



ORGANIC OUTLOOK

FEBRUARY 16 - FEBRUARY 23, 2018



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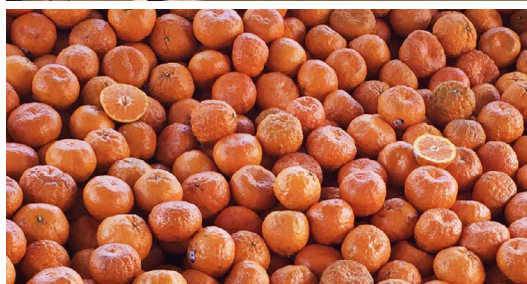
PEAK SEASON ORGANIC MANDARINS

2lb high-graphic pouch bags of **Organic Murcott Mandarins**, as well as 25lb bulk packs, from California are in peak season. Quality and flavor are good.

Organic "Candy Mandys" Brand Mandarins are back in excellent supply this week.

Organic Golden Nugget Mandarins continue in peak season. This variety is known for a pebbly skin, with sweet golden-orange flesh inside.

Buck Brand **Organic TDE Tangerines** are in peak season. This specialty variety is a triple cross between a Temple tango, a Dancy mandarin, and an Encore mandarin. Fruit is very flavorful and virtually seedless.



OG ORANGES

Organic Cara Cara Oranges are in excellent supply this week. Prices have lowered.

Organic Blood Oranges continue in a 25lb box. Supplies are excellent. Some 20lb boxes will be available this week.

Organic Navel Oranges are in good supply this week. Promotional opportunities are available on larger fruit. Flavor is excellent.



OG CITRUS

California **Organic Grapefruit**, **Meyer Lemons**, and **Limes** continue in steady supply.

Organic Lemon supplies have eased slightly with better supplies this week.

Organic Pummelos, **Minneola Tangelos**, and **Kumquats** continue in excellent supply and quantity.



OG BERRIES

Driscoll's **Organic Blackberries** supplies are back in limited supply. Other brands of **Organic Blackberries** continue with steady supplies out of Mexico. Firmer markets should be expected over the next few weeks, with slightly higher prices.

Driscoll's **Organic Blueberries** are in excellent supply with markets continuing to ease and promotional opportunities now available.

South American **Organic Blueberry** supplies have transitioned to pints with promotional opportunities available.

Driscoll's **Organic Raspberry** prices are rising as supplies are tightening until late April or early May. Other brands of **Organic Raspberries** continue in steady supply this week.



OG PINEAPPLES

Organic Pineapple supplies are down due to rain and cooler weather in Costa Rican growing regions.

Both Dole fruit and Non-Dole fruit should be in fair to good supply with pricing remaining slightly higher than it had been a few weeks ago.



OG BROCCOLI

Organic Broccoli is still lower in price this week as a lot of volume is coming on at once. While it's cheap now, prices will be higher towards the beginning of March.

Organic Broccoli Crowns are available in good supply. Some shippers have yellow discoloration on the crowns.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in abundant supply out of Mexico. Quality has been very good.

8/1lb Organic Brussels Sprouts Microwave Bags are also available. Pricing is low and promotional opportunities abound!



OG PACKAGED VEG

Earthbound Farms will begin to offer 3 new SKUs in the coming weeks. **Organic Riced Cauliflower**, **Riced Cauliflower & Broccoli**, and a **Riced Medley (includes carrots)** will all be offered.

Ask your Four Seasons sales rep or merchandiser for more details!



OG CUCUMBERS

Organic Cucumbers are in better supply this week out of Mexico. Pricing is down somewhat.

Supplies of **Organic Hothouse Cucumbers** out of Mexico are tighter. Pricing is steady.



OG STRAWBERRIES

Organic Strawberry supplies out of all regions are improving. Prices are coming down, allowing for promotions in late February and into March.



OG APPLES

Washington **Organic Braeburn, Cameo, Fuji, Gala, Golden, Granny Smith, Kiku, Lady Alice, Pacific Rose, Piñata, Pink Lady, and Red Delicious Apples** are steady, there is still plenty of fruit, especially smaller sizes and bags. Promotional opportunities are available. The large fruit is much firmer with higher prices that continue upwards.

Washington **Organic Envy, Jonagold, and Opal Apples** are wrapping it up for the season by March.



