



## ORGANIC OUTLOOK

JANUARY 13 - JANUARY 20, 2017



WWW.FSPRODUCE.COM 16/3 LB.

# ORGANIC PEPPERS ARE PROMOTABLE!



**Organic Red, Yellow and Orange Sweet Bell Peppers** are in abundant peak season supply from Mexico for mid-January. Pricing is very aggressive, allowing for sharp promotions. Take advantage now!

The extra volumes will sell quickly, so **Organic Mexican Sweet Bell Pepper** volumes and pricing are likely to return to more normal levels by the 4th week of January. **Israeli Organic Peppers** remain in season too.

**Organic Green Bell Peppers** are in excellent peak season supply from Florida and Mexico with reasonable pricing. Sizing will be XL and Jumbo size for the rest of January and quality is outstanding.

**Organic Mixed Mini Sweet Peppers** are back into peak season in 1 pint clamshells and 1 lb pouch bags!

## CALIFORNIA ORGANIC CITRUS

**ALERT!** A week of heavy rains and more on the way has impacted California **Organic Citrus** growers ability to harvest fruit.

**Organic Cara Cara Oranges** have not come on like expected but better supplies are slated to ramp up over the next couple of weeks after the rain.



**Organic Navel Oranges** and **Minneola Tangelos** supplies are steady but could continue to be severely impacted depending on the volume and frequency of rain that arrives.

The first shot of **Organic Kumquats** are here as the season begins. It is unclear when the next fruit will become available due to the rain.

**Organic Clementine Mandarins** are done for the season from California, but we have transitioned flawlessly into Italian fruit in 2 lb. pouches and 5 lb. gift boxes.

**Organic Satsuma Mandarins** have been completely wiped out due to the rain. Next up are the **Golden Nugget** (in stock now) and **Tangos** (arriving in late January). Supplies will be limited until after the rain.





## OG SALADS

**ALERT!** Organic Salad suppliers are struggling greatly to keep up with "DIET SEASON" demand, largely in part to heavier than normal rain, and mildew pressure on fields causing significant quality issues.

**Bulk Organic Salads** (3lb & 4 lb) have been the biggest challenge as shippers usually cut those SKUs first, in order to put all available resources into the retail packs that generate more revenue.



## OG CAULIFLOWER

**Good News.** Organic Cauliflower harvests are improving in Yuma, AZ and growers are reporting better volume and better quality. This is driving prices lower and will allow for promotions in mid to late January.

Take advantage, Organic Cauliflower is in excellent demand with consumers eager to try new cauliflower recipes like riced, roasted florets or mashed.



## OG HASS AVOCADOS

**Organic Hass Avocados** have seemed very high in demand in the early part of 2017. The crop is really swinging to 48ct and larger fruit, while 60s (and even 70s) are more limited. Quality is excellent!

Strikes related to the deregulation of gas prices in Mexico have disrupted some shippers momentarily, but overall supplies have been good on the east coast.



## OG CUCUMBERS

After a 3 week run of plenty and low pricing on **Organic Cucumbers** pricing is expected to return to more normal levels later in January as growers in Mexico change regions and volumes slow a little.

**Organic Mini Seedless Cucumbers** are back in stock! This is a great convenience and healthy snacking item.



## OG ASPARAGUS

**ALERT!** Organic Asparagus is expensive and in short supply of mid-January. There is simply very little being harvested in Mexico.

Strong fresh crop volumes will return from California and Mexico at the end of January. February through April will be peak season for commercially grown **Organic Asparagus**, followed by light volumes of local NJ, PA and NY **Organic Asparagus** later in Spring.



## OG SQUASH

**ALERT!** Organic Zucchini and Yellow Squash pricing has jumped dramatically! Yields are down in Mexico and Florida production is gapping. High pricing and limited volume will continue deep into February for **Organic Yellow Squash**, while **Organic Zucchini** is expected to return to more normal pricing by the end of January.

**Organic Hard Squashes** like **Butternut** and **Spaghetti** from Florida and Mexico are moving up in price too as supplies become lighter and demand remains strong.



## OG CARROTS

**ALERT!** The heavy rains in California are preventing the regular harvest of **Organic Carrots**. Demand is high, making the shortages that growers are putting in place even more impactful. Whole carrots, in cello bags and bulk bags for juicing, will be in tighter supply for mid-January.



## OG BROCCOLI

**ALERT!** Strong demand throughout North America plus less supply due to quality issues and crop harvest suddenly drove Organic Broccoli prices up sharply for mid-January.

Prepare to hike retail prices up following dramatic cost increases and for occasional supply hiccups until the desert production improves in Yuma, AZ.



