



ORGANIC OUTLOOK

SEPTEMBER 15 - SEPTEMBER 22, 2017



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ORGANIC HASS AVOCADO SHORTAGE

ALERT! Just when it seemed **Organic Hass Avocados** couldn't become even more expensive, prices have jumped up higher for September.

Organic Hass Avocados are very tight! Supplies are just not coming out of Mexico on organic fruit. Expect heavy prorates and supply shortages through early October. Growers are commanding extreme prices for the little fruit they are shipping.



OG BERRIES

ALERT! **Organic Strawberry** volume is dwindling and prices are on the rise. Supplies will be tight until Mexico begins in early October. Expect sporadic gaps and shorter shelf-life than during peak season.

ALERT! Driscoll's California **Organic Blackberries** and **Raspberries** have become very tight this week and prices continue to rise quickly. Expect sporadic gaps through October until Mexico gets up and running.

ALERT! Pacific Northwest **Organic Blueberries** are virtually finished for the season and are expected to gap until imports from South America get start in early October.



OG APPLES

The Washington **Organic Apple** season is running a few weeks behind, but the overall crop is larger this year, especially on smaller fruit.

Washington **Organic Honeycrisp Apples** are just starting their season. Product will limited and expensive to begin.

Washington **Organic Gala Apples** are sizing small. Promote 100ct and bags. The large fruit will be very limited and priced high.

Arizona new crop **Organic Ambrosia, Fuji, and Granny Smith Apples** have arrived in extremely limited supplies. Fruit is sizing small.

ORGANIC HEIRLOOM APPLES:

OG Pink Pearl: finishing

OG Cortland: late September

OG Cox Pippin: late September - early October



OG PEARS

Pacific Northwest **Organic Starkrimson (Red) Pears** are in steady supply.

Washington **Organic Bartlett Pears** are in excellent supply.

Organic Bosc Pears will gap before Washington starts in October.

New crop California **Organic Seckel Pears** have arrived in very limited supply.

California **Organic Asian Pears** are in steady supply with promotional opportunities available. There will be a smooth transition to Washington fruit before the end of September.



OG SALADS

ALERT! Extreme heat has greatly affected **Organic Baby Spinach** and **Tender Leaf** supplies. Expect heavy shortages and prorates over through the end of September. This will first affect the bulk organic packs, but also the smaller retail clamshell packs in all salad lines.



OG BROCCOLI FLORETS

ALERT! **Organic Broccoli Florets** from Taylor Farms will be in short supply for late September and early October.

The production gap has arrived. The Nevada season is coming to a close quicker than hoped, the heat in that region is not allowing the broccoli to hold.



OG FINGERLING POTATOES

We will see some **Organic Fingerling Potatoes** get started this week out of Washington in 12/1.5lb bags from Farmer's Own brand.



OG GRAPES

California **Organic Red, Green, and Black Grapes** are in excellent supply with promotional opportunities available.

Marian Farms **Biodynamic Thompson Grapes** are back in supply.

California Organic Thomcord Grape supplies are struggling but better supplies are on the horizon heading into October.



OG CUCUMBERS

Organic Hothouse Cucumbers are in abundant supply, but demand appears to be off a little.

ALERT! **Organic Cucumbers** are in adequate supply out of Georgia. Harvests out of Mexico and CA are few and far between. The market is very tight. We may see some limited supplies out of NJ for late September.



OG SQUASH

ALERT! The Mid-Atlantic availability on **Organic Yellow** and **Zucchini Squash** is all but nonexistent. GA has started harvesting this week.

Shippers out of Mexico report adequate supplies of **Organic Zucchini**, while **Organic Yellow Squash** is more limited and has scarring. Expect prices to be high for the next couple of weeks.



LADY MOON HURRICANE UPDATE

Lady Moon Farms was just one of many growers to have their fall plantings and winter transplants tragically devastated in Florida by Hurricane Irma.

At their Punta Gorda, FL operations, the main facility was severely damaged and any plants that were in the ground were destroyed, but thankfully all of their workers are safe.

We will keep you updated on how this will impact supplies later in 2017.



OG PEPPERS

Holland and Canadian shippers report good supplies on **Organic Red, Yellow, and Orange Peppers**.

