

# ORGANIC MARKET NEWS



OUTLOOK FOR FEBRUARY 11 - FEBRUARY 18, 2016

## ORGANIC ASPARAGUS IN SEASON



**Organic Asparagus** is increasing in supply this week out of Mexico. Product quality has been very good to excellent.

Now through early March will be a period where **Organic Asparagus** is generally available in consistent supply and prices should be at the lowest of the season.

Tray overwrap or flow wrap options are available for retailers needing UPC'd packs.



### OG PEPPERS

**Organic Green Peppers** are in better supply this week out of both FL and Mexico. Volume is increasing out of Florida and prices are firm.

All **Organic Colored Bell Peppers** are in very good supply out of Spain, Israel, and Mexico.

**Fair Trade Organic Red, Yellow, and Orange Peppers** out of Mexico are in season as well.

**Organic Jalapenos, Poblanos, and Serranos** are in good supply, while **Organic Habanero and Padron Peppers** are more limited.



### OG MANGOS

Early crop **Organic Ataulfo Mangos** from Mexico are in stock now! These should be in steady supply for the next few weeks.

**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 certified product is also available for promotion.

Round type **Organic Mangos** from Mexico are projected a few weeks earlier than normal this year and might overlap the Peruvian season a bit towards the end.



### OG TOMATOES

**Organic Round Tomatoes** are in good supply out of Florida, as well as Mexico.

**Organic Grape Tomatoes** are in good supply out of both Florida and Mexico.

**Organic Cherry Tomatoes** are in good supply out of Florida, while Mexico growers are reporting limited supplies. **Organic Rainbow Cherry Tomatoes** are in adequate supply out of FL.

**Organic Cluster Tomatoes** are in good supply out of Mexico, while Virginia **Organic Clusters** are more limited this week.

**Organic Roma Tomatoes** are in abundant supply out of Mexico, but more limited out of Florida.

**Organic Heirloom Tomatoes** are in limited supply out of Mexico.



## OG CAULIFLOWER

After two weeks of abundant harvests, **Organic Cauliflower** is in tighter supplies this week. Some shippers are reporting aphid issues at harvesting, but overall quality has been very good. Expect to see more 16ct than 12ct available this week.

**Organic Purple** and **Orange Cauliflower** are out of stock for the time being, while **Organic Romanesco** is available in limited supply.



## OG BROCCOLI

**Organic Broccoli** is still in large supplies in the market, but it's tightening up fairly quickly. Prices are expected to rise a little bit this week, back to more normal levels.

**Organic Broccoli Crowns** are in good supply.



## OG CABBAGE

**Organic Green** and **Red Cabbage** are in good supply out of CA and Mexico, but more limited out of Florida. The best quality right now is coming out of Florida.

**Organic Napa Cabbage** is in very tight supply out of CA, while there is adequate supplies of **Organic Savoy Cabbage**.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** continue to have nice quality and promotable volumes at this time out of Mexico. CA growers are reporting more limited supplies right now.



## OG SALADS

Mildew and wind/storms have created a shortage in both **Organic Baby Spinach** and **Arugula** for this current week and into next. Please expect some prorates.



## OG CELERY

**Organic Celery** supplies continue to increase as the price drops. Many shippers now have volume on **Organic Celery** and the price continues to drop on both carton and **Organic Celery Heart** packs.



## OG HASS AVOCADOS

**Organic Hass Avocados** continue to be in great supply in all sizes out of Mexico. The eating quality is excellent and promotional opportunities are ideal.

**Equal Exchange Organic Fair Trade Hass Avocados** are still available. For more information on this great program check out: [www.beyondthepeel.com](http://www.beyondthepeel.com) or contact your Four Seasons sales associate.



## OG APPLES

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

First notes on import **Organic Apples** are starting to manifest and the crop is expected to be smaller this season. Prices are likely to be high.

**Organic Gala Apples** are expected to be the first variety around the 3rd or 4th week of March.



## OG PINEAPPLES

**Organic Pineapples** will be back in stock again this week.

In general, the **Organic Pineapple** market is still very tight. Prices are at a premium for the fruit that is available. Condition will be good.



## OG PEARS

The first Import **Organic Bartlett Pears** are expected to arrive by the end of February from South America.

Washington **Organic Anjou Pear** supplies have tightened up significantly, with high prices.

**Organic Bosc Pears** have tightened up significantly with prices on the rise.



## OG GRAPEFRUIT

California **Organic Grapefruit** continues in steady supply. Quality and flavor are good.

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



## OG LEMONS

California **Organic Lemon** supply continues to be in good shape, but rumor has it that in a couple of weeks things should begin firming up again.