## OG YOUNG THAI COCONUTS

### OUTLOOK:

**Organic Young Thai Coconuts** will be getting tight over the next 1-2 weeks. In "normal" years Thai Coconuts tighten up in late spring and early summer as the seasons winds down and starts up again. The season seems to be shifting pretty drastically this year, and the industry can expect shorter supply and elevated prices as soon as next week!

Supplies will be more limited for January & February.





## OG EGGPLANT

**Organic Eggplant** is in excellent supply from Mexico and steady supply from Florida, making it a promotable item for January.

Vibrantly striped **Organic Graffiti Eggplant** will be available for mid to late January.



## OG CABBAGE

January will be a great time to promote **Organic Green and Red Cabbage** from Florida.

California growers are also harvesting **Organic Green, Red, Savoy and Napa Cabbages** at this time.



## OG ARTICHOKES

Now is a good time to add **Organic Artichokes** to organic produce sections. California **Organic Artichokes** are reporting steady harvests and large sizing at steady prices.



## OG TOMATOES

**Organic Grape Tomatoes** are in excellent supply from Mexico and from Florida at reasonable pricing.

**Organic Cherry Tomatoes** are limited in Florida but are also available from Mexico. Lady Moon Farms is back in season with beautiful Florida-grown **Organic Rainbow Cherry Tomatoes**.

**Organic Roma Tomatoes** are abundant and affordable from Mexico, and in steady but higher priced from Florida.

Premium Lady Moon **Organic Vine Ripe Tomatoes** are in solid supply from Florida. Mexican growers are more limited on their round tomatoes.

**ALERT!** **Organic Cluster Tomatoes** are going up significantly in price from Mexico greenhouses due to lighter volumes.



## OG BERRIES

Chilean **Organic Blueberry** supplies are excellent with promotional opportunities now available in 6 oz. Pints (11 oz) packs are expected to continue over the next few weeks.

**Organic Strawberry** supplies out of Mexico are ramping up. Prices are no longer super expensive and have come down, though are not yet "promotable".

Florida **Organic Strawberries** are slowing down due to cooler weather.

**Organic Raspberry** harvest volume in Mexico is dropping daily and prices are rising. Expect limited availability until early February.



## OG POTATOES & ONIONS

Look for sharp, attractive pricing on all **Cinacia bagged Organic Fingerling Potatoes!**

Heavy snowfall and high winds have made loading **Organic Russet Potatoes** out of Colorado extremely difficult this week. We could see a slight gap in supply due to this. **Organic Red and Yellow Potatoes** out of Canada will increase in price this week by \$2 on both A size and 10/5lb.

• We will see some Washington grown **Organic Sweet Onions** land this week. **Organic Red, Yellow, and White Onions** continue to be beautiful in the Peri & Sons label out of Nevada.

## OTHER STORIES:

- California **Organic Lemon** supplies are much firmer this week, due to the rain. More rain predicted throughout this week. **Organic Meyer Lemons** continue in a 20/11lb pouch bags as well as 20lb bulk out of California.

- Italian **Organic Green Kiwifruit** is steady on both volume-filled and 1-layer packs, as well as bags. New Zealand **Organic SunGold Kiwifruit** are done for the season. Some **Organic Gold** fruit from Italy has arrived.

- **Organic Brussels Sprouts** supplies are improving.

- Peruvian **Organic Green Seedless, Red Seedless, and Red Globe Grapes** continue to be available. Generally prices are high due to limited volume making it's way to the United States. Overall, the crop is down 40% for the season and supplies will be very limited.

- Clamshell **Organic Green Grapes** are available this week.

- **Organic Pineapples** will be steady with excellent quality for next week.

- Argentinean **Organic Cherries** are in limited supply.

- **Organic Mangos** (Kent variety) from Peru are in great supply, with the quality of fruit being excellent. The crop is seeing most volume in the 9 and 10ct size and even larger, while 12ct are just slightly less limited.

- **Organic Green Beans** are in good supply out of Mexico and Florida.

# SPRING SEASON ORGANIC TOP 40 JANUARY - MARCH



Based on Four Seasons Produce, Inc. historical case volume data from 2016. This reflects availability and market conditions from last Jan - March.

1. OG Bananas
2. OG Strawberries
3. OG Salad, Baby Spinach 5 oz
4. OG Blueberries
5. OG Avocados Hass
6. OG Tomatoes Grape
7. OG Mangos
8. OG Kale Green
9. OG Salad, Baby Arugula 5 oz
10. OG Salad, Spring Mix 5 oz
11. OG Broccoli, Bunched
12. OG Raspberries
13. OG Peppers Red Bell
14. OG Crimini Mushrooms (Baby Bella)
15. OG Cauliflower
16. OG Blackberries
17. OG Navel Oranges, Loose
18. OG Salad, Baby Kale 5 oz
19. OG Romaine Hearts
20. OG Salad, 50/50 5oz
21. OG Celery
22. OG Salads, Power Greens 5 oz
23. OG Lemons, Loose
24. OG Mushrooms White
25. OG Sweet Potatoes Garnet
26. OG Kale Lacinato
27. OG Squash Zucchini
28. OG Onions Yellow
29. OG Mushrooms Shiitake
30. OG Basil
31. OG Beans Green
32. OG Grapefruit, Loose
33. OG Tomatoes Cluster
34. OG Baby Carrots, 1lb
35. OG Tomatoes, Loose
36. OG Salad, Baby Spinach 1 lb
37. OG Mushrooms Portabella
38. OG Mint
39. OG Asparagus
40. OG Cucumbers



