

# MARKET NEWS ORGANIC OUTLOOK

## ORGANIC BELL PEPPERS IN EXCELLENT SUPPLY



Mexico is in a significant harvest flush of **Organic Colored Bell Peppers**. We will have excellent supplies on all **Organic Red, Yellow, and Orange Peppers** for late January and early February. It will be an outstanding time to promote!

We will also have a new item starting the week of 1/21: 10/3 pk **Organic Rainbow Peppers**. These are packed at source in Israel and flown in next day.



### OG TOMATOES

**Organic Heirloom Tomatoes** will be very promotable this week from Mexico. Quality has been excellent as more product is harvested each day. These will be from Covilli, a fair-trade grower. Be sure to include **Organic Dark Heirlooms** or “Darklooms” in your displays as well!

**Organic Roma Tomato** prices are becoming more promotable. Mexican production has just begun, and Florida is still pushing product as well. Quality has been excellent.

**Organic Round Tomato** prices continue to be very promotable out of Florida. Quality has been outstanding!



### OG SNACKING TOMATOES

**Organic Grape Tomatoes** are still very promotable. Quality has been outstanding from both Mexico and from Lady Moon Farms in Florida.

We also have the full line of Covilli's new **Organic Snacking Tomato** varieties - **Sunset Bites, Purple Rain Drops, and Ruby Blossoms** are all available now.

There are also **Organic Mini On-the-Vine Roma Tomatoes** to promote alongside. Covilli, alongside of our Premium Lady Moon Line, will add sales to the tomato category!



### OG CUCUMBERS

We should have plenty of supplies on **Organic European (Seedless) Cucumbers** from Canada and Spain.

**ALERT! Organic Mini Cucumbers** will be very limited this week.

**ALERT! Organic Cucumbers** will be extremely limited once again this week, but we're working hard to get as much product as possible. Pricing will be very high for late January and into early February.



## OG LEMONS

**Organic Meyer Lemons** are back in steady supply for peak season winter promotion.

**Organic Lemon** supplies out of California are now offering excellent supplies and quality with prices coming down.



## OG CAULIFLOWER

**ALERT!** **Organic Cauliflower** will be extremely limited for week 4 of January.

Most growers will be out of **Organic Cauliflower** for at least another week, and pricing has jump up significantly. The outlook should improve by the end of January.



## OG KALE

Although **Organic Kale** is extremely limited out of California and Arizona, we have excellent supplies here on the east coast with Lady Moon Farms! They will be our main greens supplier for late January. Quality is tremendous!



## OG CELERY

**ALERT!** **Organic Celery** will continue to be very tight this week, and pricing will remain higher than usual. We should have enough supplies on all naked 24ct and 30ct, along with **Organic Celery Hearts**.



## OG BROCCOLI

**ALERT!** **Organic Broccoli** is definitely in tighter supply for late January out of CA, AZ, and Mexico.

Cold weather and rain have slowed harvests, causing supplies to be limited. Pricing will definitely be higher this week, but the good news is that quality has been excellent.



## OG SALADS

**ALERT!** **Organic Salad** vendors continue to struggle to keep pace with demands. Cold weather and poor quality make for low yields and shortages in **Baby Arugula**, **Kale**, and other **tender leaf** varieties.



## SPINACH/CILANTRO/SCALLIONS

**ALERT!** **Organic Bunched Spinach**, **Scallions**, and **Cilantro** were the three hardest hit items in California and Arizona with the cold weather and rain.

Expect very limited supplies here, and much higher pricing for late January. We will continue to work hard at sourcing as much product as possible.



## OG BLUEBERRIES & BLACKBERRIES

Driscoll's **Organic Blueberries** (6 oz) are steady despite the weather challenge in parts of Mexico. Prices are expected to continue to improve heading into February.

**Organic Blueberries** from Chile and Mexico are improving in supply and prices as we transition growing districts. Pints will begin to be available soon. Mid and late February will be an excellent time to promote pints!

**Organic Blackberries** out of Mexico continue to be much firmer due to weather. This is not expected to improve for a few weeks. Expect higher prices.



## OG RASPBERRIES & STRAWBERRIES

**ALERT!** Driscoll's **Organic Strawberry** supplies are very firm, with heavy rain in the growing areas.

**ALERT!** Other brands of **Organic Strawberries** are very limited but supplies are expected to improve heading into February after the rain stops.

