices affordable. This should continue through early March.

Organic Baby Broccoli and **Broccoli Rabe** supplies remain steady, and pricing continues to improve.

Organic Purple Baby Broccoli is also available and back in season.



OG CUCUMBERS

Organic Mini Seedless Cucumbers are back in steady supply. Mexico is beginning new harvests and quality will be excellent.

Organic Cucumber for Mexico will remain limited for the week of 2/21 and pricing has begun to stabilize at an elevated cost. Quality has remained excellent!



OG MANGOS

Organic Kent Mangos from Peru will be available again for the end of February! As new crop Mexican volume ramps up, overlapping regions is keeping prices down for now.

Organic Ataulfo Honey Mangos will see a slight decrease in supplies after an initial burst of fruit to officially begin the Mexican Mango season for 2021. This decrease should turn back around by the beginning of March.

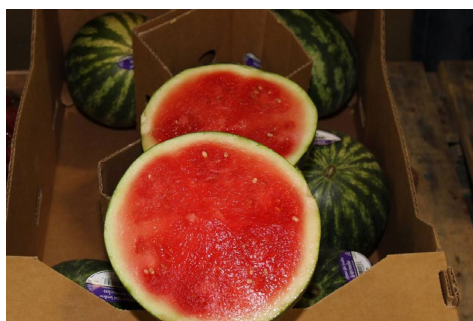


OG ARTICHOKES

Organic Artichoke volume continues to increase with outstanding quality coming out of Coachella, CA!

The weeks of 2/22 and 3/1 will be some of the best times of the year to promote. Look for 18ct (XL) sizing with label tags on the stems.

Visit oceanmist.com "how to cook" and "how to eat" artichoke videos.



OG WATERMELONS

Organic Mini Watermelons will continue to be available from Mexico. Quality has been excellent on the early arrivals.

Look for more promotable prices coming in mid-March when the spring season is fully underway.



OG ONIONS

We will see **Organic Onions** out of Nevada start to wind down towards the beginning of March, which is a couple weeks earlier than we would typically see this product finish up.

Good storage supplies out of Washington should carry use through until new crop gets going out of California in April.



OG GINGER

NOTE: Organic Ginger prices continue to rise slightly as the Peruvian supplies are waning. Mexico, the next country of origin to be sourced from, has pushed back their expected date.

Demand for **Organic Ginger** at retailers has been very high during the pandemic as consumers associate it with immune-boosting properties.



OG APPLES

Organic Envy Apples are in promotable volume through mid-March before the season is expected to finish.

Other promotable high-flavor varieties include **Organic Opal**, **Cosmic Crisp**, and **SugarBee**.



OG ROMANESCO

Organic Romanesco is coming back into season from California.

Add this to your cauliflower set to and let the fractals do the rest to mesmerize customers into purchase.



OG CAULIFLOWER

Organic Cauliflower from SoCal and Yuma, AZ are beginning to see supplies rebound once again after a brief lull in harvests. Pricing and supplies are expected to become more promotable heading into the week of 3/1.



OG CELERY

Organic Celery and **Celery Heart** volumes remains flush in supplies for late February. Quality has been excellent on this new crop product. Keep promoting as we head into March!



OG FRENCH BEANS

Organic French Beans will be promotable for late February! These row-packed 10/11lb bags have really grown in popularity and quality has consistently been excellent.



OG ASPARAGUS

Giddy-up!

Organic Asparagus prices remain very promotable. Mexico is in peak season and product continues to flush in volume. Quality is excellent.



OG TOMATOES

Organic Cluster Tomatoes will be promotable this week coming out of Mexico and Canada. Quality has been very nice from both regions.

Organic Grape Tomatoes will be promotable from Mexico and Florida. Mexico continues to flush, and quality is very nice. Lady Moon Farms' Florida crop continues to produce better volume after a tough winter deal. Look for some promotional opportunities coming in March on Lady Moon product.

