



ORGANIC OUTLOOK

FEBRUARY 24 - MARCH 3, 2017



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ORGANIC STRAWBERRIES BECOMING PROMOTABLE

Organic Strawberry supplies out of Mexico are expected to improve over the next couple of weeks. Prices continue to decrease, allowing for better retail price-points. Florida **Organic Strawberry** supplies have firmed slightly, but remain available.

Quality and size has been best on the Driscoll's **Organic Strawberries** out of Mexico. Other brands have had nice, large berry size, but less shelf-life.



ALERT!



OG HASS AVOCADOS

ALERT! The **Organic Hass Avocado** market continues to rise very quickly!

Growers are reporting that lower elevation crops finished up more quickly than expected and as they moved to higher elevation the crop size was much less than anticipated.

This has put tremendous pressure on both the organic and conventional demands. Prices have jumped up dramatically and they continue to rise for late winter and early spring.



OG BERRIES

Chilean **Organic Blueberry** supplies have tightened significantly and the season is expected to wind down a few weeks earlier than expected. Prices should continue to rise.

The best quality is on the 6 oz Driscoll's **Organic Blueberries** from Mexico.

Organic Blackberry supplies have evened out with steady pricing now available.

ALERT! **Organic Raspberries** remain very expensive due to lighter harvests. Volumes and quality is expected to improve by mid-late March.



OG LETTUCE

Organic Romaine Hearts markets are tighter this week out of Arizona. Less supply is available. Prices are expected to be very tight in late February into March.

Organic Red Leaf, Green Leaf, Red Butter and Green Butter Lettuces all have excellent quality from Florida. **Organic Romaine Lettuce** is more limited in supply this week out of Florida than in previous weeks and there may be some tip discoloration.

CA reports limited supplies of all **Organic Lettuce**, with **Organic Romaine Lettuce** being the tightest. Some shippers shipping below normal weight cases on all leaf, and there is still discoloration present



OG ASPARAGUS

Organic Asparagus is more limited in supply this week out of Mexico and CA. CA product has begun, but improved volumes should be here by mid-March.



OG ARTICHOKE

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



OG SQUASH

Organic Zucchini and **Yellow Squash** are in good supply from Mexico. Multiple shippers have product and the quality is very good.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in good supply this week from Mexico. Quality is very good.

Loose product available in both 10lb and 25lb packs. Prices are now at the lowest point of the year.

Product is available in 8/1lb microwaveable bags.



OG CUCUMBERS

Organic Cucumbers are in good supply this week out of Mexico at slightly lower prices. Promote away!

12/6 ct Organic Mini Cucumbers are in good supply out of Mexico.

Organic Hothouse Cucumbers are limited from Mexico where quality has deteriorated. Spain reports good supplies of **Organic Hothouse Cucumbers**.



OG PEPPERS

Expect steady supplies in **Organic Green Peppers** from Florida and Mexico.

Organic Red Peppers are in abundant supply out of Mexico, while **Organic Yellow** and **Orange Peppers** are in adequate supply.

Organic Red, Yellow, and Orange Peppers are in good supply out of Israel.



OG BROCCOLI & CAULIFLOWER

Quality has been very good and prices are promotable going into March on **Organic Broccoli!**

Organic Broccoli Crowns and **Wrapped Broccoli** are in also in good supply.

Organic Cauliflower is in decent supply from CA.



OG WASHINGTON APPLES

Organic Braeburn, Cameo, Fuji, Gala, Opal, Pink Lady, and **Red Delicious Apple** prices are starting to rise as grower/shippers slow down packing to prolong the season.

Organic Gold and **Granny Smith Apple** supplies have tightened up significantly, pushing prices up.

Organic Envy Apples are winding down for the season these should finish up in early March.

Organic Honeycrisp Apple supplies are virtually done and will become unavailable during March.



