



# ORGANIC OUTLOOK

JANUARY 19 - JANUARY 26, 2018



WWW.FSPRODUCE.COM 60 CT

## ORGANIC HASS AVOCADOS GOOD TO-GO

**Organic Hass Avocados** from Mexico will be in good supply for late January. Be sure to take advantage of some nice prices over the next few weeks leading up to the "Big Game".

Look for a small flush in supply on 60ct that will enable some promotable pricing heading into some of the busiest **Organic Hass Avocado** weeks of the year ahead!

Four Seasons is once again partnering with the Equal Exchange team to deliver you **Fair Trade Organic Hass Avocados** for the 2018 Season! We have 48 and 60ct fruit available weekly, plus pre-conditioned programs available. Talk to your Four Seasons Produce representative for more details on this great program that gives back to the small farmer.



### CV PEPPERS

Quality continues to be very good out of Israel on **Organic Colored Bell Peppers**. Mexico is overrun with all colors of Organic Peppers – deals are available! Quality is good, but some arrivals have had issues.

Florida and Mexican growers have had good supply on **Organic Green Peppers**.

**Organic Jalapeno Peppers** are in good supply out of Mexico and Florida. **Organic Specialty Peppers** are limited.



### OG BLUEBERRIES

**Driscoll's Organic Blueberries** are in excellent supply out of Mexico with prices continuing to ease down.

Quality and flavor has been outstanding on the Driscoll's product!

South American **Organic Blueberry** supplies have tightened slightly, but are expected to ramp up toward the end of January. Expect higher prices for the end of January followed by big promotions in February when supplies are best.



### OG BERRIES

**Driscoll's Organic Blackberries and Raspberries** are expected to begin to improve over the next couple of weeks with excellent supplies expected in mid-February.

Other brands of **Organic Raspberries** continue in decent supply this week, and other brands of **Organic Blackberries** continue with steady supplies out of Mexico. Prices are expected to be firmer going into February.

**Organic Strawberry** supplies out of all regions are improving with prices easing off. Expect prices to tighten again for Valentine's day, and then big promotions are expected for late February and early March.





## OG KALE

**Organic Kale** is in abundant supply out of CA. Prices are on the way up out of CA. **Organic Green, Lacinato, and Red Kale** are all in good quality and supply.

Florida product, like Lady Moon Farms, is in better supply this week following slowed production from the cold weather.



## OG GINGER & TURMERIC

**Organic Turmeric** out of Hawaii is now in better supply. Wild Turmeric is in good supply out of Jamaica. The grower there now has their organic certification on hand, so next shipment the product will be listed as **Wild Certified Organic Turmeric!**

Peruvian **Organic Ginger** is in good supply.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** is in adequate supply on 14ct, while some shippers still have issues with yellow buds or aphids. Pricing has dropped a little and seems stable.

**Organic Broccoli Crowns** are still more limited in supply. Pricing continues to be high.

The **Organic Cauliflower** market has dropped as volume increased, but bruising and discoloration are still apparent with most shippers' products.

**Organic Romanesco** may be available for mid-January.



## OG ASPARAGUS

**Organic Asparagus** is very limited in volume this week out of Mexico. CA has a small deal this week. Stronger volumes are expected to begin the end of January.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in abundant supply out of Mexico. Quality has been very good. This mid-winter time will be excellent for promoting.

**8/1lb Organic Microwave Brussels Sprouts** bags are also available in good volume. Prices are soft.



## OG CUCUMBERS

**Organic Cucumbers** are improving in volume this week out of Mexico. Pricing is down somewhat.

**Organic Hothouse Cucumbers** are in adequate supply from Mexico.



## OG SALADS

**Organic Packaged Salads** have been in much better supply, and most vendors are close to filling orders in full.

**ALERT!** Due to mostly increased freight costs, be aware that there are price increases going into effect for Olivia's Organics and Earthbound Farms brand salad lines.



## OG SQUASH

**Organic Zucchini** and **Yellow Squash** are in tight supply and prices are up. Expect high prices to continue for mid-January.

Florida virtually has no **Organic Zucchini** and **Yellow Squash** at this time. We are at least a couple of weeks away from being in better supply from Florida.



## OG LETTUCE

**Organic Romaine Hearts** pricing has dropped this week. More volume is available. Quality has been very good.

Florida growers have good supply of **Organic Red Butter, Green Butter, Red Leaf, Green Leaf, and Romaine Lettuces**. Quality is excellent.

CA growers report good supplies on all varieties of **Organic Lettuce**. All are showing brown discoloration on the ribs and on some of the leaves.





## OG GRAPES

Peruvian **Organic Red Seedless Grapes** are here with excellent quality. Prices are high. Supplies will finish for the season in early February and then gap until South Africa begins sometime in February.



## OG PINEAPPLES

**Organic Pineapple** supplies will continue to be available for promotion - take advantage of the nice pricing while it lasts!



## OG ONIONS

We will see Washington **Organic Sweet Onions** will be available this week on both jumbo 40 lb and 16/3lb pack sizes.

