

ORGANIC MARKET NEWS



OG AVOCADOS IN GOOD SUPPLY FOR CINCO DE MAYO

Organic Hass Avocados from Mexico are in good supply heading into next week. All **Organic Hass Avocados** coming from Mexico right now are very high in oil content and eat fantastic! This does however, affect outward appearance in that even the hard to firm fruit is starting to turn brownish in color. They are ripening up excellently.

California **Organic Hass Avocados** are very nice right now also, and remain at a slightly higher price point.



OG VIDALIA ONIONS

Organic Vidalia Onions will get started this week in a limited way and sizing will only be medium.

Jumbo Organic Vidalia Onions will be available in the next couple weeks. Some growers are having poor yields this year on organic product so we could see a tight and high priced market on **Organic Vidalia Onions** through the season.



OG CELERY

Organic Celery continues to be a very tight item. Some shippers have begun harvesting a little out of the North, but larger sizes are still worth a premium if you can find them.

36 ct **Organic Celery** continues in good supply out of Yuma, AZ. They would not be harvesting this product had there been supply up North. Expect another week of very tight supply, before more product should come on and alleviate some of the price and demand pressure.

Organic Celery Hearts are tight supply as well.



OG BANANAS

Some logistical issues have caused **Organic Bananas** to tighten up. Containers did not make scheduled vessels, causing arrival and ripening issues. We will continue procure the fruit needed to cover orders as best as we can while also ensuring good quality. This supply issue should not be long lasting.



OG ASPARAGUS

Organic Asparagus is slightly lower in price this week, but there is no real increase in supply. A few other Northern California shippers have small harvests, but quality is not as strong as some other shippers.

Organic Purple Asparagus is in limited supply out of California. Quality is expected to be consistent this coming week.

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OG CUCUMBERS

Mexican **Organic Cucumbers** are more limited this week. Some shippers have seen volume fall off dramatically, while others still have good supplies.

Organic Juice and **Plain Cucumbers** are available as well, but very limited out of Florida.

Good supplies of **Organic Hothouse Cucumbers** are available out of Mexico, with attractive pricing.

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OG TOMATOES

Organic Round Tomatoes are in good supply out of Florida. Quality has been very good. **Organic Round Tomatoes** are more limited out of Mexico and price is up.

Organic Hothouse Tomatoes out of Mexico and Pennsylvania are in adequate supply.

Organic Cluster Tomatoes are in good supply from of Virginia and Mexico, with a small supply out of California.



OG BROCCOLI

Organic Broccoli will be higher priced this week. Some shippers had a small excess of product last week, but shippers are tighter in supply this week.

Organic Broccoli Crowns are available but limited, and are fetching a higher premium price per box.

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OG LETTUCE

Organic Lettuce is in good supply out of Georgia. New plantings are now being harvested and the lettuce is clean.

California shippers are reporting good supplies of **Organic Red** and **Green Leaf Lettuces**, but some rib rust is evident. **Organic Romaine Lettuce** is tighter, and also has some brown discoloration on the ribs.

Both California and Florida shippers have limited supplies of **Organic Red** and **Green Boston Lettuce**.

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OG APPLES

The first import **Organic Granny Smith Apples** have arrived in very limited supply just in time as domestic fruit has finished for the season. Prices remain high and better supplies are expected in a few weeks.

Washington Organic Gala Apples are wrapping up for the season over the next couple of weeks. Argentinean and Chilean imports have arrived and continue with high pricing. The transition will be smooth. **Organic Red Delicious Apples** continue with decent supplies, but prices are moving up.



OG ZUCCHINI

Organic Zucchini is more limited in supply this week out of both Mexico and Florida. Florida supplies have tightened up as some fields have finished and others are not ready to pick. Mexico growers are reporting fewer shipments of **Organic Zucchini** this week. Quality out of both regions has been very good.