Driscoll's **Organic Raspberries** continue to be in firm supply with steady prices. Expect it to remain this way heading into February.

Other brands of **Organic Raspberries** are expected to continue in firm supply, with high and rising prices.



## OG BABY BOK CHOY

**Organic Baby Bok Choy** is in excellent volume right now from California and Florida, and growers are looking to promote in late January. Product continues to arrive to us fresh multiple times per week, and the quality is really nice.



## OG FENNEL

**Organic Fennel** is in excellent supply right now out of California and Florida. Quality has been really sharp on all inbounds, and this is a great time to promote.



## OG MANGOS

**Organic Kent Mangos** have been excellent quality. The fruit is bright and super clean! Fruit is sizing larger so 12ct fruit is not as plentiful as 10ct fruit right now.



## OG HASS AVOCADOS

There will be plenty of regular **Organic 48ct** and **60ct Hass Avocados** for next week! Quality is nice!

Take advantage to go big and stay big throughout the whole month right into the Big Game!

We have had tremendous response to our **Organic Avocado** Display Contest, and promoting **Organic Fair Trade** fruit, so much so that Equal Exchange has had trouble keeping us in supply due to the extremely heavy demand. We are doing everything we can to stay in stock. It is tough because the Fair Trade network of growers is much smaller than regular channels! Thank you so much for your support.



## OG CITRUS

New crop California **Organic Minneola Tangelos** and **Daisy Tangerines** continue in steady supply.

**ALERT!** California **Organic Clementine**, “**Candy Mandy**”, and **Satsuma Mandarins** are now in a gap between growing areas with some bad weather expected. Anticipate gaps, higher prices, and maybe an early end to this season’s crop. Some **Organic Tango Mandarins** are expected to begin in late January or early February.

With consecutive rain storms impacting harvests in Central California, **Organic Cara Cara** and **Navel Oranges** are in more limited supply than usual for late January. This is keeping prices higher. The crop profile is heavier to smaller sized fruit, so 56ct and larger are the highest priced and lowest supply at the moment.



## OG APPLES

New crop Washington **Organic Autumn Glory** and **Piñata Apples** are available and will be in steady supply.

Washington **Organic Braeburn, Envy, Fuji, Gala, Jazz, Kanzi, Kiku, Lady Alice, Opal, Pinova, Red Delicious, and Smitten Apples** are in firm but steady supply with much higher prices as we continue in Controlled Atmosphere storage. Prices will continue to rise and imports won’t start until late spring.

Washington **Organic Gold Delicious, Granny Smith, and Pink Lady Apples** are limited in supply with high prices. Expect sporadic out-of-stocks between Controlled Atmosphere room openings.

**ALERT!** Washington **Organic Honeycrisp Apples** are extremely limited and are expected to transition to 27lb. euro cases heading into February.

## OTHER STORIES

- **Organic Romaine** and **Romaine Hearts** will be very promotable this week, and quality is very nice out of California.

- **ALERT!** Peruvian **Organic Red Seedless** and **Red Globe Grapes** will run out in the next couple of days and gap until early February when the next product arrives. Peruvian **Organic Green Grapes** are now available in limited supply and high prices.

- Washington **Organic Red Anjou, Green Anjou, Bosc,** and **Comice Pears** are in firmer supply as the end of the domestic season nears. Expect high-

er prices until imports begin in late February.

- The last supplies of Washington **Asian, Concord,** and **Seckel Pears** will arrive this week and then be finished for the season.

- **Organic Cherries** out of Argentina and Chile are in limited supply and are expected to finish for the season by February. Quality is excellent with high prices.

- **Organic Pineapple** quality is excellent. Supplies have been steady and we will continue to offer 6 and 8ct sizes in organic fruit.

- **Organic Mini Watermelons** and **Organic Honeydews** will still be available sporadically. Tough growing conditions, with colder than normal temperatures, have led to a late start for the winter season out of Mexico.

- **Organic Asparagus** will be available again this for late January. Prices will be on the higher side as the season begins, but quality should be good on the new crop. Pricing will begin to fall in the coming weeks as more product gets harvested in Mexico.