If you would like a consultation on how to improve your organic produce sales through item selection and display, contact:

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# HEIRLOOM NAVEL ORANGES

The first bite of an heirloom Vintage Sweet Navel Orange is pure bliss: Luscious aroma and delightful flavor for a wonderful eating experience. Our citrus sommeliers hand select the fruit from our best old line groves and test it for peak sugar levels and perfect flavor to deliver on the Vintage Sweets promise.

12169 - CV Vintage Sweet Navel Oranges Bag 10/3 lb UPC: 014668120024

12168 - CV Vintage Sweet Navel Oranges Tray 6/6 ct UPC: 014668120017



# Ruby Frost®

COOL • CRISP • CRAVEABLE

- Deep red beautiful color
- Termed the new “wintertime beauty”
- Delicious balance of sweet & tart flavors
- Extraordinarily crisp
- NY-grown, and only available for a limited time this winter
- Cross between Braeburn & Autumn Crisp varieties

05499 - CV Apples Ruby Frost 27 lb PLU: 3443



Should **WINTER WEATHER** throw a wrench into your plans....

Customers who

**CANNOT ACCEPT DELIVERY**

on orders they have placed

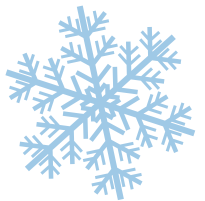
are asked to please call our **24/7 dispatcher** at

**717-721-2803**

or

**888-237-1971**

Help us re-route our drivers safely and keep them moving!





# CONVENTIONAL OUTLOOK

JANUARY 13 - JANUARY 20, 2017

WWW.FSPRODUCE.COM 115 CT CHOICE

## CALIFORNIA CITRUS & WEATHER



The Central Valley received plenty of rain this week and A LOT more is in the forecast for next week!

Fortunately they are picking **Citrus** on days when they can get into the groves and will have at least a limited inventory for early next week. After that, it will all depend on when growers will be able to get in and pick again.

There is a high chance of more rain in mid-January, with this weekend projected to drop up to 4 inches on the Valley floor.

Beyond the rain, **Navel Orange** demand continues to get better as we move into peak season. Pricing seems to have stabilized and strengthening on smaller sizing. **Navel Oranges** are peaking 72/88/56 fancy and quality is excellent.

The rain has disrupted the supply of **Clementine/Tango/Murcott Mandarin** supplies creating a gap as growers are limited on fruit to go East. Expect limited availability through the 4th week of January.

**Halos** and **Smiles** will be back in stock, packed with Murcott variety Mandarins.



### CV PEPPERS

**15lb Sweet Red Peppers** are promotable with nice quality and aggressive pricing out of Mexico. Sizing will be XLG to jumbo.

**11lb Red, Yellow, & Orange Peppers** are all steady.

**Mini Mixed Sweet Peppers** seem to be in increased availability as more shippers are starting from Mexico. Pricing is trending down.

Florida **Green Peppers** are more limited due to cooler weather, which has slowed production. This has put pressure on the Mexican market and pricing is up a bit this week.



### CV MANGOS

**Mango** supplies will be heavy from Peru for the entire month of January. This is estimated to be the last week for Ecuador inbounds.

Peruvian **Mangos** are good quality but we are starting to see a two tiered market. Due to the irrigation issues during growing season, some of the fruit is coming in with mixed maturity. Lower priced fruit on the market will most likely have higher maturity.



### CV STRAWBERRIES

The weather in Florida has warmed up and growers expect to see some better **Strawberry** volumes headed into the 4th week of January.

The California rain has put added pressure on Mexico, causing tight supplies down there.

Look for prices to hold steady early this week with a possible slight decrease headed into that 4th week if supplies improve and refill the pipeline.





### CV BERRIES

Look for firm markets this week on both **Raspberries** & **Blackberries**. Deals have cleaned up and demand is strong. There is a significant spread between premium Driscoll's and other shippers.



### CV MELONS

**Cantaloupes** and **Honeydews** are in promotable volume and pricing this week!



### CV GREEN BEANS

**Green Bean** production has slowed due to cooler weather in Florida. Quality remains nice with higher pricing this week.