Organic Green Peppers are declining in supply out of PA, NY, and OH.

Organic Mini Mix Peppers are in good supply out of CA and Mexico.



OG MANGOS

Organic Keitt (Non Hot Water Treated) Mangos have been affected by excess rains and tropical storms, but fruit will be available for late September.

Be prepared for large sized fruit going forward. Fruit will be flushing in mostly 6, 7, and 8ct sizing, with very limited 9ct sizing available. There will won't be any 10 and 12ct sizes available.



OG KALE

Organic Green Kale is in good supply out of NY, PA, CA, and OH. **Organic Lacinato Kale** is very limited on the East Coast, but better supplied out of CA.



OG TOMATOES

Organic Round Tomatoes are in tighter supply this week out of PA as cooler weather has slowed ripening. Expect prices to move up this week. Quality has remained very good from Lady Moon Farms.

ALERT! **Organic Cherry** and **Rainbow Cherry Tomatoes** are in limited supply out of NY and PA. The slower weather has slowed down harvests.

Organic Grape Tomatoes are in limited supply across the board. VA reports virtually no volume. Mexico has adequate supplies.

Organic Roma Tomatoes are in adequate supply out of Mexico. NY/PA is now winding down on volume.

Organic Hothouse Tomatoes out of Canada are still in good volume with steady pricing. **Organic Cluster Tomatoes** are more limited in supply this week out of PA, Mexico, and Canada. Quality remains very nice, but prices have moved up.

- **Organic Red Leaf, Green Leaf, and Romaine Lettuce** are in adequate supply out of CA and Canada. Quality is better on **Organic Red** and **Green Leaf Lettuce**. **Organic Romaine Heart** prices vary between shippers out of CA, NV, and Canada. Quality continues to be very good.

- **Organic Spinach** is in limited supply out of CA, but product is in adequate supply out of NV. Product is very nice out of NV.

- **ALERT!** **Bok Choy** and **Baby Bok Choy** is expected to be out all week due to heat damage in the fields from earlier this month. Product in the field is yellow.



OG YOUNG THAI COCONUTS

Organic Young Thai Coconuts and **All-Natural Young Thai Coconuts** are in great supply. Check out some promotable pricing through September!



OG STONE FRUIT

Organic Yellow Peach and **Nectarine** supplies are now excellent out of Washington. This is expected to continue until the end of September. Prices are rising.

Organic White Peaches are more limited, but expect sporadic arrivals. **Organic White Nectarines** will finish for the season here in mid-September.

Flavor Fall Organic Pluots have arrived in limited supply out of California. A small amount of **Organic Dapple Pluots** out of the Pacific Northwest are available for a short time.

A small shot of **Organic Red Plums** out of the Pacific Northwest have arrived.

OTHER STORIES:

- **Organics Black Mission Figs** will be winding down in supply. Quality has been great all season. A limited supply of Desert Queen variety organic pints will be available from Family Tree Farms in late September.

- **Organic Bi-Color Corn** is now shipping out of Canada. The Canadian product has smaller ears, is very sweet, and is packed 60/cs. Product should be available until early October.

- **Organic Celery** is in better supply and pricing has moved up a little this week as well. Quality was more sound this week than previously.

- **Organic Pineapples** will be in great supply through next week. Quality has been very nice!



OG KIWI BERRIES

Local Pennsylvania **Organic Kiwi Berries** have arrived! Northwest fruit has been delayed due to the forest fires but should become available in early October.



OG CAULIFLOWER & BROCCOLI

Organic Broccoli is starting to have some quality issues out of CA. Poor coloring, due to the heat, is something we'll see more of this week. NV has some supply of **Organic Broccoli** at this time. PA local **Organic Broccoli** should start in early October.

Organic Broccoli Crowns are still in fairly tight supply out of CA.

Organic Cauliflower is in good supply. Less bruising is present in this week's harvests compared to earlier. Pricing is on the rise, particularly on the 12cts.

- **Organic Cilantro** is in adequate supply out of CA. Some discoloration is present on some bunches due to the high heat. Prices are on the higher side, but some NY product should be available for late September.

- PA is in good supply on **Organic Green Beans** and pricing is steady. Cooler weather the past few weeks could mean that **Organic Green Beans** will be picked into early October.

