

ORGANIC MARKET NEWS



OUTLOOK FOR APRIL 29 - MAY 6, 2016

OG MANGO UPDATE



Organic Mangos are finally promotable!

Organic Tommy Atkins Mangos from Mexico are a great way to celebrate Cinco de Mayo. Look for better pricing, or even deals, on **Organic Mangos** as supply has filled the pipeline after a typical early spring.

Organic Ataulfo Mangos from Mexico also remain in steady supply. This is the peak season for **Organic Ataulfo (Yellow) Mangos**. They taste best when ripened at room temperature and the skin turns golden and the flesh soft.



OG WATERMELONS

Organic Seedless Watermelons are expected to be in good supply this week out of Mexico. We'll have both bin and carton fruit.

Organic Mini Seedless Watermelon supplies will also be improved. We'll be offering both 8ct, 11ct, and 14ct cartons.

Organic Sugarbaby Watermelons (dark green skin, seeded, sweet flesh) will be in season from Lady Moon Farms during mid-May.



OG SALADS

ALERT! **Organic Baby Leaf Salads** were hit hard this week with heavy rain and mildew issues affecting many varieties. **Organic Baby Spinach** and **Baby Arugula** were impacted the worst.

This is an industry wide struggle and is not limited to just 1 or 2 vendors. Shippers are battling to keep the pipeline filled since demand will likely exceed available volume. Shelf-life, on items like Spring Mix, are much shorter than usual due to the weak quality.



OG STONE FRUIT

The first of the season California **Organic Dark Sweet Cherries** will arrive on the East Coast around May 5th. Late May will be the peak season for the California crop of **Organic Cherries**.

Apricots out of California are expected to arrive the first week of May in very limited supply. Prices will be very high.

The first California **Organic Peaches** have arrived with excellent quality and are expected to continue in limited supply.

Mexican **Organic Peaches** continue in limited supply with sporadic arrivals and small fruit will prevail.



OG CARROTS

Harvest volumes of **Organic Cello**, **Baby Peeled**, and **Loose Carrots** are showing better supplies.

While shippers are still prorating order this week, they are filling greater volume cross the **Organic Cello** and **Loose Carrots** lines. Expect better supplies and lower prices the following week.



OG CUCUMBERS

Organic Cucumbers are still in abundant supply out of Mexico – it's a good time to promote. FL reports steady supplies of **Organic Cucumbers**.

Hothouse Organic Cucumbers are in good supply as well out of Mexico and Spain. **Organic Mini Seedless Cucumber** tray packs are in good supply as well.



OG MELONS

Mexican **Organic Cantaloupes** are back and supplies should be ramping up. California is also expected to begin in early May, so we should see some promotions soon.

Organic Honeydews have come and gone. More fruit is expected in a couple of days.



OG BERRIES

Mexican **Organic Blackberry** supplies continue to be steady this week. Prices remain very promotable and the flavor is excellent!

ALERT! **Organic Strawberry** and **Raspberry** supply continues to be a challenge during the last week of April and the first week of May. Growers are telling us supplies should improve and hit peak season stride by mid-May.



OG PEPPERS

Organic Green Peppers are in good supply out of Mexico and FL. Prices are still holding and quality has been very good.

Organic Red Peppers are tighter this week. Canada shippers are reporting good supplies, but Mexico has virtually none to ship this week. Meanwhile, imports out of the Netherlands and Israel have been subject to prorates.



OG GREENS

REGIONAL OUTLOOK: Maryland will start on **Organic Green Kale** about mid-May. Growers have begun planting **Organic Kale** and **Lettuce** in PA and will start harvesting at end of May.

Georgia has started with their 3-4 week **Organic Kale** deal. North Carolina is reporting good supplies of **Organic Green Kale**. A lot of the **Organic Greens/Lettuces** have finished up in Florida. CA reports more limited supplies of **Organic Kale**, particularly **Green** and **Lacinato**.



OG ZUCCHINI

Organic Zucchini is still in abundant supply out of Mexico and Florida. Quality has been very good – it's a good time to promote!



OG GRAPES

The first new crop Mexican **Organic Seedless Grapes** are expected to arrive during the second week of May. **Green Perlettes** will be the first variety to start, followed by **Red Flame Seedless** the 3rd week of May, and **Cotton Candy** the last week of May. A good crop is expected, if they can escape any major weather events.



OG BRUSSELS SPROUTS

ALERT! **Organic Brussels Sprouts** are all but done out of Mexico.

CA will have some product at end of May. There will be some **Organic Brussels Sprouts** from Maine this year, hitting about the same time.



OG BEANS

Organic Green Beans continue in abundant supply out of FL. Quality has been very good.

