

ORGANIC MARKET NEWS



DECEMBER 4 - DECEMBER 11, 2020

LADY MOON FL ORGANIC LETTUCES & GREENS SEASON



Organic Lettuce fields at Lady Moon Farms in Punta Gorda, FL



Lady Moon Farms is entering their peak Florida **Organic Lettuces** and **Greens** season as December kicks off!

Florida **Organic Kales** and **Collards** were the first to be harvested and continue to grow in yields, so look for excellent quality and steady supplies for December.



Organic Bok Choy, Green & Red Baby Bok Choy, Chards, Dandelion, and Fennel are now in season and looking great! **Organic Curly & Italian (Flat) Parsley** will come into season in mid-December, followed by **Organic Red and Green Cabbage** in late December.



Florida **Organic Leaf Lettuces, Romaine, and Butter Lettuces** are now in season. The freshness on these products is stellar thanks to Lady Moon's growing practices, and the fact that the product arrives to the Northeast in 2-3 days less shipping time than Western product.

Some of Lady Moon's marquis items, such as **Organic Green Kale** and **Romaine Lettuce**, are in peak production in early December!

Also, now in stock are some of Lady Moon's unique items such as **Organic Mizuna, Tat Soi, and Red Mustard**, although volumes on these items are not overabundant, look to add these to your wet veg set today!



OG WARM VEG

FLORIDA:

Organic Eggplant and **Green Peppers** from Lady Moon Farms in FL continue production in early December.

Organic Eggplant and **Zucchini** have seen a drop in harvest volume because of the cold spell they had in Florida. Better yields are expected for later in the month. On the other hand, look for steady pricing and availability on **Organic Green Peppers**.

MEXICO:

Organic Zucchini growers in Mexico all continue to yield strong quality and volumes at excellent price points. Pricing is expected to remain aggressive in early December.

NOTE: Organic Yellow Squash is available from Mexican shippers, but they are harvesting limited supplies and pricing is expensive.

Organic Eggplant from Mexico will be used from time-to-time if we can't get enough out of Florida during December.



OG COVILLI FAIR TRADE VEG

Covilli Brand Organics Fair Trade program out of Mexico is beginning to ramp up in December and will continue to grow for January.

The following items are arriving for mid-December:

- **OG Green Beans** (15lb row pack)
- **OG Jalapenos** (10 lb)
- **OG Anaheim** (10 lb)
- **OG Poblano** (10 lb)
- **OG Cherry Bombs** (10 lb)
- **OG Serrano** (10 lb)

OUTLOOK:

During late December, Covilli will start their **Organic Fair Trade Brussels Sprouts** program. In January, their beautiful **Organic Purple Brussels Sprouts** will come back into season.

Additionally, their **Organic Fair Trade Zucchini, Yellow Squash, Eggplant, Heirloom Tomato, and "Darkloom" Tomato** programs will begin around the holidays and will be in peak production for January and February.



OG CITRUS

New crop **Organic Clementine Mandarins** from California are coming into peak season. We'll be offering 3 options: 15/2lb "Cuties" brand mesh bags, 12/2lb "Homegrown Organics" pouch bags, and 25lb bulk - all arriving during the week of 12/7.

On **Organic Satsuma Mandarins**, we're offering 12/2lb "Candy Mandy" brand mesh bags and 25lb bulk from "Buck Brand". This easy-to-peel, juicy variety will be in peak volume for December!

California **Organic Navel Oranges** are now in good, steady supply on all sizes (48, 56, 72, 88ct) and bags. Prices are coming down.

The first California **Organic Pummelos** are expected to be available for the week of 12/7.

New crop California and Mexican **Organic Grapefruit** supplies are excellent.

Organic Lemons and **Limes** are in excellent supply on all sizes. Prices on the **Organic Lemons** are starting to come down.

California **Organic Meyer Lemons** now in season.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** are starting to rise in price as volume out of Mexico begins to slow down. Canadian production remains steady and quality has been outstanding.

