



ORGANIC OUTLOOK

MAY 18 - MAY 25, 2018



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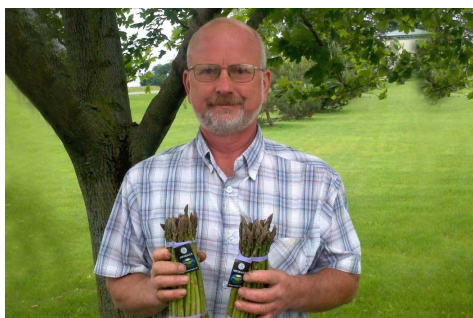
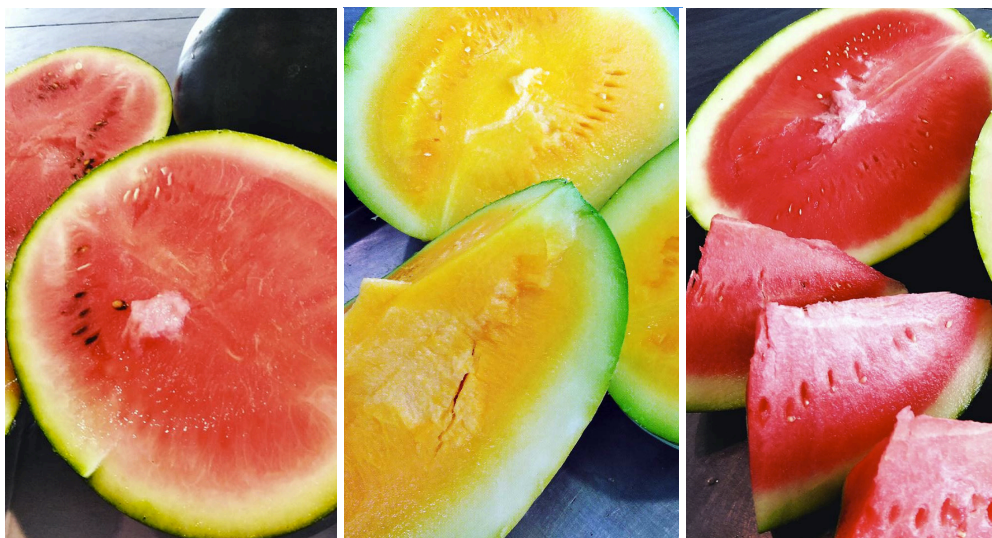
ORGANIC MELONS OUTLOOK

Organic Watermelons and **Mini Watermelons** are in good supply coming from Mexico. These will be good to promote heading into the Holiday.

We are also in good supply of Lady Moon Farms **Organic Watermelons** from Florida - we have **Organic Sugarbaby (Seeded)**, **Seedless**, and **Orange Seedless** varieties. Quality and flavor has been great!

Mexican **Organic Cantaloupes** continue in 9, 12, 15, and 18 ct. Supplies are firm. Flavor has been excellent on early season fruit. California fruit should begin in June.

Organic Honeydew, **Orange Honeydew**, **Galia**, and **Harper Melons** are available in excellent supply. California product should be available in early June.



OG ASPARAGUS

This week we start on New York **Organic Asparagus** from Pedersen Farms in 28lb cartons. This will be available for June, depending upon weather.

Organic Asparagus is in adequate supply out of Michigan, California, and Canada. Quality has been very good. The CA product will go all the way through June.



OG BERRIES

California **Organic Strawberry** supplies are excellent with promotional opportunities and some of the best quality of the season.

Organic Blackberries are now in excellent supply with promotional opportunities available.

Driscoll's **Organic Raspberries** are now in excellent supply with promotional opportunities available. Other brands continue to gap.

Driscoll's **Organic Blueberries** are now in excellent supply with promotional opportunities available.

Other brands of California **Organic Blueberries** have tightened up quite a bit, leading to some gaps in supply and higher prices. Supplies are expected to ramp up for the end of May.



OG LETTUCE

Lady Moon Farms has abundant supplies of **Organic Red Leaf**, **Green Leaf**, and **Romaine Lettuce** out of their Georgia farm. Their local PA **Organic Lettuce** season will start in early June.

California growers report decent supplies of all **Organic Lettuce**, but all are still showing significant brown rib discoloration. Good supplies are available on **Organic Iceberg Lettuce** out of CA.

The **Organic Romaine Heart** market is stable for now, but better supplies and quality is noticeable this week.



