



ORGANIC MARKET NEWS

**NEXT EDITION:
JANUARY 6TH!**

OUTLOOK FOR DECEMBER 23 - JANUARY 6, 2016

ORGANIC BLUEBERRY PEAK SEASON



Organic Blueberries are in peak season from the Southern Hemisphere, where summer is just starting. Late December and into January, expect promotional opportunities on 4.4 oz and 6 oz packs. Full pint packs will become available in January.

The fruit is coming from three regions: Argentina (organic & organic fair trade), Chile, and finally Driscoll's has some of their proprietary **Organic Blueberry** varieties harvesting in Mexico. The Driscoll's fruit is priced higher, but has exceptional quality, flavor, and texture.



OG BERRIES

ALERT! **Organic Strawberry** supplies out of California and Mexico remain extremely tight, especially from Driscoll's. Expect occasional out-of-stocks and the steep pricing to continue into January.

Florida **Organic Strawberry** supply is expected to improve this week with slightly lower pricing.

Organic Blackberry supplies have loosened back up from most shippers, however Driscoll's is in extremely light supply.

Organic Raspberry supplies are steady this week, but are expected to become less abundant and more expensive in January.



OG PEPPERS

Expect abundant supplies of **Organic Green Peppers** as FL, Mexico, and CA are coming in at once.

Organic Red, Yellow, and Orange Peppers are in good supply out of Israel and Mexico. Holland is done.

Organic Jalapeños are in good supply out of CA, Mexico and Florida. Mexican **Organic Habanero Peppers** are limited from Mexico.



OG TOMATOES

Organic Round Tomatoes are in good supply from Florida. Mexico reports limited supplies on 20lb **Organic Round Tomatoes**, but 15lb **Organic Hothouse Tomatoes** are in good supply.

Organic Cherry and **Grape Tomatoes** are in good supply out of Florida and Mexico. **Organic Rainbow Cherry Tomatoes** are increasing in supply out of Florida.

Organic Roma Tomatoes are in good supply out of Mexico and more limited out of Florida.

Organic Cluster Tomatoes are in abundant supply out of Mexico. Some shippers are significantly lower in price than others this week.



OG SALADS

Organic Salad quality is back and the desert growing conditions have improved.

Expect good volumes as we ramp up for holiday and **DIET SEASON** volumes.



OG BROCCOLI

Organic Broccoli is in excellent supply out of CA and AZ. Prices will be promotable to start off January. Some **Organic Broccoli** is available out of GA as well.

CA **Organic Broccoli Crowns** are in good supply as well. Prices are expected to be steady going into the New Year.



OG CARROTS

All **Organic Carrots** are in good supply, including **Organic Bunch Rainbow, Cellos, and Baby Peeled Carrots.**

As we get into January, we may see prices increase. New **Organic Carrots** shippers begin this week – Pacific International Produce.



OG TURMERIC

Organic Certified Turmeric from Hawaii is in adequate supply, and **Wild Turmeric** out of Jamaica is in good supply.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are expected to be in limited supply out of CA late December/early January. One of the main CA shippers is finished and prices have risen.

NOTE: Fresh crop supplies out of Mexico are expected to be abundant beginning in late January.



OG ASPARAGUS

ALERT! **Organic Asparagus** is very limited and at extreme prices out of Mexico. There is really virtually nothing to load this week.

We will not see strong volume again until mid-January, when we should have a 3 month run of CA **Premium Organic Asparagus.**



OG GRAPES

Peruvian **Organic Green and Red Grapes** have begun in very limited supply with strong markets. Overall crop is down 40% for the season and supplies will be very limited.

Peruvian **Organic Red Globe Grapes** are expected in late December-early January.



OG GREEN BEANS

Organic Green Beans are in excellent supply out of Mexico. Quality is very good. Florida reports adequate supplies of **Organic Green Beans** and may gap next week with the cold weather dipping down south.