Organic Grape Tomatoes are steady out of South Carolina from Watsonia Farms. Quality has been excellent. Lady Moon Farms out of Florida will also be available, but with some colder temps this past week, supplies could be tight for early December. Quality has been excellent as well.

Organic Roma Tomatoes will be available here in the beginning of December from Mexico. Quality should be nice from the new crop fields.



OG FALL FRUIT

Organic Pomegranates from California are steady for early December. Some growers are reporting an earlier end to the season as demand had been high.

Organic Pom Arils will be steady. We will feature the I Love Pomegranate label through the Fall and Winter this year.

Organic Hachiya Persimmons and **Fuyu Persimmons** should be in good supply through at least mid-December.

Organic Black Mission Figs are in sporadic availability.



OG GRAPES

California **Organic Red Grapes** continue in excellent supply with nice quality. Promotional opportunities are expected through mid-December with no gap and a smooth transition to Peruvian fruit.

NOTE: Organic Green Grapes from California will sell out by 12/11 for the season. We expect to have a small gap, and then new crop imports out of Peru should begin mid-December.



OG LETTUCES

Organic Romaine Hearts and **Iceberg Lettuces** completed transition to winter growing regions in Yuma, AZ. Expect to see more consistent supplies in December and pricing to improve quickly as harvest yields grow.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico continue to be excellent in early December, so look for potential promotional opportunities.

Also look for California and New York product to occasional fill in.



OG CELERY

Organic Celery continues to see steady supplies in December.

With excellent quality and strong production, **Organic Celery** and **Celery Hearts** are expected to remain plentiful & promotable for early to mid-December.



OG BUCK BRAND CITRUS

In stock now:

- **OG Pink Lemons Variegated**
- **OG Mandarins Satsuma**

Available starting in mid-December:

- **OG Buddha's Hand**
- **OG Finger Limes**
- **OG Kumquats (Meiwa & Nagami)**
- **OG Lemons Yuzu**
- **OG Limequat**
- **OG Limes Sweet Palestinian**
- **OG Oranges Mango Valencia & Lulu Navel**
- **OG Pummelos African Shaddock & Red Globe**
- **OG Tangerines Fairchild**



OG SWEET PEPPERS

Organic Red, Yellow, and Orange Bell Peppers from Israel are beginning to see stronger harvest yields and pricing is beginning to improve. **Colored Bells** from Mexico are still lighter on production and pricing is expensive. Look for occasional product in December, and as supplies improve, better pricing.

ALERT! Organic Mini Sweet Peppers continue in limited availability while many shippers are completely out. Expect to see a gap in supply on this product until further notice.



OG APPLES

Available for early December:

- | | |
|------------------------------|---------------------------|
| • OG Ambrosia | • OG Honeycrisp |
| • OG Autumn Glory | • OG Kanzi |
| • OG Cosmic Crisp | • OG Lady Alice |
| • OG Envy | • OG Opal |
| • OG Fuji | • OG Pink Lady |
| • OG Gala | • OG Red Delicious |
| • OG Golden Delicious | • OG Rockit |
| • OG Granny Smith | • OG SugarBee |



OG POTATOES, ONIONS, & SWEETS

Now is a great time to lock in aggressive pricing through the end of the year on all **Organic Potato, Onions, and Sweet Potato** offerings! Talk to your sales rep this week to lock in pricing - now is a great time to start planning big Christmas displays on promotion on these items!



OG SPECIALTY TROPICALS

Organic Passion Fruit will be available for the last time this season for mid-December from California. Supplies will remain limited.

Organic Kiwano Melons are in good supply for mid-December.



OG ASPARAGUS

Organic Asparagus prices are coming down this week as demand slows down. Quality out of Mexico has been very nice. Supplies are good right now, but the season is expected to finish in mid to late December depending on weather.



OG TROPICALS

Organic Mangos from Ecuador are in sporadic availability. Look for 10ct sizing and larger as the season progresses.