OG CUCUMBERS

Organic Cucumbers are in better supply this week out of Mexico. Prices are soft and product is promotable. FL and GA are increasing in volume and pricing is reduced.

Organic Hothouse Cucumbers are in abundant supply out of Mexico.



OG PEPPERS

Holland **Organic Red, Yellow, and Orange Peppers** are all in good supply and prices are steady.

Organic Yellow, Orange, and Red Peppers are in good supply out of Mexico. Some deals are available for Memorial Day promos.

California desert production has begun on **Organic Green Peppers**, though supply is limited.



OG GRAPES

The first Mexican **Organic Green and Red Seedless Grapes** are slow to ramp up in volume. Prices are high. Better supplies are expected each week headed into June. Early **Organic Black Seedless Grapes** are in season.

Coachella, California **Organic Grapes** are expected to begin in early June.



OG GREEN BEANS

Organic Green Beans are in slightly better supply out of Mexico this week. Prices are stable. Florida will begin harvesting the last week of May. CA has adequate supplies.



OG STONE FRUIT

The first California **Organic White Peaches and Yellow Nectarines** are expected after Memorial Day. Supplies are very limited out of the gate but should ramp up rather quickly.



OG APPLES

We have transitioned to Import **Organic Gala and Granny Smith Apples**, which are in excellent supply and have nice quality. Some limited supplies of Import **Organic Fuji Apples** have arrived as well.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is in adequate supply out of CA. Prices are still strong at the beginning of the week, but prices will come off to promotable levels for the start of June.

Organic Cauliflower is in tighter supply this week, along with higher prices.



OG CELERY

Organic Celery quality has been better this week, with fewer bug-related issues. Prices have softened a little, but the big drop will come after Memorial Day. Oxnard, CA shippers are still not up to speed on volume.

Organic Celery Hearts are in good supply out of CA.



OG KALE

GA and NC shippers report good supplies of all varieties of **Organic Kale**. Pricing is down somewhat on the GA **Organic Green Kale**.

Organic Kale is in tighter supply out of CA and prices have moved up on all varieties.

PA **Organic Kales** will start in early June from Lady Moon Farms.



OG RHUBARB

Local Organic Rhubarb will begin this week out of Lancaster County, PA.

Organic Rhubarb is in good supply out of Oregon and Washington. Color has been excellent.



OG EGGPLANT

Organic Eggplant is in better supply out of CA and Mexico.



OG SALADS

ALERT! **Organic Baby Spinach, Arugula, and Kale** continue to be a challenge, but look to be slowly rebounding. Supplies may be erratic for the rest of May.



OG TOMATOES

Organic Cluster Tomatoes are abundant out of Mexico. It's a good time to promote. Quality has been very good.

15lb Organic Hothouse Tomatoes from Mexico are in adequate supply. **Organic 2-Layer Tomatoes** out of Mexico are available this week as well.

Organic Rainbow Cherry Tomatoes will start out of Georgia at the end of May. **Organic Cherry Tomatoes** out of Mexico are in adequate supply.

Organic Grape Tomato prices have moved up on both Florida and Mexican product this week.



OG MANGOS

Organic Tommy Atkins and Ataulfo Mangos should remain steady for the time being, but hot weather and transition in growing regions could impact supplies in early June. Growers in the new regions are seeing a flush in smaller (12s) sized fruit right now.

Organic Fair Trade Haitian Mangos are still unavailable as a drought and a very late bloom have pushed this highly anticipated season back yet again. Stay tuned for a June outlook.



OG HASS AVOCADOS

Organic Hass Avocados from Mexico and California should remain steady for at least the next couple of weeks. Pricing in the field has been up just a bit.

Fair Trade Organic Hass Avocados will be in stock next week from Mexico. 60 ct fruit will be extremely limited, while 48ct fruit should be in good supply. The program will transition to fruit from Peru in the following weeks

OTHER STORIES:

- **Organic Pineapple** supplies are steady and quality has been very nice! Look for promo opportunities on larger 6ct fruit!
- We will fully cut over to California grown new crop **Organic Red** and **Yellow Potatoes** this week. Expect price to jump over with the switch to new crop – quality will be nicer as well. New crop **Organic Russet Potatoes** are still a few weeks away.
- **Organic Zucchini** and **Yellow Squash** are in tight supply out of Mexico. Prices are high. Georgia growers have adequate supplies of **Organic Zucchini**, but are more limited on Organic Yellow Squash.