Organic Rainbow Cherry, Orange Cherry, and Gold Grape Tomatoes are also in season from Lady Moon.

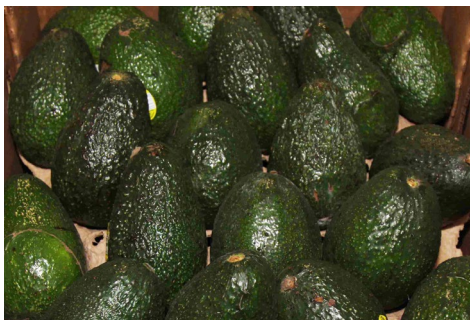
Organic Mixed and Dark Heirloom Tomatoes will be promotable out of Mexico. Quality has been very nice and new sets continue to flush with product.

Organic Roma Tomatoes continue to be steady this week out of Mexico. Quality has looked excellent.

- **Organic Acorn, Butternut, Spaghetti** and even **Kabocha Squash** continue to be in abundant supply this week.

- **NOTE:** **Organic Delicata** will be tight in supply this week and then will gap until the next growing region starts in Mexico towards the middle of April.

- Peruvian **Organic Green** and **Red Seedless Grapes** are limited. Peruvian **Organic Red Globe Seeded Grapes** are now in steady supply, with very nice quality, but supplies will come to a screeching halt in at the beginning of March.



OG TROPICALS

Organic Hass Avocado are moving up in price for 3 reasons as we head into March:

1. Growers want a higher return
2. Major delays and higher freight costs coming across the border and shipping from Texas
3. Continued strong demand at retail

The market isn't going crazy, but 48ct is where we're seeing some of the bigger price movement.

Organic Pineapple supplies on the east coast have rebounded slightly from the previous very low numbers we had seen.

Organic Young Thai Coconuts will continue to be sporadic as we get small pro-rated quantities available to us from imports from Thailand.

OTHER STORIES

- We should see some delicious **Organic Sweet Sapphire Black Grapes** by the beginning of March.

- Import **Organic Peaches** and **Nectarines** are back in very limited supply.

- Import Chilean **Organic Plums** are in firm supply and will have 1 or 2 more sporadic arrivals.

- **Organic Eggplant** from Lady Moon Farms in Florida continues to see light yields. Quality remains nice, but volumes just aren't coming on as expected. Expect to see Mexican product continue as a supplement the rest of winter.



OG CITRUS

Organic Mandarins from California are back into peak season. Bags, pouches, bulk, and stem & leaf options are all available to promote for early March.

Organic Navel Oranges continue in peak season supply. Ask about promo opportunities on 40ct jumbos.

New crop **Organic Kumquats** 12/8oz clamshells are gapping but more should be expected the week of 2/21 in limited supply.

Organic Minneola Tangelos are in some of the better supply of the season for late February.

ALERT! Mexican **Organic Lime** supplies have tightened and prices are up due to cold, wet weather that hit Mexico, plus the supply chain delays crossing into Texas due to the winter storms there. Some lighter color should be expected.

- 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, and this premium red Florida turmeric is some of the best you will see all year long!

- **Organic Pomegranate Arils** will be available again as imported fruit is now beginning to be processed. These prices will go up as imported fruit is more expensive.

- **Organic Zucchini** remain plentiful for the week of 2/22. Look for exciting promotional pricing to continue with plentiful supplies into early March!

BUCK BRAND ORGANIC SPECIALTY CITRUS



AVAILABLE IN LATE FEBRUARY:

- OG Blood Oranges - ending
- OG Buddha Hand
- OG Centennial Kumquats
- OG Heirloom Navel Oranges
- OG Lee Mandarins
- OG Lemonade Lemons
- OG Mandarinquats
- OG Mango Valencia Oranges
- OG Marmalade Oranges
- OG Minneola Tangelos
- OG Sweet Palestinian Limes
- OG T'Orange Lemons



DISPLAY CONTEST COMING SOON!