Organic Hass Avocado prices are promotable with plenty of fruit available. We also have a full line of **Fair-Trade Organic Hass Avocados**. This fruit has been beautiful and is available in a pre-conditioned option as well.

Organic Green Smooth Skin Avocados have been slightly limited, but we will still have supplies for early December from Florida!

NOTE: Organic Young Thai Coconuts have been limited due to shipping challenges related to the pandemic, but we have been able to stay steady in supply. Prices will be up just a bit.

ALERT! Organic Formosa Papayas continue to be out of stock. Weather and loss of trees by the grower have played a big part in this extended shortage. There have been plans to have some back at the end of the year and into 2021.



OG BROCCOLI & CAULIFLOWER

Good news! **Organic Broccoli** has become more plentiful in early December, so look for excellent availability and aggressive pricing with promotional opportunities starting the week of 12/7. Growers are now fully transitioned into Yuma, AZ and So-Cal desert growing regions.

In addition, East Coast shippers are seeing excellent supplies in early December, causing extra product in the marketplace. Now's the time to promote!

Organic Cauliflower has still not recovered post-Thanksgiving and with the transition. Although pricing has improved slightly in early December, availability still remains limited and quality has not been perfect.

As we move into mid-December, this trend is expected to change while we will see much better volumes from shippers & improved quality.



OG BERRIES

Organic Blueberries out of South America continue in peak season with promotional opportunities. Driscoll's brand out of Mexico is priced higher, but is featuring fantastic quality and texture.

Organic Blackberries out of Mexico are promotable. Pre-books on big packs are available at value pricing. Driscoll's brand fruit is priced higher but has excellent flavor.

Driscoll's **Organic Raspberry** supplies are okay for mid-December. Other brands are available with pretty good supply.

NOTE: Driscoll's Organic Strawberry supplies continue to be in firm supply with expensive pricing. Other brands are in somewhat sporadic availability.

OTHER STORIES

- **Organic Green Kiwifruit** will be available next week from Italy.
- **NEW! Organic Jumbo Green Kiwifruit** will be available in early December from Homegrown Organics in California. This kiwifruit will be impressive, so be sure to check these out!

- **ALERT! Organic SunGold Kiwifruit** is for the season from Zespri out of New Zealand for the year. Italy will have a limited crop available soon.
- **Organic Euro Seedless Cucumbers** remain steady out of Mexico. Quality has been very nice and consistent.

- **Organic Ginger** has been in steady supply but pricing has remain a little higher.
- **Organic Garlic** from California and Spain remain steady and in good supplies.

CONVENTIONAL MARKET NEWS

DECEMBER 4 - DECEMBER 11, 2020

FLORIDA STRAWBERRIES BRING PRICE RELIEF



Following a very difficult November with light supply and expensive pricing, the December outlook is improving.

Strawberries are in good supply, and we're now shifting the majority of our sourcing to Florida going forward, ending California and scaling back on Mexican product.

Florida has been harvesting some decent **Strawberries**, and the cooler weather will help to produce large size berries and better quality. Look for pricing to slide down in December.

Blackberries and **Raspberries** continue to be in great supply from Mexico. Many growers are in a flush, and there are lots of promotional opportunities available. Quality has been very nice.

Blueberries are very promotable this week on all pack sizes from Peru, Mexico, and Argentina. Large volumes of fruit continue to arrive here in the States, and prices are very aggressive to generate more movement. Quality has been very nice on all **Blueberries**.



CV LETTUCE

Iceberg Lettuce availability is improving now that most growers fully transferred to their winter harvest locations. Prices are starting to fall.

Romaine, Romaine Hearts, Red Leaf, and Green Leaf Lettuces are also in better availability. Prices are starting to fall but not dramatically. There does seem to be a wider range in pricing on these items, with **Salad** producers scooping up extra product to fill demand.

12/4ct packs of "**Artisan**" Lettuces are back in stock now that harvests are up and running in Yuma, AZ.