OG PEARS

New crop import **Organic Green Bartlett Pears** out of Argentina have arrived in good supply. Some Fair Trade fruit is expected the first week of March, along with some **Organic Red Bartlett Pears**. All other Argentinian varieties are due late March early April.

Washington **Organic Anjou, Bosc** and **Red Anjou Pear** supplies continue to tighten as end of the season approaches. Expect prices to rise as the days roll on.



OG SALADS

ALERT! Organic Salad shippers continue to struggle filling demand with poor quality and yields in the fields. Fill rates have been slightly better but it appears the shortage will remain for at least a few more weeks. **Organic Baby Arugula** and **Baby Spinach** remains most impacted.



OG GRAPES

SOUTH AFRICAN GRAPE UPDATE:

Organic Green Seedless Grapes are in firm, but steady supply.

Organic Black Seeded Grapes came and went – the next shot is expected 2/25.

Organic Melody Black Seedless Grapes are expected in about 2 weeks. This is the first time they will ever be coming to the US!

Organic Red Seedless Grapes are expected in early March.

OUTLOOK?

There will be limited supplies of South African **Organic Grapes** into early April. Fresh crop **Organic Seedless Grapes** out of MEXICO will likely begin in early May.

- **Organic Pineapples** will be in good supply next week. In general, **Organic Pineapples** are entering what could be an interesting next few months. Prices have dropped a little from previous weeks but growers are predicting tighter markets through the Easter holiday.

- **ALERT!** Both **Organic Young Thai Coconuts** and **All-Natural Young Thai Coconut** prices continue to remain higher this week again as supplies continue to be very tight. This will last for the next few weeks.

- **Organic Ataulfo Mangos** from Mexico continue to be promotable!



OG PAPAYAS

Organic Formosa Papayas are in great supply and quality is excellent. The crop is sizing larger and fruit is very promotable. Product is beautiful and at a promotable price.



OG TOMATOES

Organic Round Tomatoes are in abundant supply this week out of Florida. Mexico reports abundant supplies of 2-layers and Hothouse Tomatoes with calyx. Prices are promotable.

Organic Cluster Tomatoes are in better supply out of Mexico this week. Pricing is lower, allowing for early March promotion.

Organic Grape Tomatoes are in good supply out of Florida and Mexico. The deals are available from Mexico, though color and flavor were not as good as the Florida product.

Organic Roma Tomatoes are abundant out of Mexico, but some arrivals have issues because of soft and decay. Supplies are adequate out of Florida at this time.

- **Organic Green and Red Cabbage** is in abundant supply from Florida. CA also reports good supplies of **Organic Green, Red, and Savoy Cabbage**, but **Organic Napa Cabbage** is limited. Florida quality is nicer than the CA product at this time. Supplies are expected to be good for St. Patrick's Day in March.

- **Organic Lime** supply has improved. Expect prices to ease with new crop available. Color should be better, but sizing will be slightly smaller.

- **Organic Red Plums** out of both Argentina and Chile have arrived in limited supply.



OG GREEN BEANS

Organic Green Beans are in excellent supply out of Florida and quality is very good. Mexico is in limited supply. **Organic Packaged Green Beans** are in good supply out of CA.



OG CALIFORNIA CITRUS

Organic Tango Mandarins, in both 12/2lb high graphic pouch bags and 25lb bulk, are in better supply this week. **Organic Murcotts** are also in season.

Cara Cara Oranges, Navel Oranges, Kumquats, and Pummelos are in steady supply this week.

Organic Golden Nuggets are going to be very limited over the next couple of weeks due to the rain.

Organic Moro Blood Oranges are limited this week due to the rain. Supplies are expected to improve next week.

Organic Minneola Tangelo supplies are extremely limited due to the rain and could finish for the season early.

Organic "Mini Olas" Minneola gift boxes are limited this week due to the rain, but supplies are expected to improve in early March.

