

ORGANIC MARKET NEWS



OUTLOOK FOR FEBRUARY 4 - FEBRUARY 11, 2016

ORGANIC MANDARINS



Organic W. Murcott Mandarins are now in season. The fruit is delicious! Bulk 25 lb. cases are available as well as 2lb. stand-up pouch bags (a top seller!). Supplies are being out-paced by demand this week are due to last weeks rains.

Organic Tango Mandarins are now available in limited supply in 12/2lb. mesh bags. This variety is very similar to the W. Murcott.

Late crop **Organic Satsuma Mandarin** supplies are very firm and rains may put an early finish on this crop. Stay tuned for more information.



Organic Royal Mandarin Tangerines have arrived in very limited supply. This variety is a cross between a tangerine and an orange, and features a tangy-sweet flavor.

Organic TDE Mandarins are in peak season from Buck Brand. This triple cross tangerine mandarin variety has intense flavors - acidic and sweet.



OG ROMANESCO

Organic Romanesco is becoming a hot specialty crop during the late winter from California and locally during the fall.

For February, limited supplies of unwrapped **Organic Romanesco** will be in season from California.



OG PEPPERS

Now is a good time to promote **Organic Colored Peppers!** **Organic Red, Yellow, and Orange Bell Peppers** are all in abundant supply out of Mexico, Spain, and Israel. **Organic Fair Trade Peppers** are available as well out of Mexico.

Organic Green Peppers are very limited out of Mexico. FL is gapping for a couple of weeks.

Organic Mini Mix Sweet Peppers are in season. We'll be stocking pint packs.



OG CARROTS

Good News! Organic Carrots are in better supply going forward. Cal-O has begun filling orders on **Organic Cello** and **Jumbo Carrots** again, while Bolthouse Organics continue with steady supplies of **Organic Cello** and **Juice Carrots**.

The **Organic Rainbow Cello Carrots** out of Wisconsin are finished for the season, but Cal-O has begun shipping their own 24/2lb. **Organic Rainbow Carrots**.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts out of Mexico are in steady supply, while they are more limited out of CA.

Quality and supply are good as well on Microwaveable **Organic Brussels Sprouts** packs out of Mexico.



OG PINEAPPLES

The **Organic Pineapple** market is still very tight. Expect to pay a premium for any fruit that becomes available. Condition will be good, but supplies are very low.



OG ASPARAGUS

Organic Asparagus volume should begin to increase by end of next week. Supplies in the meantime are steady and quality has been good.

A limited number of **Organic Asparagus Tips** are available as well. Strong volume will begin 3rd week of February.



OG CAULIFLOWER

Organic White Cauliflower is in good supply out of CA. Several fields have come on at once which is providing cheaper prices this week.

Supplies are more limited on **Organic Orange** and **Purple Cauliflower**.



OG CELERY

Better supplies now at hand, **Organic Celery** shippers have begun to lower prices. Quality on larger size **Organic Celery** has been very good.

Organic Celery Hearts are in better supply and quality.



OG ROMAINE HEARTS

Organic Romaine Hearts are in good supply out of CA and Mexico. With these abundant supplies, should come many promotional opportunities.



OG HASS AVOCADOS

There are still plenty of **Organic Hass Avocados** at very promotable prices.

We expect to see good deals for retailers even after the Big Game on high quality fruit from Mexico.



OG BROCCOLI

Organic Broccoli shippers are reporting heavy volumes out of fields and that has reduced the price over the past two weeks. Shippers are still long on product, meaning that prices will not rise anytime soon. Promote away!

Organic Broccoli Crowns are reported to be in good supply as well.



OG BERRIES

Organic Blueberries arrivals from Chile have improved this week. Good supplies are now available with prices edging lower.

Mexican **Organic Blackberry** supply is tightening with cooler weather this week. Expect higher prices.

Organic Strawberry and **Raspberry** availability continue to be limited with strong pricing. We should see slightly better supplies and prices by late February.



OG SALADS

High winds and storms in Arizona this past week have taken a toll on the **Organic Baby Spinach** crop.

We expect some prorates on bulk salads and re-tails packs on in all 3 **Organic Salad** lines (Oliv-ia's, Earthbound, and organicgirl).



OG MANGOS

Peruvian Organic Kent Mangos are in great supply. Expect fruit to be less hard than their Tommy Atkins counterparts, but the flavor and creaminess more than make up for it.

FAIR TRADE Organic Mangos are available at promotable pricing for next week as well! We are partnering with Interrupción to offer delicious Peruvian Kent at a great price! For more about Interrupción check out this video: <https://youtu.be/FIgw7NQZjlg>



OG CUCUMBERS

Organic Cucumbers continue to be very limited. Supplies out of Mexico are still dwarfed by demand.