NOTE: While commodity lettuces for the retail market are starting to improve, **Package Salad** suppliers are having some difficulties scouring enough raw product to meet demand during late November and into much of December.

Dole has instituted a temporary surcharge on their **Romaine Lettuce-based Salad** items. Both Dole and Fresh Express are limiting or canceling ads during December.

Veg Pro Attitude brand **Salads** have had some proration on their **Baby Greens**, due to weather impacts to their Florida fields.



CV CITRUS

Navel Oranges from California are in good supply and we are seeing a better supply on 56ct and larger fruit. 40ct and larger fruit is available in bins. Prices have come down.

NEW! **Cara Cara Navel** and **Blood Oranges** will begin the week of 12/7 in bulk cases and net bags.

Minneola Tangelos will start the week of 12/14.

Other popular items, like **Vintage Sweet Heirloom Navel Oranges** and **Sumo Mandarins**, are set to begin after the holidays, and be in peak season in January through early April.

Also in season:

- CA Sunkist "Delites" Clementine Mandarins
- CA "Halos" Clementine Mandarins
- Import Gift Box Clementine Mandarins (5lb)
- CA Satsuma Mandarins (Stem & Leaf and bags)
- CA Pummelos
- FL Juice Oranges
- TX RioStar Grapefruit



CV TOMATOES

Cluster Tomatoes remain very promotable. Prices could turn the other way very fast once Canadian greenhouses finish and pull their crops for the spring. We continue to support US grown product, and quality has been outstanding from New York and Ohio.

Snacking Tomatoes all remain very promotable right now. **Grape, Cherry, Medley, and Cocktail (Campari) Tomatoes** are coming in with excellent volumes and quality. Ask your rep about deals!

Roma Tomato prices are very promotable this week. Volume out of Mexico is very strong and quality has been outstanding. Florida is also coming into some decent volumes with great quality as well.

Vine Ripe Tomato prices also fell this week as more production comes on out of Florida and Mexico. Quality has looked very nice.



CV GRAPES

California **Grapes** still have good volumes. **Green Grapes** are going up in price for good quality. The market on **Red Grapes** is steady as there is a bigger supply compared to the **Green**, and growers are looking to move some inventory.

OUTLOOK: More import **Green Grapes** are on the East Coast coming in by containers with **Sweet Globes** and **Timpsons** getting a premium price, but the quality and size is excellent. Import **Red Grapes** will be in by mid-December.



CV FALL FRUIT

Pomegranates from California are steady for next week! Be sure to check out the beautiful POM Wonderful fruit!

Fuyu and **Hachiya Persimmons** are steady and in good supply for early December. Sweet-eating pouch bag **Percinnamons** are available.



CV SQUASH

Green Squash is very promotable right now from both Mexico and Florida. Florida is into new fields that were undamaged from Hurricane Eta, and Mexico is also picking up with heavy volume. Quality has look nice from both regions.

Yellow Squash prices have come off some this week, however product remains tight as Florida hasn't rebounded yet from the Hurricane.



CV CUCUMBERS

Super Select Cucumber prices have fallen off out Mexico. Supplies remain strong and promotable, and quality has been exceptional.

Euro Seedless Cucumber prices will be very promotable this week. Quality has looked very nice coming out of Mexico.

Mini Seedless Cucumbers will also be promotable this week as Mexico continues to have strong harvests. Quality has been very nice.



CV MELONS

On **Cantaloupes**, we're now into the Central American growing season. Rain in Guatemala has interrupted supplies shipping from South America, creating less volume through Christmas. Expect prices to get higher and gaps in supplies going forward. It won't get better until the end of the month when Honduras starts.

Honeydews are in better shape and should have decent supplies. Ask about spot buys on **Golden Honeydew**.



CV HARD SQUASH

We are just about all wrapped up from another successful local **Hard Squash** shipping season. The last of the local **Acorn** and **Spaghetti Squash** should finish shipping this week at which time we will transition over to new crop Mexican product.

Spaghetti Squash has gotten started shipping and we should see better supply come the week of 12/7 on **Acorn Squash**.