- CA growers report adequate supplies of **Organic Green Cabbage**. **Organic Red Cabbage** is reported to be tight from FL and GA. East Coast product had a lot of quality issues with burst, while CA has just been limited in supply. GA reports good volume of **Organic Green Cabbage**.

- California **Organic Grapefruit** are now back in excellent supply with promotional opportunities available.

- **ALERT!** California **Organic Lemon** supplies continue to dwindle and prices are still on the rise.

- California **Organic Navel Oranges** will be completely finished for the season over the next week or so. California **Organic Valencia Oranges** have arrived and good supplies are expected with a market advantage over navels, but prices will rise without the navels to compete.

- **Organic Lime** supplies have improved and prices continue to slide off.

MEMORIAL DAY MERCHANDISING TIPS

MAY 28, 2018

DELIVERY & OFFICE SCHEDULE

MON 05/21 - SAT 05/26 – Standard delivery and office schedule.

SUN 05/27 – Sales office open 8:00am to 1:00pm taking orders for Monday and Tuesday delivery.

MON 05/28 MEMORIAL DAY – Standard delivery schedule. Sales office open with limited staffing 8:00am to 12:00pm for changes to orders for Tuesday delivery.

TUES 05/29 AND WED 5/30 – Standard delivery and office schedule.

The week before Memorial Day will be one of the heaviest volume periods of the year. Let's collaborate for success. We are asking customers to bring product in early and order big promotion items by the full pallet (when possible) to take pressure off our order selection and delivery capacity.

***For clarification or special requests on this schedule, please contact your Sales Rep. or Merchandiser. Here's to a successful big picnic holiday!*

MERCHANDISING TIPS

- Your **fruit counters** should be reset with fresh crop stone fruit, soft fruit, grapes, and melons by Thursday, May 24th. Cut back on Apples, Pears, and Citrus. Don't play catchup through the holiday weekend, especially on the seasonal product.

- Expand your **berry sections**. Full variety is available on Organic and Conventional Berries.

- Your **vegetable counters** also need to have some adjustments made. Cut back the spacing on the hard cooking vegetables such as turnips, winter squashes, parsnips, etc. **Key items to expand:** Corn, Lettuces, Tomatoes, Celery, Cabbage & Slaw Mix, Green & Colored Peppers, Cucumbers, Radishes, Scallions, Portabella Mushroom Caps & Slices, Sweet Onions, and New Potatoes.

- Drive sales and margin through **melon displays**. Fine sharp price points for whole melons and also build large refrigerated or ice displays of cuts and halves, sold at higher per pound prices. This extra margin on cuts will provide nice profit mix and options for shoppers.



POPULAR DISPLAY THEMES

VEGGIE GRILLING:

Try a display that includes: *Vidalia Onions, Colored Peppers, Asparagus, Portabella Mushroom Caps & Slices, Eggplant, Count Russet Potatoes, and Green & Yellow Squash.* You might even want to try a combination of these items at a common price per pound. Tie in “Garlic Expressions” and other marinades, and minced garlic.

CORN CRAZY:

Build a large, secondary display of Sweet Corn, using a bin dummed up to control your display quantities. Position a clean trashcan at the display for your customers to shuck their corn. To make very good margin, trim, strip, and tray-pack 5 ears of Sweet Corn and get premium retail for the added value and convenience.

TOMATO PATCH:

Create mass displays using *Grape, Vine Ripe, Beefsteak, Cocktail, Brown, Heirlooms, Mixed Cherry, and Cluster Tomatoes.* Be sure to add basil to these displays.



DELIVERIES & PLANNING

- Order your **hard goods** and **semi-perishables** to hit your store early - by **Tuesday, May 22nd** or **Wednesday, May 23**. Get ‘em in and load up the department. These are items that you don’t want to be fooling with come the weekend: *Salad Dressings, Dips, Salsa, Juices, Croutons, Fruit Dips, Nuts, etc.* Have your evening associates pack out these sections at night. Avoid that congestion in your aisle during business hours.

- Bring in your **hard vegetables** and **Fruit** by **Thursday, May 24th**. These lines and items include: *Potatoes, Onions, Carrots, Mini Carrots, Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pine-apples, and bin Watermelons.*

- *There is no need to be overly cautious with bin Watermelons.* This is only the beginning of the summer picnic season. Your risk is low even if you have a few extra melons after the holiday. Store Watermelons at room temperature.

