



# ORGANIC OUTLOOK

MARCH 16 - MARCH 23, 2018



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## MEXICO STARTS ORGANIC MANGO SEASON

**Organic Mangos** (Tommy Atkins variety) from Mexico are now available and should remain steady for the foreseeable future. Volumes have not yet come into full swing and pricing remains just a bit higher than what the Peru season closed out on. Expect pricing to drop a bit headed into April as volumes reach promotable levels.

**Organic Ataulfo (Honey) Mangos** from Mexico remain in steady supply. The crop is sizing bigger than it had been to start and will transition into bigger sized fruit for next week! Pricing should remain steady.



### OG TOMATOES

**Organic Hothouse Tomatoes** from Mexico are in good supply. **Organic Cluster Tomatoes** are increasing in supply and prices are beginning to drop. Expect more volume to come on.

**Organic Cherry, Rainbow Cherry, and Grape Tomatoes** are in good supply out of Florida. Pricing is steady. **Organic Grape Tomatoes** from Mexico are in abundant supply, with cheap prices.

**Organic Roma Tomatoes** are available from Mexico and prices are lower. Florida is now done.

**ALERT!** **Organic Round Tomatoes** are finishing out of Florida.



### OG BERRIES

Driscoll's **Organic Blackberries** are back in good supply with some of the seasons best tasting fruit. Prices are easing down and big promotional opportunities are expected in a few weeks. Other brands of **Organic Blackberries** continue to be in steady supply from Mexico. Firmer prices should be expected for the next few weeks, with slightly higher prices.

Driscoll's **Organic Blueberries** are in decent supply. Quality and flavor are excellent! South American **Organic Blueberry** supplies will finish up for the season on pints here in mid-March. Some California pints will be available this week but are expected to quickly switch to 6 oz. over the next couple of weeks.

Driscoll's **Organic Raspberry** prices have taken a steep incline due to rain and cooler weather. Expect this to last going into April with sporadic arrivals. Other brands of **Organic Raspberries** are virtually gapping for the same reasons.

**Organic Strawberry** supplies out of all regions are improving. Expect prices to continue to ease.



### OG LETTUCE

**Organic Red Butter, Green Butter, Green Leaf, and Romaine Lettuces** are in good supply out of Florida. **Organic Red Leaf Lettuces** are more limited. Quality is excellent.

**ALERT!** California product is in ok supply, but all are showing brown discoloration on the ribs and leaves.

**ALERT!** **Organic Romaine Heart** pricing is high with very little product to load. Some epidural peel is apparent. Shippers reportedly have moved through much of their volume and are now waiting for more fields to become available to harvest. Cold weather has slowed growth.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in abundant supply out of Mexico. Quality has been very good. Pricing is up a couple of dollars.



## OG KALE

Good quality **Organic Kale** is in abundant supply out of CA. Supplies out of Florida are increasing this week.



## OG ASPARAGUS

**Organic Asparagus** is in abundant supply out of Mexico. CA has begun shipping product and will continue through April. Pricing will be slightly higher.



## OG SQUASH

Mexico continues to have higher prices and less availability on **Organic Zucchini** and **Yellow Squash**.

Florida is also limited due to cold weather.



## OG ONIONS

Washington **Organic Sweet Onions** are going to come to abrupt end this month due to quality issues.

**Organic Onions** are going to become a little bit more limited this week with various regions beginning to wind down. Look for prices to begin to creep up this week.



## OG HASS AVOCADOS

**Organic Hass Avocados** from Mexico will be available next week in steady supplies.

California 48ct **Organic Hass Avocados** will also be available. 60 and 70ct sizes have begun to tighten up in supply just a bit while 48ct remain steady.



## OG CELERY

**Organic Celery** is in good supply out of Mexico and CA. Markets has started to move up.

**Organic Celery Hearts** are still in abundant supply, but pricing is up as well. Quality may be an issue due to the cold and rain.

**Organic Celery Root (Celeriac)** is in good supply from CA.



## OG CAULIFLOWER

**Organic Cauliflower** is still tight out of CA. Some shippers have moved down a couple of dollars, but pricing is still high.

**Organic Romanesco** is in good supply.



## OG BROCCOLI

More **Organic Broccoli** supplies are available this week, forcing shippers to lower their prices.

Supplies are adequate on both 14ct and crowns. Pricing could dip further next week.



## OG CUCUMBERS

**Organic Cucumber** supply will improve for late March out of Mexico. Pricing is down a bit. Florida **Organic Cucumbers** have started, but are limited due to the cold weather.

**Organic Hothouse Cucumbers** are in tighter supply out of Mexico, but pricing is steady.



## OG APPLES

Washington **Organic Braeburn, Cameo, Fuji, Gala, Granny Smith, Lady Alice, Pacific Rose,** and **Red Delicious Apples** are steady, with higher prices on larger fruit.