CV CABBAGE

Green Cabbage will be steady this week. Local NJ product is finishing up as the weather starts to get colder. GA and FL however are picking up in volume and quality has been very nice.



CV ARTICHOKES

NOTE: Artichokes have limited availability and prices back up again. Expect **Artichokes** to be in limited supply headed into January.



CV ASPARAGUS

Asparagus prices will be steady this week out Peru. Quality has looked very nice.



CV STONE FRUIT

The **Cherry** market is down a little, but we won't see any big dips until the first vessel fruit arrives in early to mid-December. Quality has been nice on fruit coming in by air into Miami and being brought up to the East Coast by truck.

Peaches will be on this first vessel as well, **Nectarines** should arrive by container 12/15, and **Plums** by the end of December.



CV TROPICALS

Hass Avocado prices have been steady post-Thanksgiving holiday. Expect pricing to jump just a bit as we approach Christmas and the New Year.

Pineapple will be in steady supply with pricing remaining promotable for early December.

Mangos from Ecuador are in steady supply with pricing lower a bit again for early December.

Maradol Papayas from Guatemala and Mexico are steady. **Solo Papayas** will also be available from Brazil.

Young Thai Coconuts will be steady for early December.



CV KIWIFRUIT

With the New Zealand season now wrapped up, **Green Kiwifruit** from Italy, Greece, and California will be available.

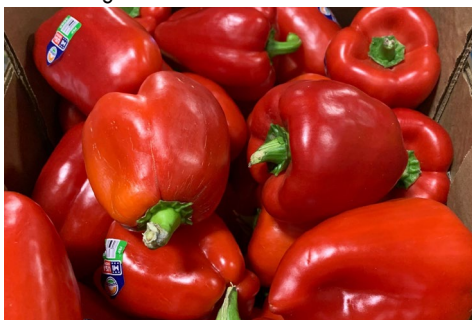
Look for some new **Green** and **Gold Kiwifruit** clamshell options in the coming weeks.



CV GREEN BEANS

Green Bean prices remain strong this week. Demand has been steady and multiple farms in Florida were damaged from the past Hurricane. Quality has been good on what is available.

We will also be offering **Green Beans** from Mexico. These are new crop and quality should be outstanding.



CV PEPPERS

11lb **Red, Orange, and Yellow Peppers** will be steady as well this week. Prices are higher as Canada finished up and Mexico is not into full production yet. Quality has been very nice.

Green Peppers remain steady for early December out of Florida and Mexico. Quality has been very nice from both regions. Mexico is starting to come into much heavier volumes as new areas are beginning.



CV "SWEETEST BATCH" BERRIES

For stores on the Driscoll's program, and want to feature premium fruit, be sure to include **Driscoll's "Limited Edition Sweetest Batch" Blueberries** (8/11oz) and **Blackberries** (12/6oz) in your berry set. This fruit features the best texture and flavor available!



CV SWEET POTATOES

We will see the market increase a couple dollars on #1 **Sweet Potatoes** this week. From there, the pricing will be steady through the rest of the year on this item.

All other items in the **Sweet Potato** category will have steady pricing through the end of the year.



CV BROCCOLI & CAULIFLOWER

Mexico, CA, VA, and GA are main growing regions right now for **Broccoli**.

The East Coast volumes have been up and down based on temperatures, whereas Mexico volumes have been steadier.

CA growers are back in the game on **Broccoli Crowns**. Pricing is reasonable for early December, but may go back up as we approach holiday demand for Christmas.

NOTE: 12ct cello **Cauliflower** is still limited to start off December due to cool temps in Yuma, AZ. Local **Cauliflower** is finished for the season.



CV APPLES

Washington growers are promoting USXF and WFX1 grade **Honeycrisp Apples** during December. Local supplies are winding down on the East Coast.

Be sure to add **Cosmic Crisp Apples** into your December and January sets.

New **Eastern Apples** starting mid-December: **Evercrisp** and **Kiku**.