Organic Yellow Beans are also available in limited supply.



OG CELERY

ALERT! **Organic Celery** is in tighter supply this week out of CA. Multiple shippers are reporting less harvests this week. Prices did shoot up by double digits.

Organic Celery Hearts in particular have shot up in price, but appear to be adequately supplied.



OG HASS AVOCADOS

Get ready for one the biggest **Organic Hass Avocado** weeks of the year.

Organic Hass Avocados will be in great supply on all sizes for your Cinco de Mayo displays!



OG BERRIES

Peak season is on it's way for domestic **Organic Blueberries**.

California and Florida **Organic Blueberry** supply is improving with more shippers starting production. We should see supplies get better daily and prices are beginning to work their way down on 12/6 oz. packs. We'll be offering Driscoll's brand, as well as some other shipper labels, out of California, and Uncle Matt's brand out of Florida. The first 12/1 pt are set to arrived the second week of May.



OG ONIONS

NEW! **Organic Vidalia Onions** are here in both 40lb bulk and 16/3 bag - now is the time to promote!

We will see a short supply gap on **Organic Yellow Onions** as we transition into new crop California grown **Organic Onions**. Quality is reported to be outstanding, but the cooler than normal temperatures are causing the onions to take a little longer to dry out than usual. We should see our first dessert grown **Organic Onions** by the middle of the week.

Argentinian grown **Organic Red Onions** are in house and look great! This product is bridging the gap between old crop and new crop **Organic Onions**. Prices are elevated for the time being on this product, but should come down once we get into the new crop CA product.



OG TOMATOES

Organic Round Tomatoes are trickling in from Florida, but Mexico continues to have good supply. **Organic Hothouse Tomatoes** are also available out of Mexico in good supply. **Organic Roma Tomatoes** are in abundant supply out of Mexico.

Organic Grape, Cherry, and Rainbow Cherry Tomatoes are in abundant supply out of Florida. **Organic Gold Grape and Orange Cherry Tomatoes** out of Florida are in limited supply.

Organic Cluster Tomatoes from Mexico are very good quality.

Organic Heirloom and **(NEW) Campari Tomatoes** from Canada are in good supply.

OTHER STORIES:

- **Organic Asparagus** is tightening up out of CA. New York **Organic Asparagus** will start by the second week of May.

- **Organic Broccoli** is in steady supply this week. Prices did move up, but have now stabilized. **Organic Broccoli Crowns** are in tighter supply.

- Argentinean **Organic Abate, Anjou, Bartlett, Red Bartlett, Golden Russet Bosc, and Packham Pears** are now in good supply.

- New Crop **California Organic Red and Gold Potatoes** are here and quality is outstanding! This market is expected to remain strong going into May.

- **Tasteful Selections One Bite Organic Red and Yellow Bagged Potatoes** will be back in stock the first week of May. CA grown **Organic Russian Banana Fingerling Potatoes** will also get started this week.

THANK YOU!

for helping make the 2016 Earth Week Campaign a success!

\$24,202.75



+

\$9,372.00



+

\$761.75



=

\$34,336.50 for



This investment in local agriculture would not have been possible without the support of our customers, vendors, and associates!

For more information on PASA check out their website www.pasafarming.org.



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NEW ITEMS OR BACK IN SEASON

ORGANIC

43788 - OG Watermelon Seedless Bin 15# Avg 675lb.	45 ct
41434 - OG Watermelon Mini Seedless 8 ct	30 lb
43754 - OG Honeydew Mexican	6 ct
43957 - OG Apricots 80sz 2-Layer California	14 lb
43835 - OG Apricots 8/10sz (small) Vol-Fill California	24lb.
43851 - OG Peach Yellow 70sz California	18 lb
43839 - OG Peach Yellow 70sz Mexico	16 lb
40235 - OG Cucumber Mini Seedless Tray Pack	12/6 ct
40786 - OG Peppers Habanero	10 lb
41255 - OG Peppers Poblano	10 lb
40371 - OG Beans Fava	25 lb
40636 - OG Cauliflower Orange	12 ct
40143 - OG Cauliflower Green	12 ct
41820 - OG Cauliflower Purple	12 ct
44467 - OG Tomato Cherry Orange Lady Moon	12/1 pt
41373 - OG Tomato Campari	10/12 oz
41541 - OG Onion Vidalia Sweet	40 lb
41540 - OG Onion Vidalia Sweet	16/3 lb
41641 - OG Potato Red West New	16/3 lb
41691 - OG Potato Yukon West New	16/3 lb
40175 - OG Potato Fingerling Russian Banana	12/1.5 lb
41970 - OG Potato Tasteful Selections Ruby Sensations	12/1.5 lb
41971 - OG Potato Tasteful Selections Honey Gold	12/1.5 lb