Organic Hothouse Cucumbers are limited out of Spain and Mexico.

Expect a shortage of **Organic Cucumbers** to last at least another couple of weeks.



OG ORANGES

Organic Navel Orange crop is tighter this week due to heavy rains but things will dry out and supplies will be plentiful in a couple of weeks

Full box **Organic Cara Cara Oranges** continue to have good flavor, a nice exterior, and have a deep pink flesh. Supplies are steady.

Organic Minneola Tangelos are in very limited supply as the rains and flooding have moved in. We may see this end the season early.

Mexican **Organic Valencia Oranges** for juicing are in good supply and are expected to continue to be until domestic fruit begins in early in mid to late February.



OG APPLES

All Washington **Organic Apples** remain extremely tight, with limited supplies and prices on the rise. This is expected to continue until imports begin in the spring. Expect to see sporadic gaps in some varieties.

Import Organic Gala Apples are expected to be the first variety to arrive, around the 3rd or 4th week of March. The crop is expected to be smaller this season and prices will be high.



OG TOMATOES

OG Cluster Tomatoes – in abundant supply from Mexico, Canada, & Virginia

OG Heirloom Tomatoes – good supply out of Mexico

OG Round Tomatoes – limited supplies out of FL, while Mexico reports increasing supplies

OG Roma Tomatoes – good supplies out of Mexico, very little product out of FL

OG Grape Tomatoes – good supplies out of Mexico, a little bit more limited out of FL

OG Cherry Tomatoes – limited supplies out of Mexico & FL

OTHER STORIES:

- **Organic Yellow Onions** will become more limited out of NV this week and are expected to be done in the next couple weeks. We will see more onions from Canada as Nevada yellows wind down.

- **Organic Red and White Onions** out of Nevada should continue at least through the end of February.

- **Organic Zucchini** is in better supply this week out of Mexico. Prices have dropped a little in the past few days.

- Expect prices to bump just a bit next week for **Young Thai Coconuts**. Supplies have been just a bit tighter the past week on conventional fruit. Organic fruit should be fairly steady.

- **Organic Russet Potatoes** will switch varieties this week from Norkotah over to Canella on both bags and count.

- California **Organic Grapefruit** continues in good

supply. Florida **Organic Grapefruit** supplies are gapping. We do expect to see more in a couple of weeks, but supplies will be sporadic until the end of the season.

- Mexican **Organic Galia Melons** are expected by the weekend in very limited supply.

-**Organic Jalapeño Peppers** out of Florida and Mexico are in good supply.

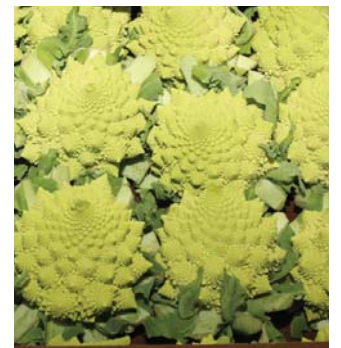
NEW ITEMS OR BACK IN SEASON

WEEK OF 2/8/16

ORGANIC



49663 - OG Spring Leaf Asparagus Wrap	6/12 oz
49686 - OG Spring Leaf Kumquat Centennial Buck	12/1 pt
49687 - OG Spring Leaf Kumquat Meiwa Buck	12/1 pt
49688 - OG Spring Leaf Kumquat Nagami Buck	12/1 pt
42051 - OG Buck Mandarin Algerian Clementine	20 lb
44301 - OG Clementines Pouch Bag Italian	12/2 lb
40954 - OG Mandarin Tango Sdls Mesh USA	12/2 lb
44529 - OG Mandarin Murcott Pouch Bag	12/2 lb
43394 - OG Tang Mandarin Royal	72/88 ct
43760 - OG W/Melon Mini Sdls 9Ct	35 lb
43745 - OG Melon Galia Mexican	8 ct
44376 - OG Plums Red Chilean VF	19 lb
44169 - OG Mango Kent Fair Trade Peruvian	8 ct
44167 - OG Mango Kent Fair Trade Peruvian	9 ct
41084 - OG Celeriac	12 ct
41094 - OG Cucumber Persian	18 lb
46120 - OG Peppers Red Fair Trade	11 lb
46121 - OG Peppers Yellow Fair Trade	11 lb
46122 - OG Peppers Orange Fair Trade	11 lb
40365 - OG Beans French	10 lb
40547 - OG Romanesco	12-16 ct
40519 - OG Greens Brocco Leaf	12 ct
40530 - OG Greens Brocco Leaf	24 ct
40995 - OG Kohlrabi Green	12 ct
44470 - OG Tomato Tasti Lee 30-35ct	20 lb
40861 - OG Garlic Argen	22 lb



