



# ORGANIC OUTLOOK

JANUARY 20 - JANUARY 27, 2017



WWW.FSPRODUCE.COM WXFYCP

## PEAK SEASON ORGANIC BRUSSELS SPROUTS

It is now a smart time to add **Organic Brussels Sprouts** to your veg sets.

**Organic Brussels Sprouts** from Mexico are in much stronger supply this week and quality is very good and is expected to remain in peak season until April.



Product is available in 8/1lb microwavable bags. Prices are much lower given the peak harvest and quality, ideal for promotion.



### OG PINEAPPLES

**ALERT!** **Organic Pineapples** will be very limited in the coming weeks. Heavy rain in Costa Rica is causing a large portion of the crop to have issues with cochinilla. Cochinilla are small little bugs that live in the soil and climb up and onto the pines when it rains too much.

This causes portions of the organic fruit to be sold as conventional because of the need for fumigation after harvest to get rid of the bugs before the fruit even enter the States.

Also, growers are not willing to load Organics as quickly because of rejections at the port during inspection. Expect pricing to jump in the next few weeks!



### OG LETTUCE

**Organic Red Leaf, Green Leaf, Romaine, Red Butter, and Green Butter Lettuces** from Lady Moon Farms in Florida all look outstanding.

Mexico, Arizona, and California report good supplies of all **Organic Lettuces**, but quality is not as nice as Florida.

**Organic Romaine Heart** markets are tighter this week and less supply is available. Quality has been good to very good, though.



### OG PEPPERS

Expected abundant supplies of **Organic Green Peppers** as multiple regions come in at once – Florida, Mexico, and California.

**Organic Red, Yellow, and Orange Peppers** are in steady supply out of Israel and remain abundant out of Mexico!

Good supply of **Organic Jalapeño Peppers** are coming out of CA, FL, and Mexico. **Organic Habanero Peppers** are limited from Mexico.

**Organic Mini Sweet Peppers** are back in stock, in high graphic pouch bags.





## OG APPLES

Washington and Oregon are experiencing heavy snow, resulting in blocked roadways and causing many trucking delays.

Washington **Organic Braeburn, Cameo, Fuji, Gala, Gold, Granny Smith, Opal, Pink Lady, and Red Delicious Apples** are in steady supply.

Washington **Organic Honeycrisp Apples** are finishing for the season.



## OG YOUNG THAI COCONUTS

**ALERT!** **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 season 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 limited going forward for the few weeks and beyond. In theory this will eliminate some of the availability issues heading into the summer months.



## OG CA CITRUS

**Organic Cara Cara Oranges, Kumquats, and Golden Nuggets** will be limited until after the rain.

**Organic Navel Orange and Minneola Tangelo** supplies are steady, but could be severely impacted depending on the volume and frequency of rain that arrives the last full week of January. Quality has remained very nice so far on what has been packed.

A small arrival of **Organic Murcott Mandarin** are expected late January, but will be priced high.



## OG MANGOS

**Organic Mangos** from Peru are in great supply, with quality of fruit being excellent. Prices are coming off as more and more fruit enters the marketplace.

The crop is seeing most volume in the 9 and 10ct size and even larger, while 12ct are just slightly less limited.



## OG CUCUMBERS

**Organic Cucumbers** are more limited this week out of Mexico. There's a wide range of pricing and availability per day. Florida growers remain in a gap.

**Organic Hothouse Cucumbers** are very tight out of Mexico and there's some lesser quality available. Spain reports good supplies of **Organic Hothouse Cucumbers**.



## OG GREEN BEANS

**Organic Green Beans** are in excellent supply out of Mexico. Quality is very good. Florida growers report adequate supplies of **Organic Green Beans**.

**Organic Packaged Green Beans** are in good supply out of FL and CA.



## OG SALAD

**ALERT!** **Organic Salad** suppliers will continue to struggle as even more rainy and poor weather is expected in California over the weekend. This will exaggerate the already short pipeline of spinach and arugula due to issues in Arizona. Expect shortages on bulk items especially.