- Bring in your **Sweet Corn** by the pallet and try to have it in by **Thursday, May 24th**, and **Friday, May 25th**, and keep it watered or iced down. 42 cases per pallet.

SMART TIP:

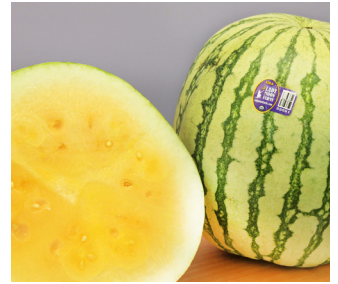
Don’t be stuck waiting on a truck. Load up early and attempt to spread your tonnage throughout the week to help level the volume.



New or Back in Season!

ORGANIC

206725	OG Salad Rebel Greens	6/5 oz Organic Girl Clamshell
206724	OG Salad Protein Greens	6/4.2 oz Organic Girl Clamshell
206185	OG Microgreens Sunflower	10/3.2 oz New Day Farms
206186	OG Microgreens Sunflower	10/6.4 oz New Day Farms
206187	OG Microgreen Sunflower & Kale	10/6.4 oz New Day Farms
206069	OG Apples Dazzle XF NZL	80/90 ct
43402	OG Grapes Black MEX	18 lb
43872	OG Grapes Green MEX	18 lb
43884	OG Grapes Red MEX	18 lb
206644	OG Honeydew Orange MEX	6 ct
43745	OG Melons Galia MEX	6-9 ct
43788	OG Watermelons Seedless	45 ct 15# Average Bin
43806	OG Watermelons Seedless	60 ct 11# Average Bin
43769	OG Watermelons Seedless	80 ct 8# Average Bin
43796	OG Watermelons Seedless	60 lb 4 ct Carton
43765	OG Watermelons Seedless	60 lb 5 ct Carton
43785	OG Watermelons Orange	45 ct 15# Average Bin
43581	OG Watermelons Orange	60 lb 5 ct
43609	OG Watermelons Orange	60 lb 6 ct
44437	OG Watermelons Sugar Baby	60 lb 5 ct Seeded
44438	OG Watermelons Sugar Baby	60 lb 6 ct Seeded
207034	OG Watermelons Sugar Baby	60 lb 8 ct Seeded
43916	OG Peaches White Donut USA	48/64 sz 10 lb
43132	OG Avocados Hass MEX	48 ct Fair Trade
206586	OG Artichokes	12 ct
40371	OG Beans Fava	25 lb
40462	OG Corn Bi-Color	48 ct
41006	OG Greens Mizuna	24 ct
40951	OG Jicama	20 lb
40823	OG Peas English	25 lb
40816	OG Rhubarb	15 lb



CONVENTIONAL



206759	CV Salad Chop Buffalo Ranch	6/13 oz Taylor Farms
206754	CV Salad Chop Avocado Ranch	6/13 oz Taylor Farms
206758	CV Salad Chop Maple Bourbon	6/13 oz Taylor Farms Bacon
206715	CV Juice Lemonade Tea Matcha	6/64 oz Natalie's Juice
206719	CV Juice Lemonade Tea Matcha	6/16 oz Natalie's Juice
206723	CV Juice Lemonade Tea Matcha	25/8 oz Natalie's Juice
206715	CV Juice Lemonade Tea Matcha	6/64 oz Natalie's Juice
206719	CV Juice Lemonade Tea Matcha	6/16 oz Natalie's Juice
206881	CV Strawberries Jumbo	4/28 oz Driscoll's
206735	CV Grapefruit Red CA PREM	23 ct
13959	CV Mandarins Import	10/3 lb
11059	CV Cantaloupes Athena-style	110 ct Bin
11053	CV Cantaloupes Athena-style	120 ct Bin
11996	CV Watermelons Seedless XL	36 ct 18# Average Bin
11995	CV Watermelons Seedless SM	80 ct 7# Average Bin
12013	CV Watermelons Sangria Seeded	55 lb 3 ct Carton
12035	CV Watermelons Sangria Seeded	35 ct 20# Average Bin
14796	CV Apricots	14 lb 70 sz 2-Layer
14795	CV Apricots	14 lb 80 sz 2-Layer
15007	CV Cherries 9.5 Row	16 lb Bag
15015	CV Cherries 10.5 Row	16 lb Bag
15012	CV Cherries 11 Row	16 lb Bag
15013	CV Cherries 11.5 Row	16 lb Bag
15440	CV Nectarines Yellow	60 sz 25 lb Volume Filled
15415	CV Nectarines Yellow	54/56 sz 18 lb 2-Layer
15420	CV Nectarines Yellow	60 sz 18 lb 2-Layer
15640	CV Peaches Yellow	60 sz 25 lb Volume Filled
15721	CV Peaches Yellow	54/56 sz 18 lb 2-Layer
15639	CV Peaches White	60 sz 25 lb Volume Filled
17615	CV Mangoes Haitian	10/12 ct
17556	CV Kiwifruit SunGold	20 lb 25/27 sz
1925	CV Peppers Red LG #1	25 lb
207074	CV Tomatoes Lorabella	12/10 oz Clam Village Farms



