

ORGANIC MARKET NEWS



OUTLOOK FOR OCTOBER 21 - OCTOBER 28, 2016

ORGANIC CUCUMBERS PROMOTABLE!

Organic Cucumbers are in abundant supply out of Mexico. Quality has been very good with dark green color. Late October will be a fantastic time to promote **Organic Cucumbers** at sharp price-points.



Florida reports adequate supplies of **Organic Cucumbers**.

Organic Seedless (Euro) Cucumbers are in decent supply, though prices are somewhat higher than last week.



OG APPLES

For the first time ever, new crop **Organic Envy Apples** will be available! Envy Apples are a cross between Royal Gala and Braeburn apples that produces a firm and crunchy apple with a very sweet, "classic apple" flavor profile (what you wish Red Delicious tastes like).

Organic Honeycrisp Apples have become more limited and prices on premium fruit are back up. Lower color USXF grade are available at a sizable discount.

Organic Gala Apple fresh picked pack-out is ending. This means most of the supply moving forward will be from the controlled atmosphere storage. We expect rooms to start opening over the next few weeks but prices are poised to rise.

New this week: **Organic Piñata Apples, Cameo and Opal Apples**.

This week's varieties from Heirloom Orchards in Oregon: **Arkansas Black** and **Golden Russett**.



OG CITRUS

California **Organic Valencia Orange** supplies are firming by the day and seasonal quality should be expected with higher prices.

The first California **Organic Navel Oranges** have arrived. Prices are expected to remain high until the middle of November when should significantly increase.

The first California **Organic Satsuma Mandarins** are expected around the 1st of November

California **Organic Grapefruit** supplies continue in extremely firm supply with very high prices and only smaller sizes available. This is expected to continue to improve over the next couple of weeks.

California **Organic Lemon** supplies are good. Prices have leveled out as Mexico crop is done for the season.

Peruvian **Organic Minneola Tangelos** are back, but may very well be gone and done for the season by the time you are reading this.



OG LETTUCE

Organic Red Butter and **Green Butter Lettuces** are in good supply out of CA. Canada is done.

CA reports some issues in the fields on **Organic Red Leaf** and **Romaine Lettuce**, including brown discoloration on stems, and occasional leaf margin browning. Prices are fairly steady. Product could become very tight as we go into the last week of October.

Organic Romaine Hearts are more limited in supply this week. Expect higher prices as we get closer to November.

Organic Iceberg Cello Lettuce packs are in good supply.



OG PEPPERS

Organic Green Peppers are in limited supply out of CA. PA is finished with its harvest, and there might be a few available out of NY and then they'll be finished.

GA reports adequate supplies of **Organic Green Peppers** and Florida should start in early November.



OG COCONUTS

Organic Young Thai Coconuts continue to be in great supply. Pricing will continue to be great through next week and volume is plentiful.

Look to promote these and our **New Loco 4 Coco fresh coconut/drink** in the next few weeks.



OG ZUCCHINI

Organic Zucchini is in abundant supply out of both Florida and Mexico. This Mexican glut may last awhile, as they are reporting low demand for their product. Now is a good time to run ads!

Florida reports good supplies through the next week.



OG GREENS

Most **Organic Greens** are coming out of CA at this time in the year. **Organic Kales, Collards, and Chards** are in good availability.

Florida will start in mid to late November on all **Organic Greens** and **Lettuce**.



OG MANGOS

Organic Mangos are back in stock from Ecuador. We have 10 and 12 ct Tommys from Ecuador as well as 20 ct **Ataulfos**.

Supplies will be steady on the **Tommy Atkins** fruit, but Ataulfo availability will be more limited.



OG GREEN BEANS

Organic Green Beans out of PA are done for the season. CA reports limited supplies and prices are still strong, but that should change in early November as a few more CA growers begin harvesting.



OG CAULIFLOWER

Organic Cauliflower is more limited in supply this week and the larger sizes (12ct) are shortened in supply than 16cts.

Organic Romanesco is about a week away out of NY, and is limited now out of CA. Expect Prices to push higher next week.