CONVENTIONAL

13964 - CV Mandarins Sunkist Smiles CA W. Murcott	10/3lb
13168 - CV Mandarin Page Stem & Leaf	1/2 cs
16516 - CV Apricots Jumbo New Zealand	6.8 lb
17059 - CV Avocado Hass Mexico	32 ct
17061 - CV Avocado Hass Import	36 ct
01866 - CV Peppers Hot Shot	12/5 oz
01983 - CV Peppers Habanero Yellow/Green Mix	8 lb
01987 - CV Peppers Orange/Yellow Habanero Mix	8 lb
00162 - CV Artichokes "Frost Kissed"	30 ct
00473 - CV Beans Green Mex	30 lb
00358 - CV Asparagus Standard	28 lb
00310 - CV Asparagus Tips	15 lb



♥ SHARE THE FRESH PRODUCE LOVE ♥

VALENTINE'S DAY IS SUNDAY FEBRUARY 14TH

With Valentine's Day on a Sunday you should anticipate extra foot traffic that day. There will be extra related business on Saturday but this year Sunday will be the day.

ALERT: Strawberries will be in lighter supply, so think about other items to promote too.

SELLING IDEAS:

- Cut Flower sales will spike through the roof! Put your focus here.
- Fill your department with RED and PINK Produce Displays: Sweet Red Peppers, Pink Lady Apples, Blood Oranges, Red Anjou Pears, Strawberries, Raspberries, Cut Watermelon and Red Potatoes.
- The popular Chocolate Dipping Theme for do-it-yourself or store-made can continue beyond Strawberries with: Sliced Apples, Sliced Pears, Mandarin Sections and Bananas.
- Other items that will sell well include Blueberries, Blackberries and Melons
- You should also have a large display of Russet Baking Potatoes for Idaho Potato Lover's Month and to get shoppers thinking about Baked Potato & Steak themed dinners.



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CONVENTIONAL MARKET NEWS

OUTLOOK FOR FEBRUARY 4 - FEBRUARY 11, 2016

CUCUMBER PRICES DROPPING



Good News!

There is great supply of nice quality Mexican **Cucumbers**. Pricing will be lower this week with nice quality. We're bringing in extra **Super Select grade Cucumbers** for retailer promotions!

Cello Wrapped Seedless Cucumbers are in better supply this week. We've switched most of our sourcing to fresh crop **Cello Cucumbers** from Ontario, Canada greenhouses for the best quality.



CV GREEN BEANS

ALERT! Green Beans are limited from Florida as cool weather and rain has slowed/stopped production for many shippers.

We will have 30lb. Mexican **Green Beans** to try and supplement this week. Pricing is higher.

We also expect prorates on the **Microwave Pack Cleaned & Snipped Green Beans**.



CV STRAWBERRIES

Strawberry demand will be strong this week heading into Valentine's Day, but Florida volumes will not be any better this week than they have been over recent weeks. Rain continues to cause disruptions in the harvesting schedule. Mexican supplies will remain steady this week.

PROMOS COMING! Prices will remain high through Valentine's Day, but there is some light at the end of this tunnel. Florida is expecting better volume heading into the weeks of 2/15 and 2/22.

Stay tuned for more info next week.



CV GRAPES FROM CHILE

It has turned out to be a **Grape** season of frustration, so-so quality, and high pricing. Growers are very worried about losing upwards of 50% of the **Flames** and 40% of the **Sugraones**. If that is the case, February will mirror the tough markets we went through in January. Delays in vessel loading in Chile and here in the U.S. has definitely added to the frustration and struggles.

Year to date numbers on **Grapes** are 4 million boxes behind last year so far. So far we are hearing that March seems to be in the normal range. The **Thompsons** and **Crimsons** look to be very nice and the crop seems to be normal volumes. That fruit won't start to arrive until we get to 3/7 arrivals.



CV MELONS

Both **Cantaloupes** and **Honeydew** are good items to promote this week!

Cantaloupes will continue from Guatemala and Costa Rica. **Honeydews** are from the same regions, as well as some new product out of Mexico.



CV BRUSSELS SPROUTS

Brussels Sprouts are easing in price with more supply from Oxnard, CA and Mexico.

12/11lb. Brussels Sprouts Clamshell Packs are available for promotion and feature peel-back labels with how-to recipes.



