

ORGANIC MARKET NEWS



OUTLOOK FOR DECEMBER 9 - DECEMBER 16, 2016

ORGANIC PEPPER UPDATE



Organic Green Peppers are expected to be in abundant supply as multiple regions are coming in at once: Florida, Mexico, and California.

Organic Red, Yellow, and Orange Peppers are in good supply out of Israel and Mexico greenhouse production. Holland is done for the season.

Good supplies of **Organic Jalapeño Peppers** are coming in from CA and FL.

Organic Fair Trade Anaheim, Cherry Bomb, and Habanero Peppers are also available and in season from Mexico.



OG STRAWBERRIES

ALERT! **Organic Strawberry** supplies out of California and Mexico remain extremely tight. Expected sporadic out-of-stocks and very high pricing through the end of the year, especially on the premium Driscoll's brand.

A small amount of Florida **Organic Strawberries** will be in and out with high pricing. So far the quality has been good on some arrivals, and poor on others. It really is an "arrival to arrival" situation.



OG GREENS

Organic Greens are in good supply.

Currently available out of Florida:

- **OG Green, Red, and Lacinato Kale**
- **OG Red, Green, and Rainbow Collards**
- **OG Dandelion**
- **OG Bok Choy and Baby Bok Choy**
- **OG Fennel**

CA reports abundant supplies of all of these products as well. Also shipping out of California:

- **OG Parsley**
- **OG Cilantro**
- **OG Bunch Beets**
- **OG Dill**
- **OG Spinach**
- **OG Leeks**



OG TOMATOES

Organic Grape Tomatoes from Mexico have deals available. **Organic Cherry and Grape Tomatoes** are in good supply out of Florida and Mexico. **Organic Rainbow Cherry Tomatoes** are only a few days away out of Florida.

Organic Cluster Tomatoes are in abundant supply out of Mexico and there are deals available.

Organic Round Tomatoes are in good supply out of FL. Mexico reports limited supplies on **20lb Organic Round Tomatoes**, while **15lb Hothouse** are in good supply.

Organic Roma Tomatoes are in good supply out of Mexico.

Organic Heirloom Tomatoes are in limited supply out of Mexico.



OG FL CITRUS

Overall this year's Florida **Organic Citrus** crop volume is expected to be smaller than ever.

Florida **Organic Ambersweet (Juice Oranges), Satsuma, Sunburst Tangerines, and Orlando Tangelos** are in decent supply this week.

Florida **Organic Fall Glo Tangerines and Golden Sweet Tangelos** have finished for the season.

Florida **Organic Navel Oranges** are due back next week. Florida **Organic Cara Cara Oranges** are expected in very limited supplies.



OG MANGOS

Organic Mangos crop from Ecuador will come to an end in mid-December. There may be a slight gap between the fruit from Ecuador and Peru. Shippers anticipate having fruit just before Christmas.



OG ASPARAGUS

Organic Asparagus will be in somewhat limited supplies for Christmas. Argentina is done for the time being, and most Mexican shippers do not start volume until January.

We will see a fair amount of **Organic Asparagus Tips**, as well as a few **Organic Purple Asparagus**. Strong volume and quality will arrive in mid-January out of CA.



OG HASS AVOCADOS

The **Organic Hass Avocado** market has leveled, but the unpredictability of the Mexican growers and rumors of another strike are causing concern for some shippers in the weeks ahead. The current east coast market is plentiful and prices are remaining steady.

Four Seasons is a proud partner with Equal Exchange on their **Fair Trade Organic Avocado Program** in supporting small farms in Mexico, and helps them find a way to compete in the marketplace!



OG SALADS

Organic Salad quality is on the rebound as we get further into the new crop Yuma, Arizona production. Shelf-life on all brands is beginning to return to normal.



OG SQUASH

Mexican **Organic Zucchini** is in good supply. Florida reports adequate supplies of both **Organic Yellow Squash** and **Zucchini**. Prices have gone up slightly since last week.