OTHER STORIES:

- **Organic Kent Mangos** from Peru are winding down with last containers hitting the east coast this week. Mexico is starting to trickle a few **Organic Tommy Atkins Mangos** across the border as the Peru season winds down. There will be little to no Mexican fruit on the east coast next week, but the following week we should see some.

- California **Organic Grapefruit** supplies continue to be good with the range of sizes from 27 to 48 ct and bags. Florida **Organic Grapefruit** continue in limited supply.

IN STOCK BEGINNING MARCH/APRIL AT FOUR SEASONS PRODUCE!



Bartel's Organic Grass Fed Beef from Oregon

Arriving beginning of March!



Applegate Natural & Organic Deli Products

In stock now!



Waterhill Natural & Organic Deli Meats

Arriving early April!

DID YOU KNOW WE OFFER THESE LINES TOO?

- Organic Valley Organic Dairy
- Natural By Nature Organic Dairy
- Nature's Yoke Natural & Organic Eggs
- Tricking Springs Organic Dairy Products
- Billinski's Natural & Organic Chicken Sausages
- The Piggery Natural Pork Products



- Andrew & Everett Natural Cheeses
- Garrett Valley Natural Deli Meats
- Koch Natural Turkey Products
- Green Mountain Creamery Natural Yogurt
- Seven Stars Organic Yogurt
- Kings Creamery Organic Dairy



pure organic yogurt since 1987

- Springwood Dairy Organic Yogurt
- Maple Hill Organic Dairy
- Maple Avenue Foods Natural Deli Salads
- Macro Vegetarian To-Go Meals
- Kettle Cuisine Natural & Organic Soups
- 3 Brands Of Kombucha
(Aqua Vitea, Capital Kombucha, & Baba's Brew)



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CONVENTIONAL OUTLOOK

FEBRUARY 24 - MARCH 3, 2017

WWW.FSPRODUCE.COM 48 CT

HASS AVOCADO PRICES SHARPLY RISE

ALERT!



ALERT! The **Hass Avocado** market continues to show signs of strength. A revised crop estimate in Mexico has compelled growers to drive up pricing in the field, with fruit essentially going to the highest bidder.

Without California or Peruvian fruit in the market, Mexico has the ability to drive up costs based on static demand. Retail and Food Service operators have already begun to cancel upcoming promotions, as a direct response to these new higher price levels.

Prices jumped \$10-\$20 a case during the 4th week of February. Stay tuned for more updates.



CV TOMATOES

2-Layer (4x4 & 4x5) and 25lb Vine Ripe Tomatoes are plentiful, beautiful and promotable. Now is a great time to highlight this item with nice displays and in-store specials.

Roma and **Grape Tomatoes** remain plentiful. We have a new 12/2lb **Roma Pack** available - please ask your sales rep for details and/or samples!

Campari Tomatoes are plentiful and promotable. Pricing will be lower this week and is great to promote!

15lb **Beef** and 11lb **Cluster Tomatoes** are steady.



CV BERRIES

Keep promoting **Blueberries!** Chilean volumes are down from their peak numbers, but we will still see promotable supplies this week.

Jumbo Driscoll's **Blueberries** from Mexico, in 6 oz packs, remain the best quality option.

Better supplies this week will help to ease the markets down and make **Raspberries** and **Blackberries** good items to promote this week.



CV PEPPERS

15lb Red Peppers are plentiful and promotable. Quality is excellent, sizing is jumbo, supplies are great, and pricing will be even lower this week!

11lb Red, Yellow, and Orange Peppers are steady.

Green Peppers remain limited from Mexico and Florida with steady pricing.

Mini Mix Sweet Peppers remain in good supply. The 11lb pouch bags are selling very well.



CV ASPARAGUS

This is a great week to promote fresh crop **Asparagus**! Mexican volumes will be very strong.

28lb cases and 15lb tips cases will be in stock for "think spring" specials!



CV ICEBERG SALADS

ALERT! Due to yield and quality issues in the field on **Iceberg Lettuce**, some salad producers are struggling to fill orders on **Iceberg based Packaged Salads**. Fresh Express for example, will be heavily prorating their Garden Salad through mid-March.