**Organic Meyer Lemons** are in steady supply.



## OG CA CITRUS

**Organic Murcott Mandarins** are in season in both stem & leaf and pouch bags.

The first of the California **Organic Gold Nuggets** are expected mid next week.

**Organic Tango Mandarins** are now available in limited supply in 12/2lb. mesh bags.

**Organic Blood Oranges** continue this week in steady supply.

Full box **Organic Cara Cara Oranges** have a good flavor, a nice exterior, and a deep pink flesh again this week in steady supply.

**Organic Navel Oranges** are steady this week with some promotional opportunities available on larger fruit.

**Organic Royal Mandarin Tangerines** have arrived in very limited supply.



## OG BERRIES

**Organic Blueberries** out of Chile are in excellent, promotable supply in both 4.4 oz and 6 oz. clamshells.

Mexican **Organic Blackberry** supplies continue to firm with prices on the rise.

**Organic Strawberry** and **Raspberry** markets continue to be extremely limited with high prices. We should see slightly better supplies and prices by the end of February.



## OG GRAPES

The first South African **Organic Green Grapes** have just arrived with excellent quality, but supplies are limited. The product is shipped in random weight bags, packed into 10 lb. cases.

Next week we expect to see some **Organic Black Seeded Grapes** out of South Africa.

Peruvian **Organic Red** and **Green Seedless Grapes** have finished for the season.

Peruvian **Organic Red Globe Grapes** continue in excellent supply with great quality.

# OTHER STORIES:

- **Organic Formosa Papayas** are projected to be in stock consistently over the next few months due to a strong partnership with the grower. Condition has been great!

- 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 Zucchini** is increasing in supply out of Mexico. Many shippers are reporting that supply exceeds

demand. Quality has been very good. Expect the glut to continue into next week.

- **Organic Eggplant** is in limited supply out of Florida and Mexico. Quality has just been good.

- Italian **Organic Green Kiwifruit** continues in good supply.

- Mexican **Organic Galia Melons** have arrived.

- The first Chilean **Organic Red Plums** have ar-

rived in very limited supply.

- New Buck Brand items this week: **Organic Etrog Citron, Algerian Mandarins, & Thai Sweet Pummelos**

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

**Italian Organic Clementines** continue in limited supply.

# NEW ITEMS!

# CAULIFLOWER CRUMBLES



**42839** – OG Farm Day Crumbles – 6/1 lb.  
**UPC:** 707185000053



**03279** – CV Green Giant Crumbles – 6/1 lb.  
**UPC:** 605806000713

These time-saving, washed and chopped nuggets are recipe-ready for roasting, baking, sautéing, mashing or steaming right in their package. Cauliflower is gluten-free, paleo friendly and can be used in everything from side dishes and salads, to pizza crust and even desserts. Comfort food and healthy food don't have to be mutually exclusive; using Cauliflower Crumbles...you can have your cake, and eat it too. Literally.

### Preparation:

Crumbles are very versatile and can be roasted, baked, sautéed, mashed, added to soups, salads, and even used as a healthful ingredient in pizza dough, breads and desserts. (Cauliflower is washed and ready to use, so rinsing is not necessary when cooking by means other than steaming in pouch.)

Cauliflower's mild flavor, when cooked, allows it to easily blend into recipes, adding moisture, texture and, of course, nutrition. It's also a great ingredient to absorb and deliver flavors that complement the dish.



<https://youtu.be/RPV8WptMN9g>

**WATCH THIS VIDEO  
FOR WAYS TO USE  
CAULIFLOWER CRUMBLES!**

# NEW ITEMS OR BACK IN SEASON

## WEEK OF 2/15/16

### CONVENTIONAL

01900 - CV Peppers Red Bell Bag Hothouse	9/4 pk
00358 - CV Asparagus Standard	28 lb
00356 - CV Asparagus Small	28 lb
00310 - CV Asparagus Tips	15 lb
02362 - CV Beans French	10/11lb
01760 - CV Peas English	25 lb
04857 - CV Sweet Pot #1 Yam Prem Garnet CA	40 lb
14094 - CV Clementines Smiles Gift Boxes	4/5 lb
13964 - CV Clementines Smiles Bags	10/3 lb
14525 - CV Temples (Royal Tangerines)	80 ct
14296 - CV Temples (Royal Tangerines)	12/3 lb
11131 - CV Cantaloupes Jumbo "MAG"	6 ct
11330 - CV Honeydew Golden	6 ct
11584 - CV Melons Galia "Honeymoon"	9 ct
11280 - CV Honeydew Jumbo	4 ct
16114 - CV Plums Lemon	14 lb
17061 - CV Avocado Hass Jumbo Mexican	36 ct
04654 - CV Potatoes Vales Sovereign PEI	10/5 lb
04483 - CV Potatoes Klondike Rose GG	10/5 lb
04450 - CV Potatoes Klondike Goldust GG	10/5 lb
04599 - CV Potatoes Klondike Royale GG	10/5 lb
04567 - CV Potatoes Prime Baker GG	100/10 lb