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OG MANGOS

Organic Tommy Atkins Mangos are flying out of here as pricing has been very aggressive to move this beautiful fruit! Volume and quality are way up right now!

Organic Ataulfo Mangos are also in steady supply but price remains slightly higher. Quality is excellent. Be sure to take advantage of these great deals while you can!

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OG LEMONS

95 and 115 ct fancy and choice **Organic Lemon** prices continue to rise and supplies remain very tight. We expect this trend to continue right into the summer and don't expect an improvement until the fall. Some of this is due to water rationing and we expect to see gaps which will grow bigger in the summer.



OG CA CITRUS

Organic Navel Oranges will finish up for the season by the beginning of May. Prices remain very strong. **Organic Valencia Orange** supply continues to increase as navels slow down. Expect good supplies to be readily available once navels finish up.

California **Organic Dark Red Moro Blood Oranges** are winding down and will finish up for the season over at the beginning of May.



OG BERRIES

New crop California **Organic Blueberry** production is in good supply. Because of some rain in Florida, production is sporadic.

Organic Strawberry markets continue to be extremely firm. Supply is sporadic and prices are high. **Organic Strawberries** are expected to remain in firm to tight supply until the middle of May.

Mexican **Organic Blackberry** supply continues in firm supply this week.

Mexican **Organic Raspberries** have tightened up significantly and are expected to remain in firm to tight supply until the middle of May.



OG STONE FRUIT

The first **Florida Organic Peaches** have arrived in limited supply.

The first **California Organic Apricots**, the Poppy variety, are expected to arrive in less than a week. Supplies will be limited with high prices.



OG PEARS

Argentinean **Organic Abate Pears** have transitioned into half boxes and are now in excellent supply. **Organic Anjou Pears** continue in steady supply.

Import **Organic Bartlett Pears**, both Fair Trade and standard, continue to be a great item to promote with excellent quality and supply as we move into the winter Bartlett variety, with nice solid green color.

Organic Packham Pears have arrived in good supply.



OG MELONS

Mexican **Organic Cantaloupe** supply has tightened up, as some blocks have finished early. There will be fruit mostly on the smaller side available. Mexican **Organic Honeydews** are back in good supply.

Mexican **Organic Charentais Melons** are done for the season and some blocks of **Organic Specialty Mixed Melons** have been entirely lost this season.

California **Organic Melons** are expected to begin around the first or second week of May.



OG ONIONS

Organic Yellow Onions out of California are getting started this week and we should see a smooth transition from Argentinian Organic Yellow Onions towards the latter part of this week.

Organic Red Onions out of California are still extremely limited and borderline non-existent. Price is sky high on this product and we expect it to stay this way for the next couple weeks as demand truly exceeds supply.

Organic White Onions out of Argentina should last the next couple weeks and then we will see them gap until mid-May when product gets started out of California.

IN OTHER NEWS...

- **Organic Spinach** is in very limited supply this week out of California. We are expecting the first Nevada **Organic Spinach** of the season the first week of May. Prices should remain tight and firm.

- California **Organic Grapefruit** remains very tight and sporadic as we move into the Star Ruby variety. Prices are on the rise. Florida **Organic Grapefruit** is done for the season.

- **Organic Lime** markets remain steady. Large fruit is extremely limited with high prices. Small fruit is in slightly better supply with prices edging slightly lower.

- **Organic Black Seeded Grapes** out of South Africa are done for the season. Mexican and California are looking to have a good Organic **Grape** season. Supplies will begin to arrive out of Mexico going into May.

- Italian **Organic Kiwifruit** supply and prices continue to firm up as the end of the season nears. We expect to have a rather smooth transition to New Zealand Fruit around June 1st. Within 2 weeks of that, the first **Organic SunGold Kiwifruit**, New Zealand's Treasure, is expected to arrive.

- Mildew has continued to be a problem for **Organic Salad** shipers. **Organic Baby Spinach** and **Kale** have been affected the most.