MARCH 1 - MARCH 29, 2021

Stay tuned for more details on a display contest and related promotions for Organic and Conventional Sunkist Citrus during March.



2021 PRODUCE MERCHANDISING CALENDAR



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 9	1	2	3	4	5	6	
WEEK 10	7	8	9	10	11	12	13
WEEK 11	14	15	16	17	18	19	20

Daylight Savings Time Starts: Sunday, March 14, 2021
St. Patrick's Day: Wednesday, March 17, 2021
First Day of Spring: Saturday, March 20, 2021

UPCOMING PRODUCE MERCHANDISING THEMES BY WEEK:

- 9** SPECIALTY CITRUS SEASON, HEALTHY COMFORT FOOD
- 10** ST. PATRICK'S DAY THEMED DISPLAY, SPECIALTY CITRUS SEASON
- 11** ST. PATRICK'S DAY THEMED DISPLAY, SPECIALTY CITRUS SEASON



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 19 - FEBRUARY 26, 2021

SUMO CITRUS & RED MANDARINS



Late February and March is an excellent time to feature some of the best of the season **Citrus Varietals** to break your customers out of the winter doldrums. Not only that, but as the pandemic continues on, shoppers have a heightened awareness of foods with immune-boosting properties like Citrus and it's Vitamin C.

Big-flavor **SUMO Citrus** continues in peak season. The eating quality is outstanding on this easy-to-peel large-size mandarin-cross. Mass displays that use the high-graphic boxes attract attention.

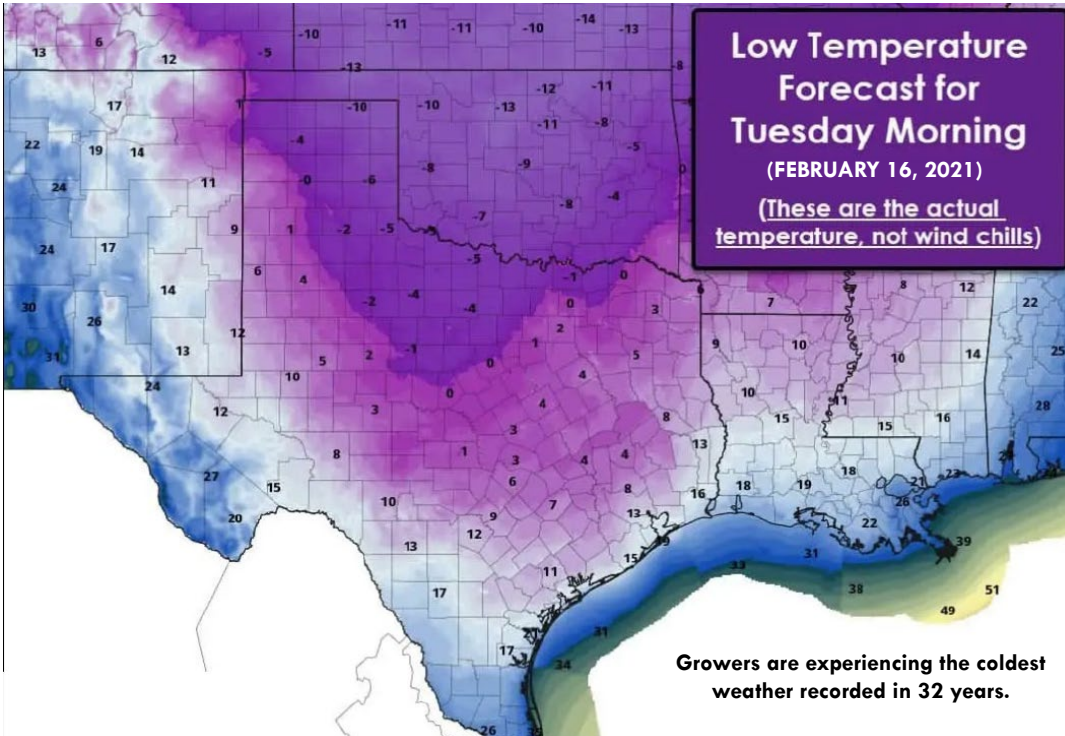
Have you tried the new **MandaRosa Red-Flesh Mandarin**? This blood orange and clementine cross is very juicy, sweet, and has that color pop of red flesh inside. 1.5/2lb bags, with craft paper wrapping, make the product stand out and tell the story on the packaging.