OG EGGPLANT

Florida reports limited supplies of **Organic Globe Eggplant**, while NY still has a few **Organic Japanese Eggplant** available.

CA reports very limited supplies and Mexico has not begun their harvests.



OG FALL FRUIT

Organic Cranberries are in good supply. This is expected to continue through Thanksgiving.

California **Organic Pomegranates** are in steady supply and have switched to wonderful variety. 90lb. wooden Bins are now available.

Organic Hachiya Persimmons (cone, must ripen) are selling well here at the beginning of the season.

The first **Organic Fuyu Persimmons** (flat, ready to eat) are expected to arrive early next week.



OG GRAPES

California **Organic Green, Red, and Black Grapes** are poised to go up in price for the late season. We are now past peak season quality.

Our favorite **Biodynamic Grapes** continue in limited supply and are expected to finish up for the season by the end of October.

Organic Red Globe Grapes continue in steady supply.



OG HASS AVOCADOS

ALERT! Mid-October has been frustrating with high prices and extreme shortages on **Organic Hass Avocados**.

Supplies have finally begun to cross again into the United States from Mexico following a grower's strike that caused virtually all **Organic Hass Avocado** supplies dry up.

Prices are as high, or higher on the fruit crossing from next week. It will take a while for pricing to return to lower levels. We may never see the lows that we experienced in the market last year.

Equal Exchange **Organic Fair Trade Hass Avocados** from Mexico will be out of stock until almost the end of October.



OG BROCCOLI

Organic Broccoli is in steady supply out of CA, although price has begun to move upward. Supplies are not as robust, but are not limited by any means. Both 14ct and crowns are arriving in good quality.

PA expects limited supplies of **Organic Broccoli** this week.



OG BERRIES

Organic Raspberry supplies are improving as the fall crop hits it's stride.

Organic Blackberry supplies are steady out of Mexico.

Chilean **Organic Blueberries** remain limited.

Columbian **Organic GoldenBerries (Cape Gooseberries)** supplies are back in good supply.

ALERT! **Organic Strawberry** supplies have gotten very tight! US harvests are winding down for the season. There will be heavy prorates, out-of-stocks, and higher pricing for the rest of fall.



OG ASPARAGUS

Organic Asparagus supplies are coming in steady from Mexico and Argentina. Product quality has been very good so far. Expect increasing supplies next week.

Small quantities of **Organic Asparagus Tips** are available out of Mexico.



OG TOMATOES

Organic Round Tomatoes are in tighter supply out of Mexico on 20lb. sized. Organic Hothouse Packs are in limited supply.

Organic Cherry Tomato supplies are now trickling in out of Florida.

Organic Grape Tomatoes out of Mexico are in good supply. Florida should begin to receive the last week of October.

Organic Roma Tomatoes out of Mexico are increasing in supply and prices will move down next week.

Organic Cluster Tomatoes are in good supply out of California and Mexico. Pricing is steady.

OTHER STORIES:

- **Trimmed Organic Cabbage** out of NY are in good supply. CA and Canada report good supplies of **Organic Green Cabbage**.

- **Organic Red Cabbage** is in good supply out of NY, Canada, WI, and California. **Organic Napa** and **Savoy Cabbage** are in limited supply out of CA.

- **Organic Brussels Sprouts** are very limited out of CA. NY reports limited supplies of **Organic Brussels Sprouts** through next week.

- **Organic Radishes** are in good supply out of CA,

and with the volume, shippers have lowered their prices. Quality looks good. **Organic Purple** and **Pink Radishes** are in limited supply.

- **Organic Spinach** is in good supply out of CA with lower prices than we've seen all year. Quality has been good to very good. Expect prices to tighten up again in late October.

- California **Organic Cantaloupe** supplies are done for the season. Mexico will be starting any minute with much higher prices.

- Washington **Organic Anjou, Bartlett, and Bosc Pears** continue in firm supply with high prices. Washington **Organic Asian Pears** continue in excellent supply. **Organic Starkrimson** and **Red Bartlett Pears** out of Washington are in good supply. **Organic Red Anjou, Comice, Concorde, and Seckel Pears** are in limited supply.