This has greatly impacted the bulk **Organic Salad** supplies we are able to procure.

- **Organic Red Potatoes** out of California are still in slightly limited supply, but quality continues to improve with each arrival that we see come in! **Organic Yellow Potatoes** out of California are in slightly better supply than the Reds. Quality is really starting to peak this week with Cal-O **Organic Yellow Potatoes** getting started.

THANK YOU!

for helping make the 2015 Earth Week Campaign a success!

\$22,049.50



+

\$10,420.00



+

\$625.25



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\$33,094.75 for



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CONVENTIONAL MARKET NEWS

STRAWBERRIES IN TIGHT SITUATION



Some rain and cooler weather over the past week in California slowed **Strawberry** production and has caused some quality issues. This caused a tight supply situation to get even worse and Mother's Day demand has already kicked in and is making this situation even more severe. We are doing to all we can to ensure we have enough fruit to cover all orders, but there may be some prorate situations.

Supplies will remain very limited and prices seem to have reached the ceiling, but will hold there at least through this weekend. We anticipate a better supply situation by the end of the month, but this will all depend on the weather.



CV BLUEBERRIES

Rain in Florida, along with the labor force shifting to other commodities, will cause the Florida **Blueberry** deal to wind down quickly.

Georgia has started with good volume and prices have been adjusting down slowly and will settle by mid-week.

North Carolina is also scheduled to start by the end of the month. **Blueberries** will be a great item to promote this month!



CV PEPPERS

All **Colored Bell Peppers** from Canada are in excellent supply. Now is the time to promote all new crop **Peppers**! Sizing has been running most 20 – 24 count and quality is awesome!

Green Peppers are in good supply out of Florida at this time, and Georgia is right around the corner.



CV GRAPES

Southern California is now shipping both **Red** and **White Seedless Grapes**, with Mexican fruit crossing by the end of the week. Prices are still much stronger than the Chilean market, but on **White Grapes** it may be worth making the transition into new crop.

Expect **Perlette Grapes** to arrive early next week. There are plenty of good **Crimson Red Seedless Grapes** from Chile, and the need to make the switch to new crop **Flame Grapes** is not as necessary. In fact, the markets on Chilean fruit will get flexible, especially on the **Crimsons** as shippers /growers will be proactive in holding onto the business.



CV ASPARAGUS

New Jersey Asparagus supplies are slowly improving. Warmer weather is expected, so watch for that market to adjust down through the week.

Peruvian Asparagus supplies will remain very limited this week. Prices seem to have hit the high point.



CV TOMATOES

Tomato growers in central Florida have received a significant amount of rainfall this past week. This has kept growers out of the fields from harvesting, and has caused prices to rise. Look for tighter supplies on all **Round, Roma, and Grape Tomatoes** this week.



CV CUCUMBERS

Super Cucumber supplies will begin to increase out of Florida, while Mexican supplies begin to slide down.

Hothouse Euro Cucumbers are promotable once again this week as growers are back in excellent supply.



CV WATERMELONS

Watermelon prices seemed to have leveled out from both Florida and Mexico. Some rain in Florida caused a small hiccup on supplies, but demand was off due to the cooler weather here in the Northeast. Look for markets to increase as the weather improves and Memorial Day gets closer.



CV SQUASH

We will have good supplies of Mexico **Squash** this week, but keep in mind that **Green Zucchini** and **Yellow Squash** are now being harvested in good supplies out of Georgia.

It's hard to believe, but we'll be harvesting **Local Squash** from Pennsylvania in 5 weeks (the beginning of June)!



CV RUSSET POTATOES

Demand for **Idaho Russet Potatoes** is steady with large cartons seeing higher prices with limited availability of 50 ct and 70 ct cartons. Small cartons and consumer package prices are holding steady with good demand.



CV MELONS

Mexican **Melons** continue to roll in. Sizing is starting to get bigger and should be in good supply on all sizes as the week goes on.