SHENANDOAH GROWERS - VIRGINIA

40337 - OG Kale Microgreens	3/1.75 oz
40338 - OG Rainbow Microgreens	3/1.75 oz
40339 - OG Spicy Microgreens	3/1.75 oz

CONVENTIONAL

05827 - CV Apples Premier Star 80/90 New Zealand	40 lb
12035 - CV Watermelon Sangria Bin 20# Avg	35 ct
11996 - CV Watermelon Seedless Bin 18# Avg	36 ct
12028 - CV Watermelon Seedless Personal 8 ct	35 lb
11584 - CV Melons Galia "Honeymoon"	9 ct
17059 - CV Avocado Hass Mexico	32 ct
17061 - CV Avocado Hass Mexico	36 ct
03183 - CV Romanesco	12 ct
02170 - CV Rhubarb Western	20 lb
23328 - CV Tomato Mini San Marzano Pouch	16/10 oz
23046 - CV Tomato Cabernet Pouch	16/10 oz
23047 - CV Tomato Cherry No.9 Fall in Love Again Pouch	16/10 oz
23045 - CV Tomato True Rebel Pouch	16/10 oz
23372 - CV Tomato "Mucci Mix" Trio Clam	10/12 oz
23259 - CV Tomato Hothouse Clam 16-20 oz	12/4 pk
04105 - CV Onions Vidalia Sweet Jumbo	40 lb
04166 - CV Onions Vidalia Sweet Bag	16/3 lb



FLAIM FARMS - PANTHER BRAND - VINELAND, NJ

00205 - CV Arugula NJ	24 ct
03132 - CV Radish Red Bunch NJ	24 ct
00357 - CV Asparagus NJ	28 lb
01315 - CV Greens Kale NJ 18Ct	18 lb
01478 - CV Leeks Bunched NJ	12 ct
01516 - CV Mint Box NJ	12 ct
02200 - CV Spinach Bunched NJ	24 ct
01201 - CV Dill NJ	12 ct
03205 - CV Scallions NJ	48 ct



CONVENTIONAL MARKET NEWS

OUTLOOK FOR APRIL 29 - MAY 6, 2016

ABUNDANT SPRING TOMATOES

Most **Tomatoes** are abundant right now, making early May a fantastic time to promote and build big displays.

Grape and **Cherry Tomato** supplies are abundant with season-low pricing and promotable volumes.

Roma Tomatoes are in steady supply at low pricing. We are continuing to source out of Mexico for the consistency of quality.

Two layer Vine Ripe Tomatoes (4x4 & 4x5) are lower in price with good supply.

Hothouse Beef and **Cluster Tomatoes** are plentiful from Canada greenhouses. Pricing is extremely affordable with promotable volumes - quality is sharp too!



Specialty packs like **Campari**, **Wild Wonders Medley**, **Zima**, and **San Marzano Tomatoes** are all in great supply with aggressive pricing. This is an excellent time to build large displays on these colorful salad and snacking varieties!

New this week we will be expanding our selection of Village Farms stand-up pouch bag **Tomatoes** to not only include **Mini San Marzano**, but also True Rebel Mix, Cabernet Estate Reserve, and Cherry No. 9 Fall in Love Again Cherry Tomatoes.



CV VIDALIA ONIONS

Genuine **Vidalia Sweet Onions** from Georgia are here!

The season is kicking off with a bang. Sweet Onion growers in the Vidalia marketing agreement are looking at an abundant harvest with great quality and flavor. May is going to be a fabulous time to promote **Vidalia Sweet Onions** with the jumbo to colossal size in loose displays, as well as 16/3lb bags.

For recipes and marketing information, click on the retail tab for promotional information and merchandising best practices at www.vidaliaonion.org



CV PEPPERS

Green Peppers are abundant and promotable from California, Mexico and Florida. Our main supply will be from California and Mexico, with outstanding jumbos from California and nice extra-large from Mexico.

11 lb Red, Yellow, and Orange Peppers are in good supply from Canada, with lower pricing this week on **Red** and **Yellow**, and steady on **Orange**.

15lb **Red Peppers** are limited with higher pricing this week.

Mini Mixed Sweet Peppers are steady.



CV BERRIES

ALERT! The struggles on **Strawberry** supplies will continue this week. Shippers have been trying to catch up from the rain events over the past few weeks. Also, the Mother's Day demand is adding increased pressure. Prices will remain high and supplies very tight through the week, but improvements are expected for mid-May.

GOOD NEWS! Expect **Blueberry** prices to drop significantly here in early May. Florida and Georgia **Blueberry** supplies are improving daily. Additionally, California production continues to ramp up out West.