**Organic Red** and **Yellow Onions** both continue to be in great supply. Pricing is steady.



## OG MANGOS

Peruvian **Organic Mangos** are in high demand. Weather patterns in Peru and stormy conditions on the east coast have backed up receiving of containers at the ports.

Peru is expecting to be sizing much larger than anticipated, making the popular 10 and 12 ct sizes very limited. Look for motivated sellers to cut deals on some larger sizes, like 7s and 8ct. **Organic Mangos** from Ecuador are done.

**Organic Ataulfo (Honey) Mangos** from Peru will be available in late January!

A **Fair Trade Peruvian Organic Mango** option is now available!



## OG CITRUS

**NOTE: Organic Blood Oranges** will be in and out in extremely limited supply. Due to weather earlier this season, the bloom did not set. A little more supply is expected in early February from a different growing region.

**Organic Cara Cara Navel Oranges** continue in season with limited supplies and strong prices. Expect sporadic gaps to continue until volumes ramp up early February. **Organic Navel Oranges** are steady this week with some promotional opportunities available on XLG fruit.

**Organic Satsuma Mandarins** are in a short supply gap due to the rain, but expect more fruit for late February.

**Organic Golden Nugget** are expected here in mid-January.

**Organic Minneola Tangelos** continue in peak season with excellent quality. Fruit is sizing up.

California **Organic Grapefruit** are back in steady supply.



## OG TOMATOES

**Organic 2-Layer Tomatoes** are increasing in supply out of Mexico and Florida. Prices from Mexico are dropping more quickly than Florida. Quality very good. **Organic 15lb Hothouse Tomatoes** are very limited.

**Organic Roma Tomatoes** are increasing in supply out of Mexico and at lower prices. Florida is in adequate supply.

**Organic Cherry** and **Rainbow Cherry Tomatoes** are in good supply out of Florida. Pricing is steady. **Organic Grape Tomatoes** are in good supply out of Florida and in decent supply from Mexico. Quality out of both regions is good. **Organic Gold Grape Tomatoes** are limited from Florida.

**Organic Heirloom Tomatoes** are in good supply out of Mexico. Quality and color are very nice.

**ALERT! Organic Cluster Tomatoes** remain very scarce in supply, and pricing reflects availability.

## OTHER STORIES:

- **Organic Celery** is in good supply out of Mexico and CA. Quality has improved a bit, but black heart is still present in some Mexican product. Pricing moved up this week. **Organic Celery Hearts** and **Celery Root (Celeriac)** are in good supply out of CA.

- **Organic Cilantro** is in adequate supply out of CA and Mexico. Price did move up some this week as demand increased. Some shippers are facing shortages.

- **ALERT! Organic Spinach** is in very tight supply this week. One main grower will be out until the end of January. Pricing is high.

- **Organic Formosa Papayas** supplies are back and steady after an unexpected gap for much of last week. Quality is good. Price has bumped up a bit for the next few weeks.

- **Organic Young Thai Coconut** supplies will be very tight for the next several weeks.

- **Organic Eggplant** is in adequate supply out of Mexico. Product from Florida is limited.

- **Organic Green Beans** are in slightly better supply out of Mexico this week, but prices are still high. Expect more volume out of Mexico next week.

Florida **Organic Green Beans** are expected to begin harvesting here in mid-January.





# DECEMBER 2017 ORGANIC ENVY APPLES DISPLAY CONTEST WINNERS

THANK YOU TO EVERYONE WHO PARTICIPATED!

## BEST OVERALL DISPLAY

1ST PLACE - TAKOMA PARK



2ND PLACE - HEALTHY LIVING SARATOGA

## MOST CREATIVE

1ST PLACE - EAST END COOP



2ND PLACE - DUTCH-WAY MYERSTOWN

## BEST SOCIAL MEDIA PRESENCE

1ST PLACE - EAST AURORA



eaco\_op East Aurora Cooperative... Follow

eaco\_op Organic Envy apples are in the house! (err... co-op!!) A cross between a Gala and a Braeburn apple, these beauties boast a super sweet flavor, awesome crunch and they don't brown when cut. Come try 'em while it's warm enough to be outside! #Redwithenvy #dontmissthem #eacoop

33 likes

2ND PLACE - ROOTS MARKET



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# DECEMBER 2017 MANGO DISPLAY CONTEST WINNERS

BIGGEST DISPLAY:  
**TAKOMA PARK**  
(Takoma Park, MD)



MOST CREATIVE DISPLAY:  
**LAUER'S  
CHESTERFIELD**  
(Pasadena, MD)



BEST USE OF SOCIAL MEDIA:  
**HEALTHY LIVING  
MARKET & CAFE**  
(Burlington, VT & Saratoga, NY)



 **healthylivingnewyork**  
Healthy Living Market an... [Follow](#)

**healthylivingnewyork** We put out this big beautiful display of eco-grown mangoes this week in our produce department. Let's have a little fun with it! Comment on this post with your guess as to how many mangoes are in the display, and we'll give the person with the closest guess (or the exact number) a \$50 gift card! Sale runs through Tuesday, we'll pick a winner Wednesday morning. Update: the total was 900 exactly! Congratulations to @daxafina for guessing it exactly.