Offshore fruit will also continue for the next few weeks. Sizes on arrivals from offshore are sporadic and sometimes not exactly what importers have anticipated. Look for opportunity buys on both **Cantaloupes** and **Honeydews** through the week.



CV HOTHOUSE TOMATOES

Hothouse Tomatoes out of Canada are in excellent supply. The larger **Beef**, mostly 16- 20 counts, are still very firm in price, while deals are being made on 22-28 count flats.

Cluster Tomatoes are in excellent supply and quality. Most cases have 6 full clusters with 5 tomatoes per vine. We also have **Cluster Tomatoes** from local growers in Virginia and New York!



CV CHERRIES

Cherry volume is picking up in California and by the weekend the prices will show the increase in volume.

10.5 row and larger fruit, which is limited, will not drop in price too fast but on the 11.5 row and smaller fruit, the peak size at this time, the decrease in cost will be substantial. Expect promotable volume in by the second week of May.



CV EGGPLANT

Eggplant will be finishing up for the season out of Mexico, and we'll be transitioning to Plant City, Florida. Look for pricing to remain steady through this transition to the East Coast.



CV ONIONS

Vidalia Onions continue to look nice with pricing continuing to come down slightly this week.

Red Onions continue to be a challenge this week with availability of good quality onions being limited.



CV SWEET POTATOES

North Carolina **Sweet Potatoes** will increase in price this week.



CV STONE FRUIT

Most growers are still just scratching the surface with the new crop of **Peaches** and **Nectarines**. There has been small volumes of **White & Yellow Peaches** and **White Nectarines**.

Yellow Peaches will start this weekend. Sizing is, as usual at the start, peaking on the smaller sizes with limited big fruit available. The vol-

ume of **Apricots** is considerably smaller this year and will be a three to four week harvest for most shippers. Price will stay strong for most of the season.

Eastern Peaches are still coming in from Florida in the 8 lb. box and the quality has been very nice. These will continue to be available for another two to three weeks, enough to cover demand until Georgia and South Carolina arrives by the middle of May.

Despite the freeze early in the bloom, damage overall will be limited and volume will be adequate through the season with those occasional gaps between varieties which we have dealt with in the past and will have to pay special attention to so as not to get caught short.



CV COLOR POTATOES

Rains in Florida have caused some quality issues and limited supply this week on all **Color Potatoes (Red, Yellow, & White)** and sizes.

Quality out of California on new crop **Potatoes** is reported to be outstanding which equates to the perfect opportunity to switch our sourcing over to California. Price will be a little higher than out of Florida but quality will really shine on the California product.

LOCAL PRODUCE



GROWER LIST

April 30 - May 7, 2015

ORGANIC

TOIGO ORGANIC FARMS

Carlisle, PA
41360 - OG Tomatoes Hothouse PA 10 lb.

RED SUN FARMS

Dublin, VA
41355 - OG Tomatoes Hothouse PA 11 lb.

BUTTER VALLEY HARVEST

Bally, PA
03000 - CV Lettuce Boston Hydro PA 12 ct

RED SUN FARMS

Dublin, VA
23245 - CV Tomato Clust VA 11 lb.

EASTERN FRESH GROWERS

Cedarville, NJ
00357 - CV Asparagus NJ 28 lb.

CONVENTIONAL

FLAIRM FARMS

Vineland, NJ
00205 - CV Arugula NJ 24 ct
01020 - CV Chives Bunch NJ 12 ct
01315 - CV Greens Kale 18 ct NJ 18 lb.
01516 - CV Mint Box NJ 12 ct
02120 - CV Rapini NJ 24 ct
02200 - CV Spinach Bunched NJ 24 ct

Coming soon! Dandelion, Leeks, Radishes, Green Swiss Chard, Romaine, Green Leaf & Red Leaf Lettuces, and Boston Lettuce