Steady supplies and markets are expected this week on both **Raspberries & Blackberries**. **Blackberry** flavor and promotability remains excellent!



CV CUCUMBERS

Cucumbers are in good supply and promotable. We have outstanding quality Mexican supers with promotable pricing.

Cello wrapped Cucumbers are more abundant with lower pricing this week.

12/6ct Mini Seedless Cucumbers are lower in price this week.



CV WATERMELONS

Seedless Watermelons from Florida will be more limited this week. The melons are not ripening in the fields as quickly as anticipated. They hope to begin cutting better volume for the second week of May.

Mexican production will be steady, but they are having trouble keeping up with increased demand from the East. Prices will be higher this week. Supplies are expected to improve as we head into next week.



CV SWEET CORN

Sweet Corn is in good supply from Florida. Arrivals are showing nice green husks with full ears.

It is finally time to begin promoting **Sweet Corn!**



CV ASPARAGUS

New Jersey Asparagus is in excellent supply this week. Look for prices to be lower as well. We will also have microwave packs of Asparagus available from Eastern Fresh Farms.



CV GREEN BEANS

Green Beans continue to be flush from Florida. Quality is nice and this is still a great week to promote!



CV MELONS

Off shore **Cantaloupes** and **Honeydews** will continue to arrive for the next few weeks. Volumes will continue to decrease as the season winds down. Mexican production has started but will not be enough to cover all of the demand. Look for higher prices this week.



CV ARTICHOKES

The flush on 12ct **Artichokes** is done and pricing will be higher. We will have 15ct and 24ct this week at promotable price levels.



CV LETTUCE

ALERT! Weather related issues have reduced yields on **Iceberg, Romaine Hearts, Green Leaf, Red Leaf, and Romaine Lettuce**. Pricing on all of these items is trending up, but quality is good.



CV SQUASH

Green and Yellow Squash are abundant from Mexico with excellent quality. This is a great week to promote with steady to lower pricing.



CV MANGOS

The **Mango** shortage is over.

With some Central American fruit still arriving on the East Coast, Mexico has now kicked into high gear with ample supplies. Fruit is mostly peaking on the 12 counts and smaller than on 10 count.



CV NEW CROP GRAPES

Grapes from the Southern District of California, the Coachella area, will begin shortly after Mexico, about the 10-12th of May, and though typically higher in price on the product from the USA. It will help fill in the gaps in supply as things iron out over the next three weeks. Until then, expect high prices for good quality and very short supplies.



CV ONIONS

The Texas **Red, Yellow, and White Onion** market has calmed down a little this week and pricing has come off slightly due to California getting started. We are into some very nice quality out of TX – probably the best in the country.



CV CHERRIES

The **California Cherry** season has started!

Despite a small set back from an unexpected storm front that moved through the Arvin district, most growers dodged a bullet and are starting to pack some volume on **Cherries**. Fruit is peaking on the smaller sizes and the price break between the 11.5 row and smaller fruit to the larger sizes. With larger cherries in big demand compared to supplies, it may be another week or so before we see any big drops in the market. So, if you can use a smaller size there are some good deals available and quality is looking good.

If Mother Nature cooperates it looks like a good season with good **Cherry** supplies to promote. Looking ahead, Washington, or the Pacific Northwest is looking at a potential start date in the first week of June, with peak volumes by the second week of June through the 4th of July. Most growers are anticipating a very healthy and large volume crop.



CV STONE FRUIT

California is finally getting kicked off in a small way. **Yellow Peaches, Yellow Nectarines, and Apricots** with size are loading the first week of May.

California **White Peaches** that we expected to start earlier this week was pushed off and probably won't load until the first of next week, waiting for the right varieties and size.

Eastern/Southern Peaches look to have a start date around May 10th. Cool weather a few weeks back pushed back the start date, but growers are back on track to have a large, nice crop. It will be mostly 2 1/4" and smaller to start with a few 2 1/2" and taking another two or so weeks to see size bump up to mostly 2 1/2" and some larger.

OTHER STORIES:

- New crop **Color Potatoes** out of California have begun. The **Count Russet Potato** market is steady this week and all shippers are reporting that business seems to be slow.

- **Celery** supplies and pricing are steady. Quality is nice from Oxnard, CA.

- There is good supply of nice New Jersey grown **Bunched Radish**.

- **Cauliflower** is more limited with an uptick in price this week. Quality is nice.

- **Brussels Sprouts** remain limited.

- **Broccoli Crowns** are steady.

- **Green and Red Cabbage** are steady.

- **Eggplant** is steady from Mexico.

- **Green Onions** are steady.

DISPLAYS OF THE WEEK