Tango variety **Stem & Leaf Mandarins** are in peak season. The dark-green leaves with the deep orange skins look so fresh. Many retailers keep a bulk display, as well as sell the Stem & Leaf in clear plastic totes for easy grab and go.

TEXAS HISTORIC COLD & WINTER STORM

ALERT! The deep freeze and winter storms that dipped down into the Central US have really disrupted produce supply chains moving west to east, as well as moving from Mexico into the US during mid-February. South Texas growers will have significant crop losses with freeze damage to things like cabbage, grapefruit, and much more.

With icy conditions, power outages, and road/bridge closures at various spots all the way down on the Mexico border where product is imported, backlogs to getting product to the marketplace are expected. Freight rates are up. South Texas is just not set up for these kinds of temperatures and winter events, and the supply chain disruptions will likely linger through late February. Our hearts go out to all those impacted.



GROWN IN RIO GRANDE VALLEY:

Beets	Cilantro	Mint
Bok Choy	Collards	Onions
Cabbages	Dill	Parsley
Carrots	Grapefruit	Spinach
Chard	Kale	

IMPORTED THROUGH EASTERN MEXICO:

Avocados	Limes	Tomatoes
Berries	Peppers	



texasfarmbureau.org/rio-grande-valley-citrus-damaged-by-freezing-weather



CV BERRIES

NOTE: Raspberries and Blackberries will still not be in good volume for the week of 2/22. Pricing will remain higher, and from all indications, it looks to be mid-March until we really see an improvement with supply and pricing. Quality on the fruit coming to the marketplace has been very nice from Mexico.

Blueberries will remain in tighter supply as we head into March. We continue to hear that the numbers of containers arriving from Chile will drop over the next couple weeks, causing a shortage and higher pricing. Quality has been nice, but the Mexican supply just won't be enough to offset the Chilean shortage.



CV STRAWBERRIES

ALERT! Strawberries will be in extremely short supply for the week of 2/22, and pricing will remain higher headed into early March.

Growers in Florida were feeling optimistic about the outlook on supply, **but** then they began to notice disease in the fields (Botrytis). This fruit rot covers the fruit in a gray mold and can spread quickly. It looks like this will cause overall volumes to drop by 30-50% in Florida.

Volume in California will not ramp up until mid-March, so we will be dealing with light supplies and high pricing until then. April should be a better time to promote.



CV PEPPERS

15lb Red Sweet Pepper prices will stabilize during late February after a big volume push. Quality has been outstanding and will remain very promotable to keep demand up.

11lb Red Bell Peppers will be very promotable for late February. Harvests continue to flush, and quality has been excellent. 11lb Yellow and Orange Peppers will remain higher and bit more limited. Early March should be very promotable on all 3 colors as new sets begin harvests.

Green Peppers will be very promotable coming out of Florida or Mexico. Quality has been very nice from both regions.



CV TOMATOES

Beefsteak, Cluster, Grape, Roma, and Vine Ripe Tomatoes remain promotable as volumes are excellent with great quality.

NOTE: Campari Cocktail Tomatoes and the line of NatureSweet Snacking Tomatoes will remain limited headed into early March. Snow and freezing temps have stopped shipments coming out of Texas, and Canadian production of the Campari's has been limited with low yields and Covid labor challenges. Supplies should improve in mid-March.