[Load more comments](#)

[i.p.stewart 1037](#)  
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THANK YOU TO EVERYONE WHO ENTERED THE CONTEST -  
WE RECEIVED SOME AMAZING DISPLAYS!



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# CONVENTIONAL OUTLOOK

JANUARY 19 - JANUARY 26, 2018

WWW.FSPRODUCE.COM 15 LB

## PEPPER CROP POISED FOR PROMOTION



**Sweet Red Peppers** out of Mexico are extremely promotable this week.

Now is the time to promote field grown **15lb LG/ XL Fancy Red Elongated Peppers**. Sizing has been mostly on the large size so far this season. Prices will be much lower for the rest of January.

1lb pouch bags of **Mixed Colored Mini Sweet Peppers** are also improving in supply, allowing for better pricepoints at retail.

**Green Bell Peppers** are in steady supply out of both Mexico and Florida. Cool weather in Florida this past week did delay some harvesting, but Mexico is still in full swing. Look for good opportunities on all sizes of **Peppers**. Quality has been very nice.



### CV CUCUMBERS

**Cucumbers** are in good supply out of Mexico, and product from Honduras has started to hit the states. Look for good, promotable opportunities on all **Cucumbers**.

Canadian growers are now ramping up for the season on **Euro (Seedless Cello) Cucumbers**. We'll be making the switch to Canadian product this week. Quality is excellent for new crop, and days in transit will be cut significantly for better shelf-life.



### CV MANDARINS

**NEW! SUMO CITRUS™ Mandarins** will be available starting 1/22 for our independent retailer customers in both bulk 18lb. bulk boxes and 5lb. gift boxes (which are also PLU'd and can be sold by the each or lb)!

This jumbo citrus is easy to peel, seedless, very sweet, and flavorful. **SUMO CITRUS** is a premium fruit with a premium price.

"Halos" brand California **Mandarins** are coming back into season with the new "Tango" and "Murcott" varieties (the Clementine variety is finished). Following delays in harvest due to rain, Halos will be back in stock around 1/24.



### CV TOMATOES

**2-Layer Round, Roma, Grape, and Cherry Tomatoes** are in excellent supply. Mexico and Florida are flushing on all items across the board, and this should continue for the next couple weeks.

Quality is excellent – promote **Tomatoes!**





## CV GREEN BEANS

**ALERT!** Green Beans will be very limited out of Florida for the next couple weeks. Mexico does have some volume on hand-picked 30 lb. crates, but pricing will be much higher until supplies improve in Florida.



## CV MELONS

Import **Watermelons**, **Cantaloupes**, and **Honeydews** will be in good supply this week. Look for prices to be promotable heading into February.



## CV BROCCOLI

Promote **Broccoli** this week! Harvests in Mexico are ramping up in volume, so pricing is expected to drop.

**Broccoli Crowns** and **Asian-Cut Broccoli Crowns** will be in better supply.



## CV BRUSSELS SPROUTS

Promote **Brussels Sprouts** this week! Mexican volume is increasing and prices will adjust down.



## CV STRAWBERRIES

Following a cold snap, the weather looks better for this week in Florida. **Strawberry** growers expect to see volume really start to ramp up during late January. Look for prices to adjust accordingly to the volume increase.



## CV ASPARAGUS

**Asparagus** prices are adjusting down quickly with Mexican supplies really starting to kick in. We won't see the 28lb boxes until late January/early February, but get ready to promote!



## CV BLUEBERRIES

**Blueberries** continue to be a great item to promotion, especially headed into February.

Quality and volumes are excellent this week out of Chile.



## CV SQUASH

**Green Zucchini** and **Yellow Squash** are in steady supply out of Mexico. Cool weather has slowed production in Florida, but that shouldn't have much of an impact on pricing. Quality has been very solid on both.



## CV BANANAS

Overall, **Banana** supplies are stable and quality is good. There are some tweaks coming to pricing.

The actual costs of **Bananas** is only going up by a few pennies or nickels in 2018, however for the first quarter of the new year, fuel costs for vessel shipment are going up by dimes per case.





## CV POTATOES

The **Russet Potato** market demand continues to be very strong for all size profiles, but transportation issues still exist. Supplies are tight from growers in Wisconsin, Idaho, Washington, Colorado, PEI, and the entire Northeast.

Florida **Color Potato** growers are on track to start shipping in early February. All indications are pointing to a tremendous **Red Potato** crop with above average yields and excellent quality.



## CV ONIONS

The **Onion** market has remained relatively steady. The biggest issue continuing to affect onion pricing is the truck shortage. This is restraining movement across all shipping areas, as well as holding FOB prices down.

Growers in Mexico are just beginning their season, while most storage regions still have supplies available. Supplies of **Colored Onions** from growers in Washington are expected to dwindle over the next month.



## CV CAULIFLOWER

**Cauliflower** is back in good supply. Harvests out of Arizona are abundant enough to get prices down to more promotable levels.