**ALERT!** **Organic Basil** and packaged **Organic Broccoli Florets** are also expected to remain very tight over the next week as input supplies have come up short!



## OG ASPARAGUS

**Organic Asparagus** is in better supply this week out of Mexico. Price has adjusted down a little bit. Quality continues to be very good. 2-3 shippers are now shipping asparagus.

CA crop is running behind. The first shipment is expected around 1/28. Volume should be strong after that date.



## OG HASS AVOCADOS

**Organic Hass Avocado** prices are creeping up just a bit over the past week. Supplies however should be great over the next few weeks, so don't shy away from larger displays.

Make sure to start planning an expanded set, including per-conditioned fruit for the Big Game since kickoff is only weeks away! Avocados from Mexico will again have a 30 second spot where they will be advertising the healthy benefits of avocados from Mexico!





## OG EGGPLANT

**Organic Eggplant** is in good supply out of Florida and abundant out of Mexico. **Organic Graffiti Eggplant** from Mexico is also available.



## OG SQUASH

**ALERT!** **Organic Squash** is in limited supply out of Mexico this week. It's hit or miss whether shippers have it each day. Prices went up last week, but doesn't appear to be going higher.

**Organic Yellow Squash** is very tight and expensive. Expect supply gaps.



## OG CAULIFLOWER

**Organic Cauliflower** is in very good supply out of AZ & CA. Mid-January is a great time to promote. With the rain, expect prices to tighten up again at the end of the month.



## OG BROCCOLI

**ALERT!** **Organic Broccoli** is much tighter in supply this week. Shippers sell out on a daily basis. Cal-O is particularly short on supply. Overall pricing is up.

**NOTE:** The other thing to be aware of is that during this time of the winter most growers are using a seed variety of **Organic Broccoli** that tends to have lighter (less green) colored stems. It is not a quality issue, it is an appearance issue based on the broccoli variety grown in the Southern California and Arizona desert regions.

**Organic Broccoli Crowns** are very tight out of CA. Expect this to be a short-lived market. There does appear to be more supply on the way for the end of January.



## OG BERRIES

Chilean **Organic Blueberry** supplies are excellent with promotional opportunities now available in 6oz and pints.

Jumbo **Organic Blueberries** from Driscoll's Mexico production are outstanding in quality and flavor!

**Organic Raspberry** volume is lower and prices are higher. Expect pricey fruit and light volume until early February.

**Organic Blackberry** are in decent supply.

**Organic Strawberry** supplies out of Mexico are ramping up but are not yet promotable. Florida **Organic Strawberries** are limited in availability and priced similar to Mexican product.



## OG TOMATOES

**Organic Round Tomatoes** are more limited in supply out of Florida this week. Mexico reports good supplies of 2-Layers and **Organic Hot-house Tomatoes** with calyx.

**Organic Cherry Tomatoes** are in good supply out of Florida at this time. Mexico has been hit or miss with supply this week. Pricing is steady. **Organic Rainbow Cherry Tomatoes** are in good supply out of Florida.

**Organic Grape Tomatoes** are in good supply out of Florida and Mexico. Mexico has the deals.

**Organic Roma Tomatoes** are abundant out of Mexico, while we are still seeing adequate supplies out of Florida.

**Organic Cluster Tomatoes** are more limited in supply this week out of Mexico, with prices up. CA supplies are also limited.

# OTHER STORIES:

- Washington **Organic Anjou, Bosc, and Red Anjou Pears** continue in firm supply and pricing. We may see a small gap before the first import **Organic Bartlett Pears** begin to arrive in mid to late February.

- **Organic Artichokes** are in good supply out of California. Quality has been very good. Prices are still firm and sizing is running large.

- **ALERT!** **Organic Limes** remain in very tight supply out of Mexico. Expect occasional out-of-stocks until the supply chain fills back up, hopefully in February.

- **ALERT!** California **Organic Lemon** supplies are extremely tight and will most likely gap due to multiple days of rain this week. Prices are jumping up.

- Mexican **Organic Valencia Oranges** are gapping.

- Italian **Organic Clementines** are in steady supply in both gift boxes and 12/2 lb high graphic pouch bags for late January.