Organic Green and **Purple Beans** are in limited supply from CA.

APPLE CIDER SEASON



**PA GROWN & PRODUCED, CERTIFIED ORGANIC -
Oylers Organic Farm, Biglerville, PA**

46090 - OG Apple Cider PA 9-1/2 Gallons - *in stock October 4*
(This cider is run by a UV light to give it about 2 weeks shelf-life. It is not pasteurized or cooked and no preservatives are added.)



**NY PRODUCED, CERTIFIED ORGANIC -
Mayers Brothers - West Seneca, NY**

46007 - OG Apple Cider PA 9/ 59 oz
(Pasteurized)



**PA PRODUCED NATIONAL BRAND -
Ziegler's, Lansdale, PA**

06247 - CV Apple Cider 4/1 Gallon
06226 - CV Apple Cider 9-1/2 Gallon



**PA PRODUCED LOCAL BRAND -
Country Acres, Waynesboro, PA**

06195 - CV Apple Cider 4/1 Gallon
06197 - CV Apple Cider 9-1/2 Gallon
In stock - 9/22:
06201 - CV Apple Cider Cranberry 9-1/2 Gallon
06202 - CV Apple Cider Cherry 9-1/2 Gallon
06203 - CV Apple Cider Pomegranate 9-1/2 Gallon
06204 - CV Apple Cider Spiced 9-1/2 Gallon



NEW ITEMS!

ORGANIC

- 49212 - Organic Apple Sweetango WXP 113 ct
- 49220 - Organic Apple Ambrosia Bag USA 12/3 lb
- 42887 - Organic Apple Cortland Oregon 28 lb
- 43045 - Organic Apple Fuji WXP 80/88 ct
- 42914 - Organic Apple Fuji WXP 100 ct
- 42978 - Organic Apple Gala WXP 2.5" 18/2 lb
- 43098 - Organic Apple Honeycrisp WXP 80/88 ct
- 43095 - Organic Apple Honeycrisp WXP 100 ct
- 43515 - Organic Apple Pink Pearl 50/84 ct 28 lb
- 42168 - Organic Pear Red Pouch USA 12/2 lb
- 43547 - Organic Pear Seckel 1-7/8" 100 ct 20 lb
- 43597 - Organic Figs Desert Queen Family Tree Farms 12/1 pt
- 43893 - Organic Grapes Red Globe Seeded US 19 lb
- 43644 - Organic Kiwi Berry USA 12/4.4 oz
- 43628 - Organic Kiwi Berry PA Local 12-6 oz
- 43191 - Organic Pomegranate 30-36 ct
- 44175 - Organic Mango Keitt (Non Hot Water Treated) Mexico 7 ct
- 43365 - Organic Mango Keitt (Non Hot Water Treated) Mexico 8 ct
- 41295 - Organic Carrot Cal-O Clipped Top Bunch 24 ct
- 41053 - Organic Squash Honeynut 40 lb
- 41373 - Organic Tomato Campari 10/12 oz
- 42335 - Organic Potato Red Thumb Fingerling 12/1.5 lb
- 41822 - Organic Sweet Potato Stokes Purple Yam 40 lb
- 42189 - Organic Potato Amorosa Fingerling 12/1.5 lb
- 41980 - Organic Potato Ruby Crescent Fingerling 12/1.5 lb
- 40175 - Organic Potato Russian Banana Fingerling 12/1.5 lb
- 40173 - Organic Potato French Fingerling 12/1.5 lb
- 41982 - Organic Potato Mixed Fingerling 12/1.5 lb



CONVENTIONAL

- 05721 - CV Apples Honeycrisp 72/88 ct Premium 40 lb
- 07040 - CV Pears Seckel 20 lb
- 06310 - CV Pears Anjou 90 ct US #1 44 lb
- 17678 - CV Pomegranate 36 ct
- 10570 - CV Grapes Cotton Candy 16 lb