Local Produce

May 18 - May 25, 2018



*All Farms GAP Certified

CONVENTIONAL

NEW JERSEY

Eastern Fresh

>> Cedarville, NJ

357 - CV Asparagus NJ 28 lb

Flaim Farms

>> Vineland, NJ

- 205 - CV Arugula NJ 24 ct
- 550 - CV Beets Red Bunch NJ 25 lb
- 592 - CV Bok Choy Baby Shanghai NJ 30 lb
- 1362 - CV Chard Green NJ 12 ct
- 1355 - CV Chard Rainbow NJ 12 ct
- 1368 - CV Chard Red NJ 12 ct
- 1170 - CV Dandelion Bunch NJ 12 ct
- 1320 - CV Greens Kale 18 ct NJ 18 lb
- 207285 - CV Greens Kale Lacinato 18ct NJ 18 lb
- 455 - CV Herb Basil NJ 15 ct
- 1200 - CV Herb Dill NJ 24 ct
- 1510 - CV Herb Mint NJ 12 ct Box
- 1462 - CV Kohlrabi Green NJ 12 ct
- 1475 - CV Leeks Bunched NJ 12 ct
- 3042 - CV Lettuce Boston NJ 24 ct
- 3050 - CV Lettuce Green Leaf 20 lb NJ 24 ct
- 3065 - CV Lettuce Red Leaf 20 lb NJ 24 ct
- 3097 - CV Lettuce Romaine 35 lb NJ 24 ct
- 3130 - CV Radishes Red Bunched NJ 24 ct
- 1704 - CV Parsley Curly NJ 30 ct
- 1715 - CV Parsley Flat Leaf (Italian) NJ 30 ct
- 2200 - CV Spinach Bunched NJ 24 ct

Bender Potatoes

>> Chambersburg, PA

4395 - CV Potatoes White PA 10/5 lb (storage crop)

Daniel Fisher

>> New Providence, PA

2165 - CV Rhubarb PA 20 lb

David Stoltzfus

>> Elizabethtown, PA

2165 - CV Rhubarb PA 20 lb



PENNSYLVANIA

Sun Aqua Farms

>> Dalton, PA

443 - CV Herb Basil Hydroponic PA 6 ct

442 - CV Herb Basil Hydroponic PA 12 ct

Sunny Harvest

>> Cochranville, PA

2165 - CV Rhubarb PA 20 lb



PENNSYLVANIA

Pedersen Farms

>> Seneca Castle, NY

40324 - OG Asparagus NY 28 lb



ORGANIC

PENNSYLVANIA

Christ King

>> Lancaster County, PA

40816 - OG Rhubarb PA 15 lb





CONVENTIONAL OUTLOOK

MAY 18 - MAY 25, 2018

WWW.FSPRODUCE.COM 8/1 LB

CV CALIFORNIA STRAWBERRY PEAK SEASON



Strawberries from California are ripe for promotion for the rest of May.

All growing regions in California are producing very strong numbers. Supplies are well exceeding demand, creating spot deal opportunities!

Driscoll's is also shipping a **"Special Pick Jumbo"** 28 oz pack that features XLG berries with great flavor.



CV SWEET CORN

ALERT! Heavy rains in Florida are bringing **Sweet Corn** harvests to a slow grind. This will significantly **impact Sweet Corn** load volume availability for Memorial Day that was not pre-booked ahead of time.

There will be **Sweet Corn** available, but just not some of the extra volumes that large holiday ads could tap into.



CV MELONS

Athena-style Cantaloupe bins from Florida are in stock. The first arrivals have been nice! Florida rains may hamper production for later in May.