# ORGANIC OPAL & LADY ALICE APPLE DISPLAY CONTEST WINNERS FROM DECEMBER 2019



## BEST DESIGN:

## MOST CREATIVE:



**Healthy Living, VT**



**Morton Williams- 1st Ave NYC**



**Monadnock Food Coop**



**Honest Weight Food Coop**



**Greenbelt Coop**



**Nature's Pantry - Fishkill, NY**



**GreenStar Coop**



**Takoma Park Food Coop**



**A Matter of Health - Nanuet**



**Organnons**

**THANK YOU TO ALL STORES THAT PARTICIPATED IN THIS GREAT DISPLAY CONTEST!**



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# We proudly support

# Covilli



[www.covilli.com](http://www.covilli.com)

Covilli's agricultural practices and standards go beyond organic regulation and encompass a much more holistic approach to farming. This approach takes into consideration the people that work in and around the farmlands.

At the core of Covilli's farming philosophy is regenerative organic farming, which not only prioritizes soil health but is comprised of farm systems that work in harmony with nature to improve quality of life for all living creatures.

Sustainability and environmental stewardship are intrinsic values of what they consider organic.

Regenerative organic farming builds off basic organic and sustainable systems and goes well beyond them.



**OUR VISION: EQUITABLE, ORGANIC FOOD SYSTEMS FOR HEALTHY PEOPLE AND A HEALTHY PLANET**

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**OUR MISSION: TO TRANSFORM THE FOOD PARADIGM BY UNITING FAMILIES, FARMS AND COMMUNITIES THROUGH FAIRLY GROWN AND TRADED ORGANIC FOOD**

Follow us and check out our website: [WWW.COVILLI.COM](http://WWW.COVILLI.COM)



Covilli recently inaugurated the Nuchi Sansekan Health Clinic in Sonora, Mexico amongst a bevy of their fair-trade stakeholders: the farmworkers, retailers, wholesalers, partner producers and press.

This clinic is now fully operational facility, serving between 7,000 -10,000 community members and paid for with Fair Trade Premium dollars from the sale of Certified Fair Trade (and organic!) Covilli products! Every purchase does indeed matter!

# MARKET NEWS

# CONVENTIONAL OUTLOOK

## PEAK SEASON BLUEBERRIES FROM CHILE

Now through February is a great time to promote 12/1 pint **Blueberries**.

**Blueberries** are in peak season supply out of Chile this week, and we will have plenty of pints available. Quality has been very nice, and the berries have been arriving very firm from our shippers.

Proprietary variety **Blueberries** from Driscoll's out of Mexico will also be available in 6 oz packs. This fruit will have premium sizing, flavor, and texture!



### CV ARTICHOKE

**Artichoke** supplies in Salinas are better this week, with some larger (18 ct) fruit available. Most product in Salinas will have some minor discoloration from frost.

The Mexican deal has started in a small way. Look for prices to remain elevated heading into February.



### CV TOMATOES

**Tomato** prices are becoming very promotable as Mexico is now in full production. **2-layer Round** and **Roma Tomatoes** have been excellent on the early shipments.

**Grape Tomatoes** also are very promotable both out of Florida and Mexico. Quality and pricing have been excellent - continue to push for the diet season! Look for **Golden Grape Tomatoes** to add color to your snacking tomato sections.

**Hothouse Tomato** prices will also begin to come off this week as Mexico is in full production. Prices on 15lb single layer **Beefsteak Tomatoes** will begin to fall with more product available. **Cluster Tomato** markets should also start to fall as the week progresses with less demand and more product available.

"Vintage Red" ugly-style **Vine Ripe Tomatoes** are in season.



### CV BERRIES

**Strawberry** volumes will begin to improve out of Mexico and Florida this week, and pricing will begin to ease down. We should have plenty of supplies for Valentine's Day, and we'll have plenty of **Stem Strawberries** headed our way from Driscoll's. Please get in your pre-books today.

**Raspberries** will continue to be in tighter supply this upcoming week. Quality out of Mexico has been very nice.

**Blackberry** supplies are improving out of Mexico and should continue heading into February. The week of 1/21 will be another good time to promote.



### CV CUCUMBERS

**ALERT!** Very cold weather has damaged **Cucumber** plantings in Sonora and Sinaloa. Growers are still assessing the damage, but this will affect short and long-term availability.

**Euro Seedless Cucumbers** are also on the rise, but quality remains excellent. **Mini Seedless Cucumbers** are extremely tight – expect supply gaps for late January.



### CV LETTUCE

Florida **Cello Iceberg Lettuce** has started. Pricing and quality are very nice. For late January, a few shippers are making deals on product out of Yuma, AZ.