- **ALERT!** California **Organic Grapefruit** supplies are extremely limited due to the heavy rains last week and more heavy rain expected for the last full week of January. Expect weaker fruit post

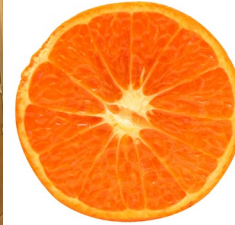
rain. Stay tight and fresh.

- Florida **Organic Grapefruit** are back but in very limited supply due to the cooler weather last week.

- Peruvian **Organic Green Seedless, Red Seedless, and Red Globe Grapes** are winding down for the season and we will gap until South Africa begins in late February.

# NEW! OR BACK IN SEASON

## ORGANIC



49663 - OG Spring Leaf Asparagus Wrap	6/12 oz	44567 - OG Mango Kent Peru	8 ct
46820 - OG Spring Leaf Peppers Rainbow	12/3 pk	44173 - OG Mango Kent Peru	10 ct
43991 - OG Grapefruit Red Fancy Florida	36 ct	44171 - OG Mango Kent Peru	12ct
44002 - OG Grapefruit Red Fancy Florida	40 ct	44192 - OG Mango Kent Fair Trade Peru	12 ct
43171 - OG Kumquats Clamshell	12/8 oz	41156 - OG Lettuce Romaine Hearts Andy Boy	12/3 ct
42067 - OG Buck Brand Tangerine TDE	20 lb	40788 - OG Peppers Mini Mix Bag	12/1 lb
44237 - OG Mandarin Murcott CA	25 lb	40160 - OG Artichokes Globe	30 ct
43298 - OG Mandarin Golden Nugget	25 lb	40529 - OG Brussels Sprouts Microwave Bag	8/1 lb
44088 - OG Orange Navel Fancy Florida	56/64 ct	40836 - OG Eggplant Graffiti	20 lb
44358 - OG Tangelo Orlando Florida 2/5	40/50 ct 20 lb	41398 - OG Tomato Grape Gold Lady Moon	12/1 pt
49241 - OG Pear Bosc Pouch Bag	12/2 lb	41358 - OG Tomato Heirloom Mex	10 lb
43687 - OG Strawberries Florida	8/1 lb	44635 - OG Potato Red Earthbound	16/3 lb
49226 - OG Grapes Green Seedless Clam	11/1 lb	44652 - OG Potato Yukon Earthbound	16/3 lb
43441 - OG Kiwifruit Bag Italian	20/1 lb		

## CONVENTIONAL

**Ruby Frost**  
COOL • CRISP • CRAVEABLE



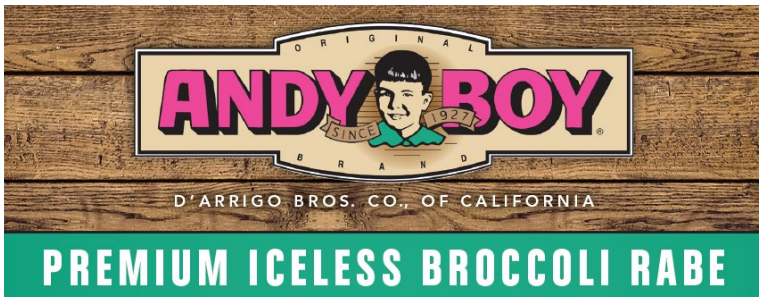
**Pacific rose**



05499 - CV Apples "Ruby Frost"	27 lb	00995 - CV Cauliflower Green Cello	12 ct
05867 - CV Apples "Autumn Glory"	27 lb	00996 - CV Cauliflower Orange Cello	12 ct
05843 - CV Apples "Pacific Rose" 88 ct Prem	40 lb	00998 - CV Cauliflower Purple Cello	12 ct
12169 - CV Orange Vintage Sweet Navel	10/3 lb	03183 - CV Romanesco Cello	12 ct
12168 - CV Orange Vintage Sweet Navel	6/6 ct	02164 - CV Broccoli Rabe Cleaned & Cut	12/11 oz
14336 - CV Tangelo Honeybells Florida	80 ct	23339 - CV Tomato Terreno Brown	10/1 lb
02839 - CV Cucumber Persian	20 lb	23318 - CV Tomato "Cherto" Cherry on the Vine	9/9 oz
00617 - CV Broccoli Crowns Asian	20 lb		