We have started to source **Melons** from Mexico and Arizona. The off-shore **Melon** deal is just about cleaned up. Volumes will increase in the coming weeks, but demand will be strong with Memorial Day and no more off shore fruit. Freight rates will also be a contributing factor to the higher than normal costs.



CV ASPARAGUS

Better supplies are expected overall this week on **Asparagus**.

Michigan has started and will continue to produce better numbers headed into June. This will help take some pressure off of the local NJ supply.

Look for prices across all regions to ease down with the better supply numbers.



CV CUCUMBERS

Field Cucumbers have transitioned from Florida to Georgia. We should see pricing and availability improve over the next week.

Canadian **Hothouse Cucumber** growers are replanting their greenhouses and will have lighter production until late May.



CV LOCAL GREENS

Look for New Jersey-grown **Chard**, **Collards**, and **Kale** this week. Flaim Farms (Vineland, NJ) is reporting excellent quality.



CV ARTICHOKES

Artichokes will be a great item to promote this week. Deals are available on smaller-sized **Artichokes**.



CV CABBAGE

Green, **Red**, **Napa**, and **Savoy Cabbage** have seamlessly transitioned from Florida to Georgia. Pricing and quality on Georgia **Cabbage** are excellent.



CV BLUEBERRIES

ALERT! **Blueberry** supplies will remain very limited this week. Rain in Georgia has caused more supply interruptions. Prices will be very strong for Memorial Day.

North Carolina will just begin to harvest some fruit. It will take another week to get supplies levels back to more "normal" numbers.



CV TOMATOES

Beef and **Cluster Tomato** prices are on the rise. Hothouse growers in Ontario are replanting their greenhouses and options loading out of Texas and British Columbia are limited.

Check out the 12/10oz **Lorabella Tomato** for something new and exciting in the packaged tomato category!



CV WATERMELONS

Rain in the south has caused some **Watermelon** harvesting issues in Florida. Demand is starting to increase as we get closer to Memorial Day. Look for high prices heading into the holiday.



CV IMPORT CITRUS

CALIFORNIA CITRUS:
Bag **Mandarins (Halos)** are done for the season and **Blood Oranges** are on their final week. **Navel Oranges** will finish soon (end of May/early June), and then switching into **Valencia Oranges** soon after.

IMPORT CITRUS:
There are a few Peruvian **Mandarins** on the East Coast packed into a 10/3 lb. Better volume is expected by the end of the first week of June. Import **Navel Oranges** will start in mid-June.



CV GREEN BEANS

Green Beans are starting this week in Georgia. Expect prices to reduce significantly in the next few weeks.

24lb Pouch Green Bean packs are gapping until late May.



CV POTATOES

The **Red Potato** market remains soft. Supplies currently exceed demand. We are expecting a tremendous Florida crop with above average yields and great quality.

New crop **Yellow Potatoes** are becoming more available but at a higher cost. Supplies of storage crop **Yellow Potatoes** are near completion.

A beautiful new crop of **White Potatoes** is available from Florida, Arizona and California.



CV ONIONS

Onion shippers across the country are looking for more business now to prepare for the overabundance of supplies that will be arriving around June 1, from growers in New Mexico.

Pricing has weakened on most sizes and colors of **Onions** this last week, in hopes of encouraging some movement. There are still some storage **Onion supplies** available in the Pacific Northwest. Minimal change is expected in the **Onion** market over the next couple of weeks.



CV CHERRIES

Cherry volumes are better this week with prices slightly off. There will be good availability going into next week but will decrease in volume by the end of next week.

Bing Cherries will gradually start by the end of May with best volume in the first ten days June. Here again, the Bing crop is light and prices will remain high. Washington is hoping to get started the first week of June.



CV PEACHES & NECTARINES

Peach and **Nectarine** volumes and sizes are picking up and prices are gradually coming off. Quality and color are very good with some bigger sizes going into the 25-lb. pack.

Out of the Southeast, the start of this **Peach** season has been very sporadic with little fruit being picked. The season realistically won't get a good start until the end of the first week in June.



CV APRICOTS

Apricot volumes are huge, but the supply is steady and prices are stable. Color has been nice.



CV GRAPES

Fresh crop **Grapes** from Mexico continue to ramp up for the season. Quality on **Green** and **Red Seedless Grapes** has been nice. Sizing is heavier to large and mediums so far.