- **ALERT!** **Organic Formosa Papayas** will be out of stock for next week. Growers in Mexico are still recovering from tropical storms that wiped out thousands of papaya trees. Supplies will be limited over the next few weeks.

NEW ITEMS OR BACK IN SEASON

IN STOCK NOW OR ARRIVING THIS WEEK

ORGANIC

43040 - OG Apples Cameo WXFP	80/88 ct
42089 - OG Apples Envy WXF 56ct/80sz	27 lb
43291 - OG Pear Comice 34/45 ct	22 lb
43203 - OG Persimmon Fuyu 1-Layer	20-28 ct
43199 - OG Persimmon Hachiya	21-32 ct
43099 - OG Apples Honeycrisp US#1	80/88 ct
43504 - OG Apples Honeycrisp US#1	100 ct
43428 - OG Apples Opal 50 ct	72 sz/27 lb
42910 - OG Apples Pinata WXFP	80/88ct
44100 - OG Orange Navel Fancy California	88 ct
46007 - OG Apple Cider Mayer's	9/59 oz
40252 - OG Peppers Thai Hot Clam	18/8 oz
40250 - OG Brussels Sprouts Clam	12/1 pt
40459 - OG Brussels Stalks 8 ct	22 lb
41005 - OG Squash Spaghetti "Ugly"	35 lb



CONVENTIONAL

06028 - CV Apples Pinata WXF	88 ct
05823 - CV Apples Pink Lady 72/88 ct WXFC	40 lb
05118 - CV Apples Snap Dragon NY	27 lb
05119 - CV Apples Snap Dragon NY Pouch	12/2 lb
32249 - Snap Dragon Display Bin	1 each
13570 - CV Oranges Navel Sunkist	88 ct
13611 - CV Oranges Navel Sunkist	8/4 lb
14275 - CV Mandarin Satsuma Jumbo Fcy	22 lb
14381 - CV Mandarin Satsuma Fancy CA	10/3 lb
17582 - CV Pummelos	12 ct
13947 - CV Clementines Halos Bag	10/3 lb
13946 - CV Clementines California	10/3 lb
09412 - CV Pom Poms Pomegranate Arils	12/4.3 oz
09413 - CV Pom Poms Pomegranate Arils	8/8 oz
17603 - CV Pomegranate Pom Wonderful	22 ct
17680 - CV Pomegranate Pom Wonderful	30 ct
17604 - CV Pomegranate Pom Wonderful Bin 22 sz	308 ct
17689 - CV Pomegranate Pom Wonderful Bin 30 sz	420 ct



CONVENTIONAL MARKET NEWS

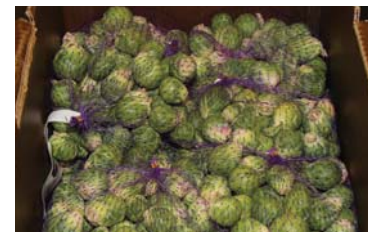
OUTLOOK FOR OCTOBER 21 - OCTOBER 28, 2016

PEAK SEASON BRUSSELS SPROUTS

Brussels Sprouts are in peak production from California. Quality is excellent, pricing is steady to lower, and now is going to be one of the best times of the fall to promote!



Specials are available on 25lb. bulk and 24/1lb. net bags. Great displays might also include **Stalk Brussels Sprouts** for visual drama and farm market look.



The Ocean Mist **Microwave "Season & Steam"** pouch bags and **"Super-shreds" Brussels Sprouts** packs are selling well too!



CV AVOCADO UPDATE

ALERT! Mexican **Hass Avocado** growers are back at work. There had been so little fruit available for the past three weeks to supply the entire markets, even with a steady flow of product crossing into the U.S., demand still far exceeds supply.

Prices started to show a downward trend then immediately bounce back up, with some growers at new highs.

It will take a while before the supply and markets normalize and prices really start to go down.



CV CA CITRUS

Satsuma Mandarins will arrive this weekend with a handful of early **Clementine Mandarins**. The bag **Halos** and **Smiles** won't start shipping until the first of November, when the real volume begins.