# You don't want to miss these!



**CODE: 02164    UPC: 072668805556**

- Premium Quality Broccoli Rabe
- Resealable Bag for Easy Storage
- Year-Round Availability
- Triple Washed
- 100% Useable Produce
- Recyclable Materials
- 18 Day Shelf Life
- 100% Versatility
- Ready to Enjoy

**AVAILABLE AT FOUR SEASONS PRODUCE BEGINNING 1/25!**



**EVERY PURCHASE MATTERS**    [Driscolls.com/FairTrade](https://www.Driscolls.com/FairTrade)

Four Seasons Produce is proud to partner with Driscoll's in growing their Fair Trade Certified Organic Berry Program out of Mexico.

All of the Organic Strawberries Driscoll's is supplying Four Seasons out of the Baja, Mexico region will carry the Fair Trade logo with the premiums (\$.50/box) going back to farm workers and their communities.

Driscoll's plans to develop more Fair Trade Programs across their growing regions. The next commodity in the program will be Driscoll's Organic Raspberries later this winter.



**40529 - OG Brussels Sprouts Microwave Bag    8/1 lb**

**RETAILER PICK!**

Product is available in microwavable pouch bags. This is a great convenience product to add to organic sets now through April while organically grown Brussels Sprouts are in peak season.







# CONVENTIONAL OUTLOOK

JANUARY 20 - JANUARY 27, 2017

WWW.FSPRODUCE.COM 9 CT

## WINTER PRODUCTION MELONS UPDATE



Keep promoting **Cantaloupes** and **Honeydews** this week. More arrivals are expected out of Honduras which will keep the volumes promotable.

Better **Watermelon** arrivals from Central America are expected this week. Mexican production is also expected to increase as they have transitioned to the next growing region. Look for steady supplies over the next few weeks.

**Mini Watermelon** supplies are expected to improve as well. Look for prices to adjust as inventory levels improve.



### CV STRAWBERRIES

Some rain over the weekend and cooler weather the early half of the week could cause Florida **Strawberry** production to slow down again. Look for prices to remain steady until production gets more consistent.

Mexico continues to cross fruit, but rains out West are pushing all demand to Mexican grown fruit so not much is begin shipped East.



### CV GRAPES

What a messy market!

There is a wide range of prices on both **Red** and **Green Seedless Grapes**, but there is also a wide range of quality. The dollar spread between a deal box of grapes to the very best quality is quite large.

There are deals out there, but there is also a lot of junk (weak quality) driving the market down. The premium fruit however is not affected by this and is holding strong at the higher prices. We probably won't be the cheapest, but we will try to have the best.



### CV PEPPERS

**Mini Mixed Sweet Peppers** are promotable again with lower pricing and nice quality.

**Green Peppers** are steady with excellent quality.

**15lb Red Peppers** are steady in price, but sizing will be a bit smaller this week (regular sizing, but we've had really big peppers lately).

**11lb Red, Yellow, and Orange Peppers** are steady and reasonable prices.





## CV BROCCOLI

**ALERT!** Broccoli Crowns are limited with higher pricing. Florida remains in a gap, California has rain issues, so most of our Broccoli Crowns next week will be Asian-cut (crown without any stem) from Mexico.



## CV SQUASH

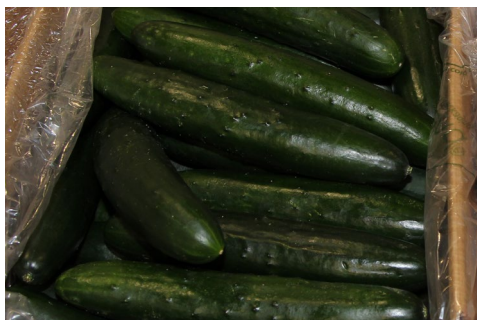
**ALERT!** Zucchini and Yellow Squash remain very limited with steady to higher pricing.