CV BROCCOLI & CAULIFLOWER

Broccoli and **Cauliflower** are two great items to promote! Quality is nice with promotable and aggressive pricing.



CV BERRIES

Steady **Blueberry** supplies and prices will continue this week out of Chile. Look for the transition back to 6oz containers to begin in late February as Chile begins its late season fruit.

We expect adequate supplies and markets this week on both **Raspberries** and **Blackberries**.



CV POTATOES

The **Idaho Count Potato** market has leveled out this week and is expected to remain steady and firm through the week. Are you ready for **Potato Lover's Month**?

Color Potatoes out of Florida will get started this week in a limited way and will be more prevalent as we head into February – we will be going out transition out of western **Potatoes** and into Florida in the next couple weeks.



CV ASPARAGUS

Supplies will be very promotable for February. We have started to bring in the 28lb **Asparagus** boxes from Mexico. Quality on our first arrivals in 11lb boxes was excellent.



CV SQUASH

Green Zucchini from Mexico will be lower in pricing this week with good supply. **Yellow Squash** remains limited.

All **Hard Squashes** are steady.



CV NAVEL ORANGES

As we move into the peak of the **Navel Orange** season the fruit is peaking on 88 counts and larger sizes. There are plenty of 48 counts and larger with 36/40 counts going for four to five dollars less than 48/56's. The price on smaller fruit has firmed up.



CV CELERY

There is more supply of **Celery** from Oxnard, CA and Yuma, AZ. Quality is good and pricing will be lower this week.



CV TOMATOES

Beef Tomatoes are more available with lower pricing this week. **Cluster Tomatoes** are steady.

Round Tomatoes are easing in price with more supply from Mexico and Florida.

Grape and Cherry Tomatoes remain limited.



CV LETTUCE

Romaine Hearts are abundant with nice quality. This is a great item to promote – pricing is aggressive this week!

There is good supply of nice quality **Iceberg Lettuce** from Yuma, AZ. This is a promotable item this week!

Romaine, Green Leaf, and Red Leaf Lettuces are in good supply with steady pricing.



CV PEPPERS

15lb Red Sweet Peppers prices are trending up a bit. **11lb Peppers** are steady.

Mini Mixed Sweet Peppers are more limited and price is going up, but with nice quality.

Green Peppers remain limited. Cool weather in Mexico will slow production, and coupled with light supplies from Florida will keep prices trending up.



CV CA CITRUS

The movement on California **Mandarins** has been strong and the quality outstanding. The demand has pushed this fruit into the forefront of the California Citrus category.

Halos California Mandarins are now being packed with the **Tango** variety. **Sunkist Smiles** are being packed with the **W. Murcott** variety. Now through April should be a fabulous time to promote 10/3lb. bags.

There are good supplies on **Cara Cara Navel Oranges, Blood Oranges, and Minneola Tangelos** with peak season quality and flavor!



CV FL CITRUS

We expect some Florida grower/shippers to start harvesting and packing **Valencia Oranges** this week. While **Pineapples** and **Midsweets** are still the predominate varieties for juicing oranges in the pipeline.

Supplies on **Honey Tangerines** continue to be tight as disease pressure, quality and crop conditions continue to limit available/packable fruit. Therefore, we'll be primarily be stocking the better quality **Honey Tangerines** from Mexico.

The **Temple Orange/Royal Tangerines** appearance is excellent and flavor is peak of season out of Florida.



CV FL GRAPEFRUIT

Domestic movement on **Grapefruit** continues to be good with smaller sizes being in short supply. Export business is heavy to 56ct/48ct thereby making small fruit difficult to come by. Domestic pricing remains steady with very little discounting.

Many grower/shippers are beginning to discuss the end of the season on **Red Grapefruit** as supplies are dwindling. We expect movement and pricing to remain strong through the remainder of deal.

OTHER STORIES:

- **Watermelon** prices will be slightly lower this week. Demand fell off due to weather and high retails. We will be in good supply this week.

- **Onions**, in all colors and sizes, continue to increase this week. Strong demand exceeds supply.

- **Peruvian Sweet Onions** continue to be available

this week, however pricing will begin to increase. **Mexican Sweet Onions** have started but will be much higher in price than the Peruvian.

- There is more supply of **Celery** from Oxnard, CA and Yuma, AZ. Quality is good and pricing will be lower this week.

- **Red Radishes** remain limited from Arizona and Florida due to cool weather and rain.

- There is more supply of Texas **Cabbage**, putting pressure on Florida. Pricing will be lower this week.