CV MELONS

Cantaloupes (regular and MAG) and **Honeydew** supplies and pricing are steady this week.

Golden Honeydew are in season from Central America this week. And something different to your melon display!



CV SQUASH

Zucchini and **Yellow Squash** supplies are more limited with increased pricing this week. Quality is good.

All **Hard Squashes** are steady/promotable.



CV CABBAGE

There remains good supply of Florida **Cabbage** with good quality. Pricing will be steady this week and all signs indicate there will be good/promotable supplies for St. Patrick's Day.

Please be sure to ask your sales rep for St. Patrick's Day ad pricing which is more affordable at FOB than in recent years.



CV CUCUMBERS

Mexican **Cucumber** supplies remains good, with excellent quality. Pricing will be down this week.

Cello wrapped Cucumbers are in very good supply from Mexico and Canada (we are sourcing mostly fresh crop Canadian right now...less travel time = fresher).

This is a great item to promote with lower pricing this week.



CV BROCCOLI RABE

ALERT! **Bunched Broccoli Rabe** is limited this week with higher pricing.

Bagged Broccoli Rabe, cut and washed, will still be in steady supply. Have you tried this item?



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are in better supply with lower pricing this week. Quality remains nice.

Cauliflower is steady with limited volume.



CV BRUSSELS SPROUTS

Brussels Sprouts remain promotable with very affordable pricing.

24/1lb mesh Brussels Sprouts remain a great value.



CV LETTUCE

Iceberg Lettuce pricing is down a bit this week. Industry wide quality still is just okay. Pricing may increase again the second half of the week.

Green Leaf and **Red Leaf Lettuce** supplies are steady, with pricing down a tad this week.

Romaine Hearts and **Romaine Lettuce** remain very limited with steady to higher pricing. **Romaine Heart** quality remains stellar.



CV GRAPES

We are starting to see the markets firm up on the better **Red Seedless Grapes**. **Sweet Celebrations** and **Magentas** have held firm all along and now the **Crimsons** market is much stronger. Deals on **Flame Grapes** remain available as demand on this variety is waning and most chains are looking for stronger varieties.

On **Green Seedless Grapes**, the market will remain very loose due to an abundance of fruit and arriving to the east coast.



CV MANDARINS

The California rains have frustrated grower/shippers of **Mandarins**, but when the sun shines they've been harvesting all they can and refilling the pipeline with branded **Tango** and **Murcott Mandarins** (Halos, Cuties, Smiles, etc.).

Mexican **Mandarins** with decent quality are being packed in other labels, and are trading at lower prices than the above mentioned brands. Spain and Morocco are essentially finished for the season.



CV CALIFORNIA CITRUS

It's been another difficult week for **Citrus** growers in California.

With another wave of bad weather hitting the West Coast at the beginning of the week, growers scrambled to pick what they could over the week-end and were able to offer a handful of supplies out on Monday.

Another weather front is supposed to be moving in 2/26-3/2, so hopefully they will catch up in between the rain.



CV GRAPEFRUIT

The peak **Grapefruit** crop is coming to an end as some growers are expected to finish by early March as growers continue to clean pick remaining groves and are accumulating small sizes (48ct/56ct).

They expect pricing to continue upward as large sizes are scarce. Quality remains excellent as cool and dry weather make for ideal harvesting conditions. Flavor is outstanding.

More focus with shift to the Texas late season **Grapefruit** crop, which is also at its peak flavor.



CV STRAWBERRIES

The abundant harvest and extreme value prices on **Strawberries** out of Florida are coming to an end and prices will return to more normal late winter levels.

Why?

Rain in California has put increased pressure on the Florida **Strawberry** supply. Florida growers also have had some rain which has really started to strengthen the market. Prices aren't going crazy, but they have firmed up several dollars.