### ORGANIC



44534 - OG Buck Etrog Citron USA	10 lb
42072 - OG Buck Pummelo Thai Sweet	32 lb
44453 - OG Mandarin Petite Gift Box USA	5 lb
43298 - OG Mandarin Golden Nugget	25 lb
43899 - OG Grapes White Sdls South Africa	10 lb
44127 - OG Orange Navel Australian 33 lb	88 ct
44278 - OG Olivia Celery Hearts	15/10 oz
40235 - OG Cucumber Mini	12/6 ct
41736 - OG Potato Purple Fingerling	20 lb



# NEW ITEMS OR BACK IN SEASON

## WEEK OF 2/15/16

### TROPICALS



Taro Root Small w/ PLU

SIZE: 10 lb. CODE: 01440 PLU: 4794



Malanga Coco Root w/PLU

SIZE: 10 lb. CODE: 01497 PLU: 4644



Malanga Blanca (Yautia) Root w/PLU

SIZE: 10 lb. CODE: 01498 PLU: 4643



Batata/Boniata Root w/ PLU

SIZE: 10 lb. CODE: 01499 PLU: 4546



Chayote Squash w/ PLU

SIZE: 10 lb. CODE: 17120 PLU: 4761

### MELISSA'S STEAMED VEGGIES



40085 - OG Peeled Baby Beets	12/8oz	UPC: 0-45255146721
01414 - CV Steamed Fava Beans	12/8.8oz	UPC: 0-45255-14133
01420 - CV Steamed Garbanzo Beans	12/9oz	UPC: 0-45255-14730
01423 - CV Steamed Baby Potatoes	12/17.6oz	UPC: 0-45255-11246
01436 - CV Steamed Artichoke Hearts	12/6.34oz	UPC: 0-45255-14591
01437 - CV Steamed Red Kidney Beans	12/9oz	UPC: 0-45255-14719
01442 - CV Steamed Six Bean Medley	12/8.8oz	UPC: 0-45255-14723
01419 - CV Steamed Whole Peeled Chestnuts	12/11oz	UPC: 0-45255-14034
01417 - CV Steamed Peeled Baby Red Beets	12/8oz	UPC: 0-45255-12834
01418 - CV Steamed Black-Eyed Peas	12/11oz	UPC: 0-45255-11246
01412 - CV Steamed Lentils	12/9oz	UPC: 0-45255-14718

# CONVENTIONAL MARKET NEWS

OUTLOOK FOR FEBRUARY 11 - FEBRUARY 18, 2016

## BEEFSTEAK TOMATOES



Expect some great deals on 15 lb. **Greenhouse Beef Tomatoes** for the rest of February!

Greenhouse growers in Mexico are harvesting good supplies and lowering prices in anticipation of fresh Canadian crop coming on in March.

Shade-house and open field grown **Vine Ripe Tomatoes** are now plentiful from Mexico too. The rest of February will be a great time to build displays and run in-store specials on 25 lb. **Jumbo Vine Ripe Tomatoes**.



### CV STRAWBERRIES

Much better **Strawberry** volumes are expected this week out of Florida and pricing will also be more promotable. Good supplies are expected through the rest of February and into early March.

The unknown for the Florida crop will be those last three weeks of March. The plants have gone through some very extreme and unusual weather. Growers aren't sure how the plants will produce towards the end of the season leading up to Easter.



### CV LETTUCE

**Romaine Hearts** remain in good supply and a good item to promote again this week. Quality is outstanding!

**Romaine, Green Leaf, and Red Leaf Lettuce** are steady with nice quality.

There was a glut of **Iceberg Lettuce** on the market, but now that the product was pushed ahead, supplies are tightening. Quality is nice with good weights and pricing will be trending higher especially the second half of the week.



### CV ASPARAGUS

Mexican **Asparagus** supplies will be very promotable this week!

The freeze last week only caused a few days delay. They are back to normal and picking very good amounts of product.

We'll be offering the following options for our customers:

- 28 lb. Standard
- 11 lb. Standard
- 1.5 lb. Tips (shorter cut)



## CV CELERY

There are decent supplies of nice **Celery** from Oxnard, CA and Yuma, AZ. However, pricing has bottomed out and big sizes are becoming more limited. Pricing came down this past week, but seems to be creeping back up.



## CV SQUASH

Nice Mexican **Green Zucchini** is abundant and great to promote this week. Quality is outstanding with lower pricing.