**Organic Honeycrisp Apples** are very limited, with high and rising prices. Only 27lb euro boxes are available.

The first Import **Organic Gala Apples** from Argentina and Chile are expected to begin in the next few weeks. Expect excellent quality of fresh picked fruit with prices that are more reasonable than domestic product.

- **Organic Pineapple** supplies will again be slightly limited next week. Most sizing is in the 5ct and 6ct sizes. Pricing will remain a bit higher through the Easter holiday.
- **Organic Bunch Spinach** is in better supply this week and pricing is down somewhat, but is expected to increase for loading here in mid-March. Quality is very good.
- **Organic Eggplant** from Florida is declining in supply for next week. Prices are up. Product is not available out of Mexico right now.



## OG PACKAGED SALADS

**ALERT!** Heavy prorates will continue on **Organic Baby Arugula** and **Kale** for late March. This will likely last into April until growers are able to transition back up north.

Mildew and other quality problems are causing pack outs and yields to be very sparse.



## OG CITRUS

**ALERT!** **Organic Navel Oranges** are becoming increasingly limited with prices on the rise. Due to recent cool weather and rain, an early end to the season is expected.

**Organic Blood Oranges** continue in a 25lb boxes. Supplies have turned the corner and are much more limited this week with shippers expected to end one-by-one heading in to April.

**Organic Kumquats, Minneola Tangelos, Golden Nuggets,** and **Murcott Mandarins** have all been affected by rain and cooler weather. Expect sporadic gaps and higher prices.

## OTHER STORIES:

- **Organic Cilantro** is in adequate supply and pricing has moved back down out of CA and Mexico.
- **Organic Green Beans** are in slightly better supply out of Mexico this week. Pricing is still high. Florida growers have limited supplies and pricing is moving up.
- California growers have adequate supplies of **Organic Red, Green, and Napa Cabbage**. Florida growers are limited on both **Organic Red and Green Cabbage**.
- **Organic Young Thai Coconuts** are in good supply. Pricing should be promotable heading into April.



## OG PEARS

Import **Organic Bartlett Pears** are now in excellent supply. Prices are lowering. **Organic Red Bartlett Pears** are now in steady supply.

Import **Organic Abate, Bosc, Packham,** and **Anjou Pears** are expected to begin in early April.



## OG PEPPERS

**Organic Pepper** quality out of Israel continues to be very good. Holland will be starting in a few weeks. Mexico growers report limited supplies on all **Organic Color Peppers**, but they're still cheaper than product out of Israel. Quality is good, with a few arrival issues noted.

**Organic Green Peppers** are in adequate supply out of Florida and in very good supply out of Mexico.

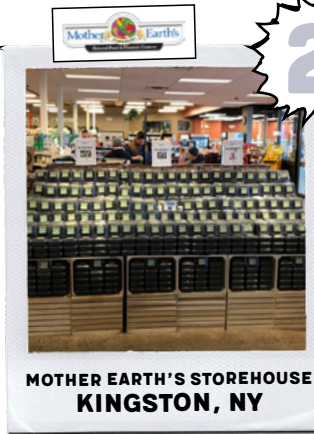
- **Organic Formosa Papayas** have been in steady supply with excellent quality.
- **ALERT!** **Organic Lime** supplies have tightened significantly due to the cold weather and rain. Prices are skyrocketing, but are expected to ease off in late March.
- California **Organic Lemon** supplies are expected to tighten due to rain and cold weather. Mexico will gap for a few weeks. **Organic Meyer Lemons** continue, but supplies are continuing to firm, causing higher prices.



# NATURIFE ORGANIC BLUEBERRY DISPLAY CONTEST WINNERS

FEBRUARY 5TH - MARCH 4TH, 2018

## WINNERS FOR THE LARGEST DISPLAY



THANK YOU ALL FOR THE INCREDIBLE DISPLAYS WE RECEIVED FOR THIS CONTEST!