OG PEARS

Washington **Organic Red Anjou Pears** will continue into early March, until the first **Organic Red Bartlett Pears** appear out of Argentina.

The first import **Organic Bartlett Pears** are expected to arrive from Argentina this week with supplies being very tight for the first week. Prices will be high to start, but are expected to ease down as supplies ramp up heading into March.



OG LETTUCE

Florida growers have good supply of **Organic Red Butter, Green Butter, Red Leaf, Green Leaf, and Romaine Lettuces**. Quality is excellent. CA reports good supplies of all varieties, but all are showing brown discoloration on the ribs and some of the leaves.

Organic Romaine Hearts pricing has dropped significantly this week. Quality remains good. It's a good time to promote.



OG HASS AVOCADOS

Organic Hass Avocados remain in steady supply despite some growing regions transitioning. 60ct **Fair Trade Organic Hass Avocados** from Equal Exchange will be limited for the end of February. 48ct and larger are available.



OG PEPPERS

Growers out of Mexico have a lot of volume on all **Organic Colored Peppers**, and deals are available. Quality is good with some arrival issues noted.

Organic Colored Pepper quality continues to be very good out of Israel, but supplies will tighten for late February.

Florida and Mexico growers have good supplies of **Organic Green** and **Jalapeño Peppers**.



OG KALE

Organic Green, Lacinato, and Red Kale are in abundant supply and quality is nice out of CA. Florida growers have increasing supply of **Organic Kale** this week.



OG MANGOS

Organic Kent Mangos from Peru will be available in 9, 10, and 12 ct sizing for late February. Look for great deals in the next few weeks as many growers have fruit and are anxiously pushing volume. Fruit quality has been amazing! The Peruvian Kent fruit is delicious.

Organic Ataulfo Mangos from Mexico are in good supply and prices have begun to drop off just a bit. As the pipeline fills and supplies remain steady, prices will begin to level off.

A **Fair Trade Organic Mango** option is available for late February.



OG ASPARAGUS

California **Organic Asparagus** is now available. There has been a flush of **Organic Asparagus** from Mexico. Prices have reached historic lows. Quality has been arriving nice and fresh.



OG TOMATOES

Organic 2-Layer Tomatoes are increasing in supply out of Mexico and Florida. Quality is very good.

Organic Cluster Tomatoes are increasing in supply, but prices are still high. With more volume coming on, we should see prices drop in late February. **15lb Organic Hothouse Tomatoes** are limited.

Organic Red Cherry, Rainbow Cherry, and Grape Tomatoes are in good supply out of Florida. **Organic Grape Tomatoes** are abundant from Mexico and priced low.

Organic Heirloom Tomatoes are in good supply out of Mexico. Quality and color are very nice.

Organic Roma Tomatoes are increasing in supply out of Mexico and prices are lower. Florida has adequate supplies this week.

OTHER STORIES:

- **Organic Zucchini** and **Yellow Squash** are in better supply this week out of Mexico. Prices are moving down and quality is good.

- **ALERT!** **Organic Bunch Spinach** is in very tight supply this week. Pricing is high and product is small-sized.

- **Organic Cauliflower** pricing dropped as volume has increased, but bruising/discoloration is still apparently from most shippers.

- **Organic Romanesco** is in good supply this week.

- **Organic Celery** is in good supply out of Mexico and CA from multiple shippers. Pricing is down

about as low as they can go. Volume is also up on **Organic Celery Hearts** out of CA and Mexico. **Organic Celery Root** is in good supply out of CA.

- CA growers report adequate supplies of **Organic Red, Green, and Napa Cabbage**. Florida has good supplies of **Organic Red** and **Green Cabbage**.

- **Organic Formosa Papayas** have steady supplies from Mexico. Quality is good.

- **Organic Packaged Salads** have all but rebounded from a slight blip in supply on Baby Arugula and a few other varieties. Supplies in all lines should be plentiful for the end of February.

- South African **Organic Green** and **Black Grapes** are in firm supply this week. There is a small Peruvian **Organic Red Grape** late season expected in March.

- **Organic** and **All-Natural Young Thai Coconuts** are starting to rebound in supply. Prices still remain elevated.

- **Organic Green Beans** are in slightly better supply out of Mexico this week. Prices are still high. Florida is back this week with **Organic Green Beans** and should be available heading into March.