Organic Green Acorn (FL), Butternut (PA/CA), Spaghetti (CA) Squash are in good supply, while other varieties like **Organic Kabocha** and **Delicata Squash** are now coming out of Mexico.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is in abundant supply out of California, where multiple regions' shippers are competing for orders. **Organic Broccoli Crowns** are in good supply out of CA and pricing is steady.

Organic Cauliflower markets are tighter and quality issues may affect some arrivals for discoloration.

Organic Orange Cauliflower is in limited supply.



IMPORTANT OLIVIA'S ANNOUNCEMENT

ALERT! State Garden, the producer of Olivia's Organics Salads, experienced a fire at their finished goods warehouse this week. No one was hurt, a week's worth of deliveries has been destroyed. Olivia's Organics Salads will be completely out of stock until the delivery of 12/14.



OG LETTUCE

Organic Lettuces out of Florida are in excellent quality and all look outstanding.

California reports good supplies of all **Organic Lettuce**, but the quality is not as nice as Florida product.

Organic Romaine Hearts are in good supply out of CA and some shippers have begun packing in Yuma. Prices are up slightly this week, but quality has been very good.



OG MELONS

Mexican **Organic Harper Melons** are due in by the weekend. This melon is very similar to a cantaloupe, but the fruit is expected to have high sugar content.



OG CARROTS

All **Organic Carrots** are in good supply, including **Organic Bunch Rainbow, Cello, and Baby Peeled Carrots**. As we get into January we may see prices increase.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in good supply out of CA. The microwavable bags, which were popular last winter, will not come into stock until after Christmas. **Organic Brussels Sprouts** pricing is steady.



OG BERRIES

Argentinean Organic and **Organic Fair Trade Blueberries**, as well as **Chilean Organic Blueberry** supplies are excellent with promotional opportunities now available in 4oz and 6 oz.

Organic Blackberry supplies have tightened up slightly this week with Driscoll's in extremely light supply. Other shippers have better availability though.

Organic Raspberry supplies continue to tighten with prices on the rise.

Organic Cranberries are expected to be in good supply through Christmas.



OG CA CITRUS

California **Organic Navel Orange** supplies are excellent with quality improving by the day. **Organic Cara Cara Oranges** are in a short gap. We expect more the week before Christmas.

The first California **Organic Minneola Tangelos** have arrived and are expected to continue in steady supply for the season.

California **Organic Clementines** are gapping for about a week. They are expected to be limited all season as the crop is about 50% short for the season.

Organic Candy Mandy Mandarins, in the new 12/2lb hi graphic gyro bags, expected to be in steady supply for the next 6 weeks or longer.

Organic Pummelos are in steady supply this week.

California **Organic Satsuma Mandarins** are now available in steady quantities in 25lb. loose packs.



OG APPLES

Washington **Organic Envy Apples** are in promotional supply this month. Ask your rep about promo pricing and the display contest!

Washington **Organic Braeburn, Fuji, Gala, Granny Smith, Jonagold, Opal, Pink Lady, Red Delicious, and Rosalynn Apples** are in good supply this week, but with prices ticking up for the holiday, and with New Year's resolutions right around the corner!

Washington **Organic Cameo and Gold Delicious Apples** are very limited this week.

Washington **Organic Honeycrisp Apples** continue in extremely firm supply with high prices. Approximately 70% of the state's fruit is sold out and most shippers are converting to a 27lb. euro boxes to prolong the season as much as possible.

OTHER STORIES:

- Buck Brand Organic Specialty Citrus are back with the following varieties: **OG Algerian Clementines, Buddha Hand, Calamondin, Key Limes, Limequats, Washington Navel Oranges, African Shaddock Pummelos, Palestinian Sweet Lime, Mango Orange Valencia Oranges, Finger Limes, Centennial Kumquats, Pink Variegated Lemons, Makrut Limes, Satsuma, and Cara Cara Oranges.**

- California **Organic Lemon** supplies continue to be excellent with better quality and promotional opportunities available on all sizes and packs.

- **Organic Meyer Lemons** are now available in a 20/1lb pouch bag out of California. Texas **Organic Meyer Lemons** are expected by the weekend. California bulk **Organic Meyer Lemons** are expected back early next week.