PUMPKINS & FALL ORNAMENTALS

- 04930 - Gourds 38 ct
- 04950 - Pumpkin Baby Pam (Pie) 12 ct
- 04901 - Indian Corn 16/3 ct
- 04913 - Pumpkin Tiger Stripe 20 ct
- 04822 - Pumpkin Jack-Be-Little 40 ct
- 04823 - Pumpkin Baby Book White 50 ct
- 04968 - Pumpkin Autumn Mix Bin 40 ct
- 04980 - Pumpkin Fall Fantasy Bin 40 ct
- 07385 - Pumpkin Face Bin 35 ct
- 04984 - Pumpkin Face Bin 40 ct



04968

"Autumn Mix" Pumpkin Bin 35 ct
(Blue Jarrahdale, Long Island Cheese, Peanut)



04980

"Fall Fantasy" Pumpkin Bin 35 ct
(Fairytale, White Flat, Cinderella)



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HURRICANE IMPACT UPDATE



Hurricane Irma has impacted the produce supply chain in several ways already, and it's effects will be felt into late fall and early winter.

IMPORTS COMING THROUGH MIAMI:

Asparagus became very tight for mid-September since most of the East Coast is supplied by a Peruvian Asparagus that comes in through a port in Miami. Arrivals are starting to trickle in as businesses work to reopen in South Florida. Other imported products have been delayed too.

TRUCK AVAILABILITY:

With so much relief and rebuilding supplies needed for both the Houston area and all of Florida, tractor trailers have become more expensive to book since FEMA is paying premiums to carriers to transport supplies to the impacted regions. This will affect the overall cost of goods of fresh produce to an extent.

SHORT TERM PRODUCE IMPACT:

Tropicals, like Green Skin Avocados, grown in South Florida and the Caribbean were devastated and supplies will become very short. Tomato prices have gone up since the hurricane and mature greens will become very short in supply. Many grower shippers still are not open for business, and it's unknown the extent of their damage.

LONG TERM PRODUCE IMPACT:

A lot of fruit was knocked off the trees for this year's Florida Citrus crop. The 2017 fresh market production for Florida Grapefruit, Tangerines, and Oranges will be very small in volume. In Texas, the Grapefruit crop was not impacted by Hurricane Harvey. Some published reports speculated that between 20% to 50% of Florida's citrus crop could be lost.

Some of the most dramatic impact in Florida and parts of Georgia will be the wind and flooding damage to row crops that were already in the ground and intended for harvests this November and December. Growers will need to source seed, make transplants, and get new plantings in the ground, which could set them behind and additional month, depending on the crop.



CV HASS AVOCADOS

ALERT! The **Hass Avocado** market is extremely high with current pricing holding and strong demand. We expect the market to hold for several more weeks, as supplies are not able to keep up with nationwide demand, even at these record high prices.

Chile has begun to send supplies both by air and boat to help offset the supply shortages.

Mexico is slated to improve by mid-October, but it is still very difficult to gauge where pricing will be.



CV TOMATOES

The **Tomato** market is very active. Canadian and Mexican products were fairly light, and now that Hurricane Irma went through Florida and Georgia, the markets are reacting higher as production in the Southeast is expected to be lower.

Beef, Cluster, and Roma Tomatoes are up.

ALERT! **Grape Tomatoes** are up sharply, more than any **Tomato** item right now as Georgia was not able to kick into gear due to the hurricane.

Cherry Tomatoes are limited, and **Cocktail Tomatoes** will be higher in pricing this week.



CV GRAPES

Quality is good on premium California **Grapes**. **Greens** are awesome with the **Pristine, Great Green, Autumn Crisp, Emeralds, and Autumn Kings** being packed for the Pretty Lady bags.

The **Scarlet Royals** are looking great, along with big **Black and Red Globes**.



CV STRAWBERRIES

ALERT! Look for limited supplies and higher prices to continue this week on **Strawberries**. Hot temps out west and strong demand will keep the deal stronger for the next few weeks.



CV BLUEBERRIES

The Pacific Northwest is ending with **Blueberries** for the season this week. Fruit from Peru and Argentina will be arriving this week. Look for prices to jump up with the arrival of new import berries.



CV MELONS

Keep promoting **Cantaloupes** and **Honeydews** out of California. Expect to see good, steady supplies until early October.



CV LEMONS

California **Lemons** are very short and will be until late September – early October when District 3 starts and pick up volume.

Fortunately, there are plenty of imports from Mexico and Chile keeping prices at bay. Do look for that to strengthen some with the shortage in California.