The first load of California **Navel Oranges** hits this weekend - all 88 count fancy to start, with 113 count on the road with only a handful of 72s. and larger loading this weekend. 72 counts and larger will be very scarce these first few weeks of the season, but will eventually improve in the middle and late days of November.

The volume of **Lemons** in the Southwest is improving and will be in steady supply going forward.



CV PEPPERS

Green Peppers are flush from the East Coast with nice big size and very aggressive/lower pricing. This is a great week to promote after several weeks of high prices!

15lb Red Peppers are more limited with higher pricing this week.

11lb Red Peppers are higher in price with **Yellow** steady.



CV BROCCOLI & CAULIFLOWER

Broccoli Crown supply is steady with nice quality. Pricing will be steady to lower, as we feel the market has topped out.

Cauliflower supplies are pricing are steady.



CV SWEET CORN

New crop Georgia **Sweet Corn** is in good supply, good quality, and lower pricing this week.

Tray Pack Corn will be back in stock for fall selling.



CV GREEN BEANS

Green Beans are limited with steady to higher pricing. Local is done, Georgia is having quality issues, and Virginia is really the only game in town. The good news: quality is excellent!



CV EGGPLANT

New Jersey **Eggplant** is done, and is now into Georgia and South Carolina product with lower pricing this week.



CV SQUASH

Zucchini and **Yellow Squash** are abundant from Mexico with steady to lower pricing. Promote!

Hard Squash is all steady.



CV CUCUMBERS

Mexican **Cucumbers** are in good supply, great quality, and lower in price this week.

Cello wrapped Cucumbers are in good supply with lower pricing this week from Canada.

12/6ct Mini Seedless Cucumbers are in good supply and will be lower in price this week.



CV MELONS

California has basically finished for the season on **Melons**. All demand will shift to Mexico. Look for prices to remain steady this week and start to ease down as we head into November. Look for off-shore product to begin arriving around Thanksgiving.

Mexican **Watermelon** production is ramping up and will be in good supply for the next month.



CV TOMATOES

Cluster Tomatoes are lower in price with more product available from Mexico.

Beef Tomatoes are limited.

ALERT! 25lb and 20lb Vine Ripe Tomatoes are very limited with higher pricing due to light product in the Southeast, putting pressure on the Mexican product. Quality is nice.

Grape and Cherry Tomatoes are limited.

Campari and Roma Tomatoes are steady.



CV FL CITRUS

Growers are back in track and ramping up for the **Florida Citrus** season.

After a little stutter in their step from Hurricane Matthew, the volume of **Grapefruit** and **Tangerines** is improving with **Juice** and **Navel Oranges** loading this weekend. Prices continue to run high and will do so until volumes are heavier.

Make a note, the **Tangerine** and **Orange** price will remain stronger than in past years due to a smaller available to the fresh market because of disease and attrition.



CV LETTUCE

Pricing on **Iceberg Lettuce** is steady, however quality is just okay right now. Overall opening appearance is good, and most heads are all nice and clean, but some heads will have some broken ribs and slight discoloration. This is mostly industry wide, and we are keep extremely tight turns and trying to source the best right now.

Romaine, Green Leaf, and Red Leaf Lettuces are steady from California and New Jersey.

Romaine Hearts are in good supply from California with steady pricing and nice quality.



CV BERRIES

We expect to see supplies tighten up this week on **Strawberries** as some of the northern fields finish for the season. Look for prices to increase slightly this week.

Blueberry supplies will remain steady this week. Retail prices should continue to adjust down as markets have dropped considerably from a few weeks ago.

GOOD NEWS! Promote **Raspberries & Blackberries!** Mexican production has really ramped up. Prices will remain very promotable.



CV IMPORT CITRUS

Citrus is looking to start by mid-November with fruit from Spain and now Morocco, which had earlier been banned from the U.S. markets because of a possible fly but has now been approved to enter.

As usual, the 5 lb. gift box will be the popular item with the imports, but vendors will be heavy into bagging 10/3 lb. and 15/2 lb.'s, and aggressively pricing them to compete with the growing demand for the popular Halo, Cutie, and Smile brands that dominated the citrus category last year.

Displays of the Week!





PASSION FOR PRODUCE? IT'S IN OUR DNA.