- California **Organic Grapefruit** supplies are now excellent with most sizes available as well as bags. Florida **Organic Grapefruit** is very limited. Expect sporadic gaps between arrivals. Texas **Organic Grapefruit** is expected by the weekend in limited supplies.

- **Organic Pineapples** remain a little tight on the east coast. Supplies should return by mid to late December.

- **Organic Artichokes** are in good supply out of CA. Quality has been very good.

- **Organic Eggplant** is in good supply out of Florida. Mexico reports abundant supplies and deals are available, but quality may not be as nice as Florida.

THE 12 PRODUCE MERCHANDISING TIPS OF THE HOLIDAYS

CHRISTMAS DAY 2016: SUNDAY, DECEMBER 25

HANUKKAH: SUNDOWN SUNDAY, DECEMBER 25

NEW YEAR'S DAY 2017: SUNDAY, JANUARY 1

The **Christmas** and **Hanukkah** holidays are filled with ethnic, religious and cultural traditions that influence your customers' food choices. Understand the preferences of your shoppers? Know your customers and the cultural make-up of the neighborhoods near your store. This will aid you in creating merchandising and sales opportunities by catering to their individual needs through fresh produce variety, displays and special offerings, as well as inspiring meal or party ideas.

Use this checklist of suggestions and tips to help you plan so you can please your customers and set sales records in your produce department this **Christmas** and **Hanukkah** season.

1. NUT & DRIED FRUIT DISPLAYS

Nut & Dried Fruit Displays should include: In-shell and Shelled Nuts, Raisins, Dates, Medjool Dates, Chestnuts, Dried Figs, String Figs, Nut trays and a variety of Pistachio packs. Ask your rep about the brands and programs we offer on organic and conventional in-shell nuts, snack nuts & mixes, dried fruits, and figs & dates.

SMART TIP: Take a good look at your inventory on glazed fruit and shipper displays around **December 12th** to make sure that you have it all out on display. Consider reducing the retail so you don't carry it over past the holiday. Turn your cash over and start out fresh next year.

2. FRUIT BASKETS & PARTY TRAYS

These are a **MUST** during the holidays for those hosting parties or going to gatherings! Utilize Four Season's fruit basket pre-order program to grow your incremental sales for the holidays. Use our selection of pre-made styles to complement your store-made baskets. Four Seasons will offer pre-made Fruit and Vegetable Trays available throughout the holiday period.

Check with your sales representative about delivery for the holidays. Our pre-made fruit and vegetable trays are convenient, gain extra impulsive sales and require no additional labor from your produce department. These will certainly boost your sales through the holiday period.

3. EASY-PEEL MANDARINS

Easy-peel Mandarins, for snacking and giving, continue to become more popular around the holidays. Offer organic and conventional Clementine and Satsuma Mandarins in gift boxes, 3lb bag non-GMO Halos and Satsuma Mandarins and even in loose displays by the pound.



4. CONVENIENCE PRODUCTS SAVE HOSTS TIME

Cored Pineapples, Organic and Conventional Pomegranate Arils (POM POMs), Taylor Farms Organic and Green Giant cut veg bags, Organic Veggie Noodles and pre-ordered fresh cut fruits and vegetables will sell well all month, especially right before Christmas and New Year's Day. Are you prepared to have these incremental sellers in stock?

5. DECEMBER HOLIDAYS ARE HISTORICALLY MORE FRUIT FOCUSED

It's more fruit focused than Thanksgiving, which has a bigger vegetable focus. Expand fruit variety with Coconuts, Kiwifruit, Persimmons, Pomegranates, Quince, Mangos, Papayas, Starfruit, Melons, varietal Pears, all fresh Berries, Organic Golden Berries, Kumquats and other fresh Citrus. Now will be a good time to try some of our Organic Buck citrus varieties.



6. HERBS & STUFFING INGREDIENTS

Herb & Stuffing ingredients sell well but not as much as at Thanksgiving as more different meats are cooked for the holiday feast. Pay attention to Organic and Conventional parsley, rosemary, thyme, sage, poultry blend and celery and hearts.