### CV BLUEBERRIES

**Blueberry** importers are expecting steady arrivals this week. Prices will increase slightly as strong demand at sharp retail prices has helped to clean up some of the excess supplies.



### CV ASPARAGUS

**Asparagus** supplies out of Mexico are expected to start in two weeks.

We will have steady supplies of Peruvian product until then, but pricing is very high at the moment.



### CV LETTUCE

**Iceberg Lettuce** is steady in price from Yuma, AZ. Quality has been decent with good weight.

**Romaine, Green Leaf, and Red Leaf Lettuce** are all steady.

**Romaine Hearts** remain promotable with aggressive pricing and excellent quality.

Overall, **Blueberries** remain promotable, but we will begin to see Chilean supplies decline as we head into February.

Driscoll's brand **Jumbo Blueberries** out of Mexico remain the best tasting and best quality fruit in the marketplace.



### CV BROCCOLI

**ALERT! Broccoli Bunches** and **Broccoli Crowns** will be higher in price this week. Coupled with the already tight Western supply, the Eastern supply is in a gap as Georgia harvests end and Florida won't begin until the 4th week of January.

Georgia production came to a screeching due to two nights of freezing temperatures.

Mexican supplies are light as well.



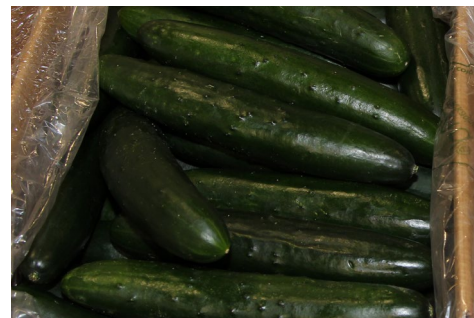
### CV TOMATOES

**Grape Tomatoes** are plentiful, beautiful, and promotable.

**2-layer and 25lb Vine Ripe Tomatoes** remain in good supply with nice pricing.

**Beef, Roma, Campari, and Medley Tomatoes** are steady.

**ALERT! Cluster Tomatoes** are limited from Mexico and pricing will be higher this week.



### CV CUCUMBERS

**ALERT! Cucumbers** have gotten very scarce, as there is a gap between the Northern Mexican and Southern Mexican growing regions. Florida and Honduran production is light as well. Pricing will be higher this week.

**Cello Wrapped Cucumbers** are more limited with higher pricing this week.

**Mini Seedless Cucumbers** are also higher in price this week due to less production.





## CV SQUASH

**ALERT!** Zucchini and Yellow Squash will be limited again this week with higher pricing. Mexican and Florida production is very light. Prices have gotten expensive and product is difficult to source for mid-January.

All **Hard Squashes** are steady.



## CV CELERY

The **Celery** market is steady with good quality and pricing.

There is however special ad pricing for **Celery Hearts** this week, so be sure to ask your sales rep for details.



## CV GREEN ONIONS

**Green Onions (Scallions)** remain limited. There is a slight dip in pricing as the market as leveled off, but product is still scarce.



## CV GARLIC

**ALERT!** Shipments of Chinese **Garlic** to the United States are now being subjected to much higher customs charges, delaying the import process and driving costs up.

Expect some hiccups in supply on 5ct sleeves, 4/5lb peeled, and bulk **Garlic** until importers can source from Spain or Argentina. Prices will be up across the board.



## CV LIMES

**Limes** are very limited in supply this week.

The fuel hike in Mexico caused major havoc last week and continues to affect logistics. There is a slight dip on the supply side for limes due to pack out levels being lower than norm.

Color on the limes is being affected with not enough sunlight. With the weather fluctuating between hot and cold and heavy dews in the morning, this is affecting quality, more in larger sizing than small.

Pricing is day to day until the market stabilizes.



## CV ONIONS

The **Onion** market has been showing a bit of activity over the last week.

**White Onion** prices in particular have really strengthened due to fluctuation of quality and availability.

Jumbo-size **Yellow Onions** have also seen a slight up-tick in price this week. Trucks out of Idaho have been extremely challenging this week.

Mexico shippers should get started in the next few weeks which should bring some downward pressure to the market place.

## OTHER STORIES:

- 24ct **Artichoke** supply is plentiful and promotable. Pricing will remain aggressive this week.
- There are very good supplies of **Cabbage** with lower pricing this week from Florida.
- Unlike broccoli, **Cauliflower**, harvests are improving in Yuma, AZ. Pricing will be on it's way down towards promotable levels as January continues.
- **Brussels Sprouts** supply and pricing are steady with good quality.
- **Eggplant** remains aggressive in pricing with nice quality.
- **ALERT!** **Spinach** is going up in price due to strong demand, lower yields, and some quality pressures in the field.