**Yellow Squash** remains limited.

**Hard Squashes** are steady and in good supply.



## CV TOMATOES

**Roma Tomatoes** are abundant with promotable volumes. Quality seems to be better out of Mexico on **Roma/Plum Tomatoes** this February.

**Grape and Cherry Tomatoes** are steady.

**Campari and Saporito Tomatoes** remain tight.



## CV BROCCOLI & CAULIFLOWER

**Broccoli Crowns** remain in great supply with steady pricing and promotable volumes.

**Cauliflower** supplies are no longer extra abundant and pricing will be higher this week. Quality remains very nice.

**Purple, Orange, and Green Cauliflower** are in season.



## CV MANDARINS

California **Mandarins** are in peak season and tasting great! Now through April should be a fabulous time to promote.

California **Mandarin Halos** brand, in 10/3lb. & 15/2lb. bags, are now being packed with the **Tango** and **Murcott** variety.

**Sunkist Smiles**, in 10/3 lb. bags & 4/5lb. gift boxes, are being packed with **Murcotts**.



## CV CARA CARA ORANGES

Display building opportunities are abundant for peak season California **Cara Cara Oranges**. This pink flesh navel is tasting very sweet.

56 ct, 72 ct, and 88 ct bulk cases are in good supply. We are also offering 12/3 lb. giro bags and 18/2 lb. pouch bags from Sunkist.



## CV HONEYDEW

**Honeydew** will be fairly promotable the rest of February out of Guatemala and Honduras. The best opportunities will be on 4 ct and 5 ct jumbo fruit.



## CV CANTALOUPE

There is a harvest flush arriving to the US on fresh **Cantaloupe** from Central America. Large sizes, like 6 ct, 9 ct, and jumbo 9 ct, will provide opportunities.

Del Monte's **MAG variety Cantaloupes (Magnificent)** are ideal for in-store specials this week. This variety has dark tan skin and flavorful deep orange flesh.



## CV SPECIALTY MELONS

Mid to late February will be a great time to add some **Specialty Melons** to your display since they are in peak season from Honduras.

We'll be offering **Golden Honeydew** and **Galia "Honeymoon" Melons**.





## CV BERRIES

Promotable **Blueberry** supplies will continue through the end of February. We will begin to transition back to 6oz fruit by early March. Some pints will remain available but not with as much volume. Look for pricing to increase slightly each week and the overall supplies wind down.

Markets and supplies will remain steady this week on **Raspberries** and **Blackberries**.



## CV PEPPERS

**Green Peppers** are very tight with higher pricing this week; quality has been good.

15lb **Red Peppers** are more limited with higher pricing this week. 11lb **Greenhouse Colored Bell Peppers** are limited, all colors, with higher pricing this week. Please ask you sales rep for details on our new 9/4 pack **Red Pepper** item!

**Mini Mixed Sweet Peppers** are now suddenly quite difficult to source. All shippers are extremely light on supply. Pricing will be higher with possible gaps in supply under the next wave of plantings kicking in later this month.



## CV GRAPES

Volumes on Flame variety **Red Seedless Grapes** are at historic lows coming out of Chile.

Quality in the vineyards is weak, therefore less fruit is being picked and much of the fruit arriving to the US does not meet retailer standards. Interestingly, prices are going down on **Red Grapes** to help move the fruit through the supply chain quicker due to it's suspect shelf-life.

**Sweet Celebrations** and **Crimsons** (premium variety reds), now available, are getting a much higher price.

**Green Grape** production has also been hampered by the El Nino weather patterns. This is why prices are high and volumes are low.



## CV GREEN BEANS

Florida **Green Bean** supply is limited and day-to-day. This is putting a lot of pressure on Mexican **Green Bean** supplies and pricing.

Our main source will be Mexico again this week with higher pricing, but very nice quality (30lb cases vs. 25lb FL cases).



## CV CUCUMBERS

Nice Mexican **Super Cucumbers** are flushing with promotable volumes, quality and pricing.

**Cello Wrapped Cucumbers** and **12/6ct Mini Seedless Cucumbers** are steady.



## CV FLORIDA POTATOES

Fresh new crop **Red, Gold, and White Potatoes** out of Florida have started this week in all colors and sizes (50 lb. A-large, B-medium, & C-small).

Quality at the beginning is fair and will get better as we move further into the season.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** are more available from Oxnard, CA. Quality is nice and pricing is trending down.



## CV LIMES

Supplies are projected to become tighter on **Limes** out of Mexico. We expect prices to increase dramatically and stay higher all the way to May.



## CV CORN

**Corn** is very tight from Florida and Mexico. Supply gaps are likely again this week, unfortunately. Florida pretty much has nothing and what Mexico does have is not nice quality.