7. HIGHLIGHT GREAT HOLIDAY MOVERS:

Green Beans, Broccoli, Cauliflower, Brussels Sprouts (both loose and on the stalk to create excitement in your veg displays), Asparagus, Fresh Cranberries, Green Cabbage, Cole Slaw Mixes, Yukon or Red Potatoes and Pearl and Boiler onions are popular holiday dinner side dishes. All are available in both Organic and Conventional.



8. TRADITIONAL CHRISTMAS & HANUKKAH INGREDIENTS

Green Beans, Broccoli, Cauliflower, Brussels Sprouts (both loose and on the stalk to create excitement in your veg displays), Asparagus, Fresh Cranberries, Green Cabbage, Cole Slaw Mixes, Yukon or Red Potatoes & Pearl and Boiler onions are popular holiday dinner side dishes. All are available in both Organic & Conventional.

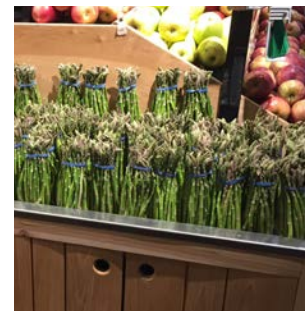
9. CATER TO THE DIY VEGGIE TRAY MAKERS

Specifically with: Celery & Carrot Sticks, Baby Carrots, Broccoli Crowns, Cauliflower Florets, all colored peppers – red, yellow & orange, radishes, broccoli, cauliflower, celery, sliced and whole white mushrooms, grape & cherry tomatoes, scallions, cucumbers, green & yellow squash, avocados and asparagus. Dips or dressings like Marzetti's or Marie's are big sellers.

10. ETHNIC SPECIALTIES

To be aware of consistent with the backgrounds of those that shop in your store include: (Mediterranean) Anise, Artichokes, Broccoli Rabe, Savoy cabbage, Escarole, Endive, Long Hot Peppers, Red Peppers, Green & White Asparagus, (Eastern European) fresh Dill, Parsley Root, Horseradish Red Cabbage, Celery Root, Beets, Leeks, (Latin) Cilantro, Tomatillo, Batata, Yuca, Eddoes, Yautia, Plantains, Calabaza, Avocados, Chayote, Meridol Papaya, Butternut and Acorn Squash and varietal Eggplant.

Items that will sell well for Hanukkah include: Honey, sweet potatoes and yams, soup mix ingredients, apples, oranges, tangerines, Mandarins, Satsumas & clementines, pears, walnuts & raisins.



11. ORDER & DISPLAY PLANNING TIPS



- Key Christmas Displays should be in place by **December 17th** to maximize sales and profits and to keep your labor force as efficient as possible.
- Bring in your tonnage and items on your deliveries **December 16-19**.
- Stay Ahead on your "hard goods" like potatoes, onions and dips. Your shrink risk is minimal, but if you are out of product and waiting for deliveries you are going to miss sales and disappoint customers.
- Keep bananas with good yellow color on display – these are great in fruit salads! Stay ahead with color.
- Beginning on the Monday prior to Christmas and Hanukkah, every day will be busy and you'll want to capture as many sales as you can.

12. SMART LABOR PLANNING



- Develop an off-hour or evening fill schedule for your "hard goods" like salad dressings & dips, salsa, guacamole, humus, and croutons, juices and jarred fruits, dried fruits, fruit mixes, snacks, in-shell and shelled nuts, potatoes and onions
- Daytime labor should be focused on fruit, vegetable, salad displays and engaging your customers.
- Extra Deliveries will be offered on **Wednesday 12/21** in most regions.
- We expect heavy volume pulls on **12/21-12/23**. You don't want to be waiting on items those days that could have been brought in earlier.

HOLIDAY SCHEDULE 2016:

WEDNESDAY (12/21): Extra deliveries in most regions to support holiday volumes

THURSDAY (12/22) - FRIDAY (12/23): Normal delivery schedules & office hours

SATURDAY (12/24): Normal delivery schedule. Office hours of 8am to 12pm to place orders for Monday (12/26).

SUNDAY (12/25): Merry Christmas! Office and operations are closed. No deliveries.