CV LETTUCE

Romaine, Green Leaf, and **Red Leaf Lettuces** are steady. Some discoloration is expected on the outer leaves due to weather related issues. **Romaine Heart** quality is good, but pricing is up this week.

Iceberg Lettuce is still in good supply from California and Canada. Continue to promote as quality is good.



CV GREEN ONIONS

ALERT! **Green Onions** are very limited due to low yields and lack of labor to harvest. Pricing continues to rise, almost daily, and product is expected remain tight for another several weeks.



CV MANGOS

Mexico **Mango** crossings are down significantly, with mostly larger sizes available.

Keitt Mangos are very tasty, but expectations on appearance need to be realistic.

Tommy Atkins Mangos out of Brazil are now arriving in decent volume with excellent quality – both internally and externally. Sizing continues to peak on 9s, then 8s, and then 10s.



CV CUCUMBERS

ALERT! **Cucumbers** are simply tight. There is not enough production from any region to support all demand right now and pricing will be higher this week. Cool night time temperatures are hurting production in the Northeast, and Mexican supply won't be in full swing until October.

Cello Wrapped Euro Cucumbers and **12/6ct Mini Cucumbers** are limited with higher pricing this week as Canadian production is down.



CV PEPPERS

15lb Red and **Yellow Peppers** from California remain in peak season. **11lb Red, Yellow,** and **Orange Peppers** are steady.

Green Peppers remain in very good supply and are promotable again this week.

ALERT! **Mini Mixed Sweet Peppers** are very limited to begin with, and now with Hurricane Irma hurting the Southeastern crop, the market seems to be more active and pricing is going up. Quality though, has been good.



CV ASPARAGUS

Things in the **Asparagus** world are getting back to normal in Miami following Hurricane Irma. We should see steady arrivals as we move into next week.

Prices will remain high until more product gets moving through the pipeline.



CV LIMES

Hurricane Katia has the **Lime** industry at a standstill for now. Growers do not seem to be overly concerned with fruit loss. Expect delays on inbounds next week and all pricing will be day-to-day. Pricing will be subject to change depending on the damage in Mexico.

Importers are expecting continued oil spotting and stilar breakdown. The **Limes** should start sizing up more after this rain, which will be a good thing for the demand.



CV ONIONS

A solid demand is creating high **Onions** prices for all growing regions. This is especially the case for **Red and White Onions**.

Eastern growing regions, like Wisconsin and New York, have just begun shipping **Yellow Onions**. Within the next several weeks, the **Onion** market is expected to stabilize and resume its regular trading levels. At that point, every shipping area will be shipping storage variety onions.



CV ARTICHOKE

Artichokes are in good supply with good quality. Continue to promote!



CV STONE FRUIT

Tree Fruit is cleaning up fast. Late varieties of **Peaches** and a few **Nectarines** will still be in season, but pricing is beginning to go up.

Plums and some **Pluot** varieties will go for a few more weeks.



CV BROCCOLI

PA grown **Bin Broccoli** is available with very nice quality again this week.

Broccoli Crowns are very limited from California and Maine with higher pricing this week. Quality is good.



CV CARROTS

Bolthouse will be sharply prorating for the next 4 weeks on all **Cello Carrots** due to late planting and the current high temps in CA .

What they can send will be quality product, but the quantity just won't be there. Until they are back in business, we'll be supplementing with Canada.



CV SQUASH

All **Hard Squashes** are steady. Bins of mixed **Butternut/Acorn/Spaghetti Squash** will be available in early October.

Zucchini and **Yellow Squash** remains limited with steady pricing.

OTHER STORIES:

- 7 ct **Pineapples** will be very promotable for late September and early October - ideal for big displays!
- There are still very good supplies of **Celery** from California and Canada - continue to promote!
- Early variety **Pomegranates** from California are now in season.
- **Cabbage** continues to be very nice from New York and Canada. We saw a bump in pricing last week, but it has leveled off now.
- **Honeycrisp Apples** are about two weeks behind from the Pacific Northwest, making demand for what's being harvested on the East Coast very high.
- **Granny Smith Apples** are very expensive since the imports are finished and the new crop is barely started.