All Hard Squashes are steady and promotable.



## CV BRUSSELS SPROUTS

Brussels Sprouts are in excellent supply with promotable volumes and nice quality.



## CV CUCUMBERS

Cucumbers remain limited again this week. Pricing is higher out of Mexico but quality remains excellent.

Cello-wrapped Seedless Cucumbers are limited as well.

12/6 ct Mini Seedless Cucumbers are steady.



## CV CAULIFLOWER

Cauliflower is in good supply with promotable price points.

Colored Cauliflower (Green, Orange, Purple) are coming back into season. Purple Cauliflower is especially popular right now.

Cello-wrapped Romanesco is coming into season as well. What a beautiful vegetable to add to your displays!



## CV TOMATOES

Grape Tomatoes are plentiful, beautiful, and promotable.

2-layer and 25lb Vine Ripe Tomatoes remain in good, promotable supply.

Beef and Cherry Tomatoes are steady.

Campari Tomatoes are in tight supply and have gone up in price.

Cluster Tomatoes remain tight and more expensive than usual.



## CV GARLIC & GINGER

**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.

Our supply on 5ct sleeves, 4/5lb peeled, and bulk Garlic is now transitioning to Argentina. Expect pricing to be up sharply. Supplies are limited.

On Ginger Root, product from China has been poor quality and we are transitioning fully into fresh crop Ginger out of Brazil.



## CV ASPARAGUS

We are beginning to bring in fresh crop Asparagus from Mexico. Early product looks great and the weather has been cooperative. Keep a close eye on markets as supplies increase.

We will also have fresh crop 15lb Asparagus Tips in stock from Mexico starting the week of 1/22.



## CV BERRIES

Blueberry prices are expected to increase somewhat for the end of January and February as we are past the peak Chilean production. A lot of the excess fruit has cleaned up and inventory levels are back to "normal."

Driscoll's brand jumbo Blueberries from Mexico remain superior in quality and flavor. Supplies are steady.

Markets and supplies will remain steady this week on Raspberries and Blackberries.





## CV CABBAGE

**Cabbage** is very promotable. Pricing is steady to lower from Florida and Texas.



## CV GREEN ONIONS

**Green Onions (Scallions)** are in better supply and lower pricing this week. Quality is nice.



## CV CELERY

**Celery** supplies and pricing are steady with promotable volumes.

**Celery Hearts** are very aggressively priced again this week.



## CV LETTUCE

**Iceberg Lettuce** supplies and pricing are steady. Quality continues to just to okay - nothing spectacular or nothing terrible. This is industry wide with some discoloration on the wrapper leaves and ribs, but nothing major.

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

**Romaine Hearts** are up a tad in pricing this week, but are still very reasonable with outstanding quality.



## CV CALIFORNIA CITRUS UPDATE

**ALERT!** Strong weather fronts have continued to pound the Central Valley of California. As much as they need the rain, the heavy downpour has slowed down harvest causing an industry shortage.

Unable to harvest fruit, growers have run all the in-house bins last week. They were able to pick a limited amount Saturday and Sunday. The forecast is calling a 60% plus chance of rain Wednesday through Monday – Tuesday of next week.

The **Navel Oranges** that we are able to harvest are full color that has been jibbed, with no needed gas hours. Jibbing is a process of spraying the fruit which firms up the rind giving us a better piece of fruit.

Unfortunately the size structure on the **Navel Oranges** will be 72/88 with a high percentage of fancy fruit. 56's and larger will be tight. We will continue to keep a close eye on quality and make sure we don't have issues from the rain.

Once the weather gets better, growers will pick up volume and continue sales as planned. There is still plenty of time left in this deal to push high quality fruit and promote CA Navels.

**Lemons** have been affected as well, but not to the extreme as the navels.

Then as far as **Mandarins** and **Minneola Tangelos** they are in the same boat as the navels. Harvest has been interrupted and there will be possible gaps in supply as we wait for fruit to be picked and packed.

# DISPLAYS OF THE WEEK