MONDAY (12/26) - FRIDAY (12/30): Normal delivery schedules & office hours.

SATURDAY (12/31): Normal delivery schedule. Office hours of 8am to 12pm to place orders for Monday (1/2).

SUNDAY (1/1): Happy New Year! Office and operations are closed. No deliveries.

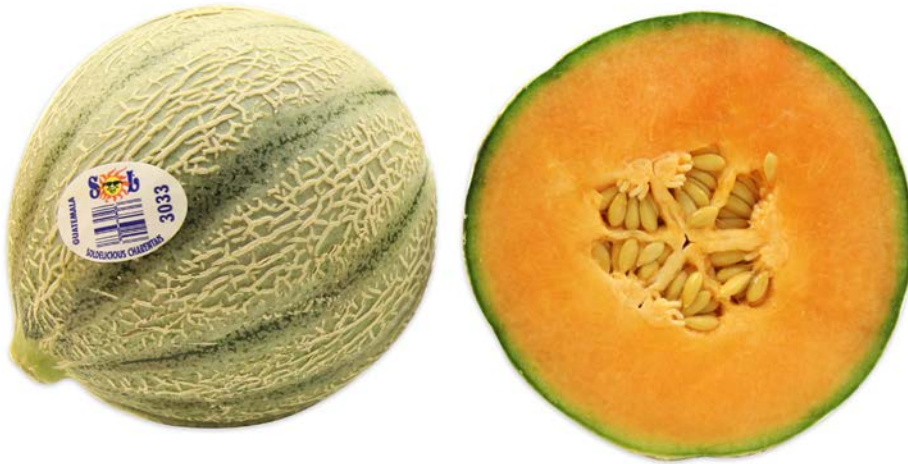
MONDAY (1/2): Diet Season begins - get ready to sell fresh fruits and veggies!



CONVENTIONAL MARKET NEWS

OUTLOOK FOR DECEMBER 9 - DECEMBER 16, 2016

WINTER MELON PRODUCTION



The winter growing season of **Melons** is in full swing out of Central America.

Promote off-shore (Guatemala & Honduras) **Cantaloupes** and **Honeydews**. Really good volumes are expected this week along with very promotable pricing.

Look for prices to hold until a possible up tick as we approach the Christmas demand.

NEW: A Charentais-style melon is making its way to the market place: **Bonsai Cantaloupes**. These small, dense variety has a green-cast skin, but is very sweet.



CV LETTUCE

Romaine Hearts pricing is still very reasonable and promotable, but off the floor. Pricing is up a tad, with excellent quality.

Romaine, Green Leaf, and Red Leaf Lettuce supplies are steady from Yuma, AZ with an uptick in pricing. Marginal tip-burn is expected on some **Romaine**, but it's fairly clean overall with a nice opening appearance.

Iceberg Lettuce quality is pretty good right now from Yuma, AZ. Pricing is up a tad due to lighter supplies, but quality continues to improve.



CV BERRIES

Blackberries are in good supply for mid-December out of Mexico. Pricing will likely firm back up closer to Christmas.

Blueberries are a good item to promote this week. Pint container supplies will continue to increase in the coming weeks. Quality out of Chile has been excellent and Driscoll's Mexican fruit has also been outstanding.

Good, steady supplies of **Strawberries** out of Florida will continue this week. Mexico will also continue to cross fruit. We should see markets hold steady as supply is equaling demand.

Raspberries and **Blackberries** are in a seasonal decline in volume. Ad promotions have strengthened these markets. Look for pricing to be up slightly this week. We shouldn't see any severe shortages, but there will not be any excess fruit floating around.



CV HASS AVOCADOS

Volume availability of **Hass Avocados** throughout December will be more limited as most growers want to wait till after the Holidays to harvest.

Some packing houses are raising their buying price to be able to buy during this period. Prices are up by as much as ten dollars from this time last week. There is plenty of fruit to be harvested, but again growers are manipulating the market to drive prices through the roof.



CV SPRING MIX

Spring Mix quality is better now that we are out of the old crop and in to the new crop Yuma, AZ product.