CONVENTIONAL OUTLOOK

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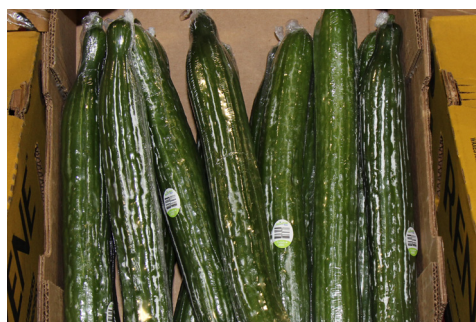
PROMOTABLE WINTER CROP CANTALOUPE



Cantaloupes are a great item to promote for late February. Deals are available on all sizes of fruit, allowing for large displays and good price-points.

Quality has been excellent on the winter crop harvests from Costa Rica, Honduras, and Guatemala.

MAG Cantaloupes are also promotable from Del Monte. This variety features deep orange flesh, high sugars, and a small seed cavity.



CV GREENHOUSE CUCUMBERS

New crop Canadian **European Cucumbers** and **Mini Seedless Cucumbers** have started for the season. We've made the transition from Mexican crop to Canadian beginning in late February.

Look for supplies to continually improve headed into March. Pricing will begin to come down. Quality is very nice.



CV TOMATOES

Quality is very good right now on all **2-Layer Vine Ripe** and **Roma Tomatoes** out of Mexico. Sizing is still running mostly 4x4's and 4x5's on the rounds, and 90-110 count on the romas. Continue to promote all **Tomatoes!**

Campari Tomatoes are very tight out of Mexico and Canada. Canada will get started in better supply heading into March, but look for pricing to remain much higher until then.



CV GREEN BEANS

Green Bean supplies really improved dramatically this week, and pricing has dropped accordingly.

Look for promotable opportunities on fresh **Florida Green Beans** all week. Weather has been ideal in Florida, so we expect really good supplies over the next couple weeks.



OG PEPPERS

15lb Fancy Red Peppers continue to be abundant and promotable.

We're only four to five weeks away from new crop Canadian **Hothouse Colored Peppers**. Until then, supplies will be steady out of Mexico on all Colors, with promotable opportunities on smaller sizes.



OG CABBAGE

Green Cabbage is in excellent supply this week out of Florida, and the quality is very nice. Look for supplies to be steady right into the St. Patty's Day holiday.



OG SWEET CORN

White, Bi-Color, and Yellow Sweet Corn out of Florida are very promotable right now, with the majority of the volume being the Bi-color.

We'll also have steady supplies on the "**Green Giant**" **Tray Corn** moving forward.



CV ASPARAGUS

Continue to promote **Asparagus** this week. Mexican volumes are coming in over estimates and the deals will continue!



CV STRAWBERRIES

Valentine's Day demand for **Strawberries** is over, and the good weather will continue in Florida, so look for very promotable pricing on fruit from Florida. This will continue for the next few weeks.



CV EGGPLANT

Eggplant is currently in very good supply, and quality is the best of the season out of Mexico. All of the **Eggplant** we have currently are hot-house grown. Growers expect supplies to be really good for the next couple weeks.



CV CITRUS

California **Citrus** continues in peak season with excellent flavor on **Navels, Heirloom Navels, Cara Caras, Bloods, Minneolas, SUMO Citrus, Stem & Leaf Mandarins, and Murcott Mandarins** (Halos, Delites).

Texas **Grapefruit** is really delicious right now.

Limes from Mexico are anticipated to become tighter in supply with rising prices for late February and into March.



CV HASS AVOCADOS

The cleanup of **Hass Avocados** in the lower growing regions in Mexico is slowly winding down. Growers are desperate to move product at lower prices to avoid losses. The new crops are being grown at higher elevations and have much better quality and shelf life. Growers are charging more money for fresh harvests.

We have seen a gradual increase in the markets for good fruit and a lesser supply of the 48 counts and smaller with the new crop producing more of the larger sizes at this time.



CV VEG

Supplies are plentiful and markets will remain steady on **Celery and Iceberg, Leaf, and Romaine Lettuces**.

Keep promoting **Broccoli and Brussels Sprouts**. Heavy Mexican volume will continue.