**Green Leaf, Red Leaf, and Romaine Lettuces** are steady in Yuma. Recent cold weather (with several nights close to freezing) has slowed growth. Expect higher prices to continue through mid-January. Fringe burn, wind burn, and epidermal peeling are common issues during this time of the year.



### CV GRAPES

**ALERT!** Overall supplies are down on both **Green** and **Red Grapes** being shipped into the US. The current price levels probably won't change for the rest of January. Promotable supplies won't likely appear until sea vessels from Chile arrive around the 11th of February.

Until then, expect higher prices on the spot markets, especially on the better varieties like **Red "Sweet Celebration"** and **"Jack Salutes"**, and **Green "Sweet Globes"** and **"Timpson"**. This will push the price on **Flames, Crimson, Thompson,** and **Sugarones**. No cheap deals for a while - expect prices to rise a couple of dollars this week.



### CV CAULIFLOWER

**ALERT!** Cauliflower production has been slowed by recent cold weather. Supplies in Yuma are extremely limited, with all shippers prorating aggressively.

Texas **Cauliflower** is gapping this week but will return the last week of January.



### CV ASPARAGUS

**ALERT!** Asparagus prices remain very high this week again. Higher than normal FOB's out west continue to leave pricing very high as the transition from Peru to Mexico is still slow to start. More product is becoming available from Mexico this week but expect markets to remain high.

February will be when promotable new crop **Asparagus** will ramp up in Mexico.



### CV PEPPERS

Promotable volume on **Colored Peppers** is just around the corner, both elongated field grown **Sweet Red Peppers** and **11lb Bells**. Shippers in Nogales report outstanding quality.



### CV MANDARINS

Expect to see some struggles for the rest of January on **Clementine Mandarins** as that variety finishes. New crop varieties of **Mandarins, Tango** and **Murcott**, start in February. Until then you will see some soft and puffy fruit on the older **Clementines**.



### CV HASS AVOCADOS

We are seeing some higher prices as **Hass Avocado** demand increases heading into February. Despite a fuel shortage in Mexico slowing down transportation, growers so far are keeping up with demand.



### CV WATERMELONS

**ALERT!** Watermelon prices are high, with very limited product crossing the border from Mexico. Expect markets to stay high for late January.



## CV POTATOES

We have some extremely nice quality **Gold Potatoes** in 10/5lb bags out of NY and Prince Edward Island - this would be a great item to promote!

The **Count Russet Potato** market has shown more signs of strength again this week. Pricing is up on larger sizes now as the size profile is generating more **non-A-size Potatoes** than in recent weeks. Quality has been consistently nice for this time of year. There are some sharp deals on 10/5lb bagged Idaho **Russet Potatoes**, and should be around for the next couple of weeks.

**White Potatoes** remain in good supply and quality out of PA and NY.



## GOTHAM GREENS

New this week: **Hydroponic Clamshell Basil** and **Butterhead Lettuce** from Gotham Greens, the pesticide-free rooftop greenhouse grower with operations in Brooklyn and Queens.

Gotham Greens is also offering a line of delicious pestos made from their basil, along with **Green Goddess** and **Basil-based Dressings**.



## CV CELERY

The Oxnard **Celery** deal continues to be challenged by rain and cold weather. There are widespread issues with pitting and blight. Yuma and Brawley will start by the end of January. Shippers report significantly better quality in the desert but expect very light supplies.

“Little Bear” label **Celery** (Texas) is available and is a better-priced and better-quality option. Look for better volume from Little Bear in a few weeks.



## CV ONIONS

**Red, White, and Yellow Onion** demand is very strong, which is putting a lot of pressure on **Onions** from all growing regions. One month ago, shippers in the northwest felt long in supplies and are now feeling more comfortable about getting through their 2018 crop within a reasonable time frame.

Looking at the remaining **Onion** supplies – growers are thinking they could potentially run short of product before growers from Mexico begin bringing their crops to market; which will be in about a month. Until then, prices are expected to increase on all colors and sizes.



## CV GREEN PEPPERS

**Green Bell Peppers** will be up in price for late January as growers fight cool and wet weather challenges that are impacting harvests and quality, particularly in Mexico but also in Florida.



## CV BROCCOLI

**Broccoli** production in Yuma, AZ continues to be very light. Mexican **Broccoli Crowns** are in much better shape this week. Quality remains excellent across the board.

Eastern **Broccoli Crowns** and **Bunched Broccoli** in the southeast are gapping.