CV CABBAGE

Cabbage supplies are increased from the south-eastern US Pricing will be lower this week and quality is nice.



CV BROCCOLI

Broccoli Crown supplies are steady from the east coast and California. We will have both options again this week.



CV COLLARDS & KALE

Collards will be sourced from North Carolina this week. We will also have NJ **Kale**. All pricing is steady regardless of the growing region.



CV CUCUMBERS

Cello Wrapped Cucumbers are plentiful and promotable from Canada and Mexico right now

Mexican **Cucumbers** are steady with nice quality.



CV CAULIFLOWER

ALERT! Cauliflower is very limited with higher pricing again this week.

Some local **Bin Cauliflower** available this week (believe it or not), in a limited way.



CV PEPPERS

Green Pepper pricing is still very reasonable and promotable but off the floor, as the big flush is over. Quality is nice from Florida and/or Mexico right now.

15lb **Red Pepper** volume is dropping so pricing is expected to be higher this week.

11lb **Greenhouse Bell Peppers** are steady.

Mini Mixed Sweet Peppers are still limited.



CV CA CITRUS

Larger **Navel Oranges** remain higher priced with the 88's and smaller going for as much as six to seven dollars less. This is a good time for a 4 lb. bag promotion.

On the horizon, we should have **Orlando Tangelos** loading early next week, followed by **Blood Oranges** by mid-December.

Minneola Tangelos will be ten days to two weeks before they start in Yuma, Arizona.

On **Lemons**, fruit is heavy to choice grade, with limited availability on fancy fruit which is reflected in the price, nearly a twenty dollar difference.



CV FL CITRUS

Supplies are limited for the fresh Florida **Citrus** market as growers concentrate on their fund raising business.

Smaller, lower grade supplies of **Grapefruit** are plentiful and being heavily discounted, but larger and better grades are short. **Juice Oranges** are tight as well, with a heavy demand and a smaller crop, growers stay sold out every day.

The situation on **Grapefruit** and **Juice Oranges** will remain this way until growers are finished packing for their fund raising business after the holiday. Then we will see better supplies for the fresh market.

Sunburst Tangerines are pretty much done with the **Honey Tangerine** still a few weeks away, but that will be a small crop as well with high prices.



CV SQUASH

Zucchini will be higher in pricing this week but still affordable. **Yellow Squash** will be lower in pricing this week. **Green** and **Yellow** are both from Mexico.

We are now transitioning **Hard Squash** from the east coast to Mexican product. Pricing is up a tad, mostly due to higher freight.



CV TOMATOES

Cluster Tomatoes and **Grape Tomatoes** are plentiful and promotable. **Cherry Tomatoes** are also plentiful.

Vine Ripe 2-Layer and **25lb pack Tomatoes** are lower in pricing.

Greenhouse Beef Tomatoes are steady.

Campari and **Medley Pack Tomatoes** are very promotable.

increase demand on the imports pushed the market up four to six dollars on the imported **Greens**.

California has a good supply on good **Red Seedless Grapes**, but many receivers are making the switch to the import reds which had the same effect. This week we started seeing the price on import reds go up by four dollars plus.

As the demand increase on both **Red** and **White** imports we could see prices go even higher as we could see gaps in supply between incoming vessels.

Take advantage of the domestic **Reds** as long as the quality holds out. The price will be much more attractive.



CV CELERY

Celery is plentiful for the most part. Some shippers, including Dole, are limited on supply though.

Dole pricing will be up a tad out of Oxnard, CA, but there is aggressive pricing on everything else and promotable volumes.

OTHER STORIES:

- **Green Beans** are steady with nice quality from Florida.

- **Frisee** is in good production from Yuma, Arizona.

- **Bunched Spinach** is limited. **12/10 oz Spinach** supply and pricing is steady.

- **Anise (Fennel)** supplies are steady with nice quality.

- **Brussels Sprouts** are in ample supply with nice quality. It's a great week to promote with lower pricing.



CV GRAPES

More retailers are making the switch from California grapes to the Imports out of Peru and Brazil.

Green Grapes out West are done, at least for the East Coast marketplace due to quality, and that

Displays of the Week!