SOURCE: expressnews.com

CV ONIONS

NOTE: With the recent weather events in Texas, we will likely see some strengthening to the Onion markets. More than likely, it's going to affect the Reds and Sweets the most both in price and availability. The Yellows will follow suit but at a slower pace. We should see a lot better picture by mid-March on how bad the crop was hurt.

Expect the market to continue to strengthen until the new crop Brawley/El Centro, CA Onions at least take some of the pressure off once they start in SoCal, roughly in April.



CV GRAPES

The market on Green Seedless Grapes is getting stronger. Proprietary varieties are getting a premium price with the run of the mill Sugarones.

The market on Red Seedless Grapes is steady as there is a better supply. The best value is on the Flame variety, whereas higher-end varieties like Sweet Celebration are trading for me.

There is very little medium-large fruit. Most everything is large, extra-large and a good amount of jumbo fruit.



CV BROCCOLI

Broccoli Crowns are arriving with great quality. Supply out of all regions has been bountiful. Pricing remains very affordable!



CV CAULIFLOWER

Cauliflower has been arriving very nice out of Arizona and SoCal. Pricing is steady.



CV ARTICHOKES

12ct jumbo Artichokes are arriving with top notch quality out of Coachella, CA! Expect great quality and affordable pricing through mid-March.



CV MELONS

Honeydew supplies are good, but the market is steady. There have been a few spot deals on volume, and we will continue to search for them.

ALERT! Cantaloupe supplies are still limited with vendors waiting for new arrivals. There are very few 9ct as most of the fruit is 12 ct and smaller. What few 9ct there are, they are getting a \$5-6 premium.



CV STONE FRUIT

There are plenty of **Peaches** and **Nectarines**. **Plums** are on the light side with **Reds** available and very few **Blacks**. Supplies on all will be affected by how quickly they get vessels unloaded which has been slow with a shortage of labor and bad weather being the other factor.

Cherries are short with Chile pretty much done for the season, but they are not done entirely. There will be a late deal that should start up in March.



CV POMEGRANATES

Pomegranate Arils will be transitioning from the domestic POM Wonderful program to imported arils in the I Love Pomegranate label 4.4 oz cups.

Pomegranates from Israel will be available for the week of 2/22 in an 8ct single layer case. Chilean options have been slow to market with container delays.



CV AVOCADOS

Hass Avocado prices continued to rise as demand exceeded a depleted supply from Mexico. Extremely cold weather in Texas has hampered the industry's ability to get avocados efficiently to the east coast.



CV LIMES

ALERT! Limes already have a small winter crop, but now bad weather and cooler temps have shortened supplies even more. Plus, cold temps in Texas has slowed fruit crossing from Mexico due to bridges closed due to freezing and power outages.

On the US side, packers are dealing with the power outages as well with growers not packing at capacity due to rolling blackouts brought on by the freeze. **Lime** prices are way up and supplies are limited.



CV GRAPEFRUIT

ALERT! Many growers are looking at a total loss on the remaining crop of **Grapefruit** due to the freezing temps in Texas. Growers are now looking at the long-term effects to see if there was damage to the trees and next season's blooms.

We will now have to source **Grapefruit** from Florida and California. Prices were strong anyway, and with Texas damage by freeze, it could push those markets higher. California starts **Grapefruit** the week of 2/22.



CV CABBAGE

NOTE: Green Cabbage prices are steady right now but could increase very quickly. Freezing temps are halting the Texas harvests, putting more demand on Florida. Be very cautious in planning St. Patrick's Day promotions with such a large growing region (South Texas) damaged by freeze.



CV GREEN BEANS

Green Beans will be promotable out of Florida. Quality has been nice. Harvests finally rebounded after cold temps slowed them down earlier this month.



CV ASPARAGUS

Asparagus remains promotable as Mexico continues to flush with product. Quality has been outstanding!