## WINNERS FOR THE MOST CREATIVE DISPLAY



1



KENNIE'S MARKETS  
GETTYSBURG, PA

2



AQUI MARKET  
CALIFON, NJ

3



KARN'S FOODS  
MECHANICSBURG, PA

4



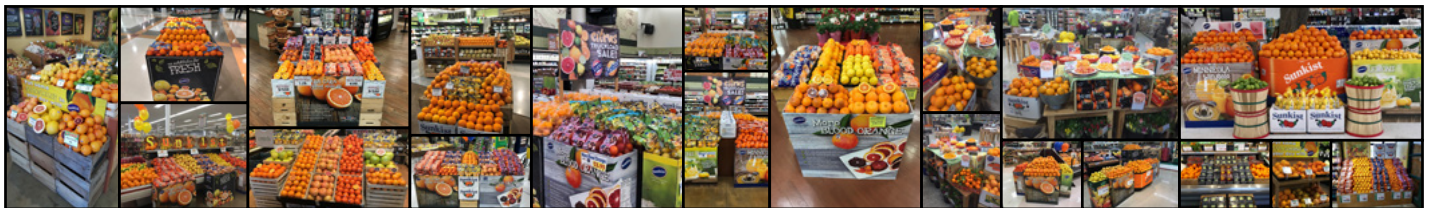
GEORGE'S MARKET  
DRESHER, PA

5



LEXINGTON CO-OP  
BUFFALO, NY

THANK YOU ALL FOR THE AMAZING ENTRIES WE RECEIVED!





# CONVENTIONAL OUTLOOK

MARCH 16 - MARCH 23, 2018

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## NEW CROP HOTHOUSE CUCUMBERS & TOMATOES



**Hothouse Euro and Mini Seedless Cucumbers** will be in excellent supply this week. All growers in Ontario will be harvesting and now is the time to promote all new crop cucumbers!

**Cluster Tomatoes** have started out of greenhouses in Canada, and the quality is excellent. Stems are green, thick, and smell like backyard tomatoes. Sizing is very nice with most clusters being 4/5 count.

**Hothouse Beef Tomatoes** have also started, but supplies haven't ramped up as quickly as the cluster tomatoes. Look for availability to continually improve into next week. Quality will be beautiful.

We will have good supplies on new crop **Campari Tomatoes** here in mid-March. Now is a good time to promote!



### CV STRAWBERRIES

Florida **Strawberries** will remain promotable for the 3rd week of March, followed by declining volumes during the 4th week. Cooler weather has helped to firm the berries and reduce the bruising we had been seeing. But, they do expect to have fruit through Easter.

California **Strawberries** are looking very nice and those volumes should increase. Look for prices to increase across all regions as Florida finishes up and Easter demand hits.



### CV BLUEBERRIES

The Chilean **Blueberry** deal is quickly coming to an end. The transition back to the smaller 6oz pack size has started and pints should clean up by the beginning of April.

The cooler weather in Florida has pushed back their expected start. We could see the first Florida blues before Easter, but more likely right after the holiday.



### CV ASPARAGUS

Mexican **Asparagus** supplies are quickly winding down. They should be in supply through Easter, but will be limited.

California production in underway but their volume won't be able to support all of the demand. Prices will be very high across all regions for the next few weeks.



## CV PEPPERS

**Hothouse Peppers** out of Canada have started and the quality on first arrivals was great. Look for good supplies on all **Red, Yellow, and Orange Peppers** going forward.



## CV MELONS

Steady supplies are expected this week on **Cantaloupes** and **Honeydews**.

There will be spot deals on the bookend sizes:

- 15ct & 6 ct **Cantaloupes**
- 4ct **Honeydew**



## CV TOMATOES

**Vine Ripe and Tomatoes** jumped up significantly in price this week as supplies in Florida and Mexico dried up quickly. Look for this shortage to last for the rest of March.



## CV BROCCOLI & CAULIFLOWER

Fields have started to open up in the **Broccoli** and **Cauliflower** California growing regions. Supplies look to be better this week and prices should ease down.



## CV LETTUCE

**ALERT!** Look for high prices to stay in place this week on **Iceberg, Leaf, and Romaine Lettuces**. Supplies will remain limited as well. All **Leaf & Romaine Lettuces** will show evidence of blister & epidermal peel from recent cold weather.

California fields should start to open up this week but it will take some time to get product into the pipeline.



## CV EGGPLANT

**Eggplant** will be in very good supply this week out of Mexico. Look for pricing to slide this week.



## CV ONIONS

Demand in the **Onion** market remains light, but it is expected to pick up within the next few weeks for Easter. Supplies are available out of most storage areas as well as Mexico. Pricing adjustments are not likely in the next month, as demand figures to trail off following Easter.

Looking ahead, Georgia **Sweet Onions** will begin shipping in April and will really ramp up by May 1.



## CV EASTERN APPLES

As we move into spring we will begin to see gaps in supply on **Eastern Apples**, and ending the season on some varieties. Late March and early April we will wind down on these varieties: **Cortland, Pink Lady, Granny Smith, Ruby Frost, and Gala**. 12/3 lb. **Galas** have moved very well this year so we will begin to bring in bags from Washington State.

Later in April these varieties will finish as well: **Jonagold** and **Empires**.



## CV WATERMELONS

Off-shore (Guatemala & Honduras) **Watermelons** will continue to be steady.

**OUTLOOK:** Florida **Watermelons** got pushed back a little due to the weather. They should get started right after Easter.