Good supplies are available on packaged **Organic Green Beans** out of CA and Florida.

Organic Romano Beans are in limited supply out of CA.



OG GREENS

Organic Greens are in good supply out of Florida right now (**Organic Green Kale, Lacinato Kale, Red Kale, Red Chard, Green Chard, Rainbow Chard, Collards, Dandelion, Baby Bok Choy, Bok Choy, and Fennel.**

CA reports abundant supplies of all of these products as well. **Organic Parsleys, Cilantro, Bunch Beets, Dill, Spinach, and Leeks** are all shipping out of CA.



OG HASS AVOCADOS

The **Organic Hass Avocado** market as tightened just a bit as holiday volumes have put a strain on what is available in the east coast market.

Look for great deals on 60ct in late December and early January.



OG LETTUCES

All Florida grown **Organic Lettuces** from Lady Moon Farms (**Red Leaf, Green Leaf, Romaine, Red Butter, and Green Butter**) are in excellent quality! They look outstanding.

CA reports good supplies of all **Organic Lettuces**, but the quality is not superior to Florida.

Organic Romaine Hearts are in good supply out of CA and some shippers have begun packing in Yuma. Some deals are available and quality has been very good.



OG GRAPEFRUIT

California **Organic Grapefruit** supplies are now excellent with most sizes available as well as bags.

Florida Organic Grapefruit is very limited. Expect sporadic gaps between arrivals.

Texas Organic Grapefruit are done for the season.



OG CALIFORNIA CITRUS

Organic Cara Cara Oranges are back in better supply and are expected to continue.

Organic Navel Orange and **Minneola Tangelo** supply has begun to improve and will continue to improve over the next couple of weeks.

Organic Clementines are having their last little flush and then will be done for the season.

Organic Stem & Leaf Satsuma Mandarins are now available from a grower with late season supply.

New this week from Buck Brand Organics will be the **Organic Nova Tangelo**.



OG FLORIDA CITRUS

Organic Sunburst Tangerines and **Orlando Tangelos** are winding down and will run out by the end of the year.

Organic Florida Navel Oranges are very limited this week.



OG APPLES

Washington **Organic Braeburn, Cameo, Red Delicious, and Rosalynn Apples** are in excellent supply with promotional opportunities available.

Washington **Organic Fuji, Gala, Granny Smith, Jonagold, Opal, and Pink Lady Apples** are in a little stronger supply this week with prices ticking up for the holiday, and with New Year's resolutions right around the corner.

Washington **Organic Envy Apples** continue in promotional supply all month.

Washington **Organic Honeycrisp Apples** continue in extremely firm supply with high prices. Approximately 80% or more of the state's fruit is sold out and most shippers are converting to a 27lb. euro boxes to prolong the season as much as possible. Expect supplies to virtually run out by February.

OTHER STORIES:

- There are some mild **Organic Sweet Onions** available out of Nevada but the appearance and flavor will be very similar to the **Organic Round Yellow Onions** we are getting out of the same growing region. Pricing will be steady through the end of the year on all **Organic Color Onions** out of NV.

- Colorado grown **Organic Russet Potatoes** continue to be nice in quality and pricing will be steady through the end of the year. **Organic Red and Yellow Potatoes** have both now switched to Manitoba, Canada and quality out of this new growing region is even nicer than before.

- **Organic Mangos** from Ecuador will remain in stock for at least another week. Peru fruit has begun to trickle in on the east coast and Four Seasons should make a smooth transition to the Peruvian fruit by the end of the year.

- **Organic Pineapples** will be of excellent quality and in good supply next week. Four Seasons is now offering some Fair Trade fruit.

- **Organic Artichokes** are in good supply out of CA. Quality has been very good. Prices are still firm and sizing is running large.

- New Zealand **Organic Green** and **Sungold Kiwifruit** supply continues to be steady with excellent quality but will finish up for the season in late December/early January. We should have a smooth transition into Italian fruit.

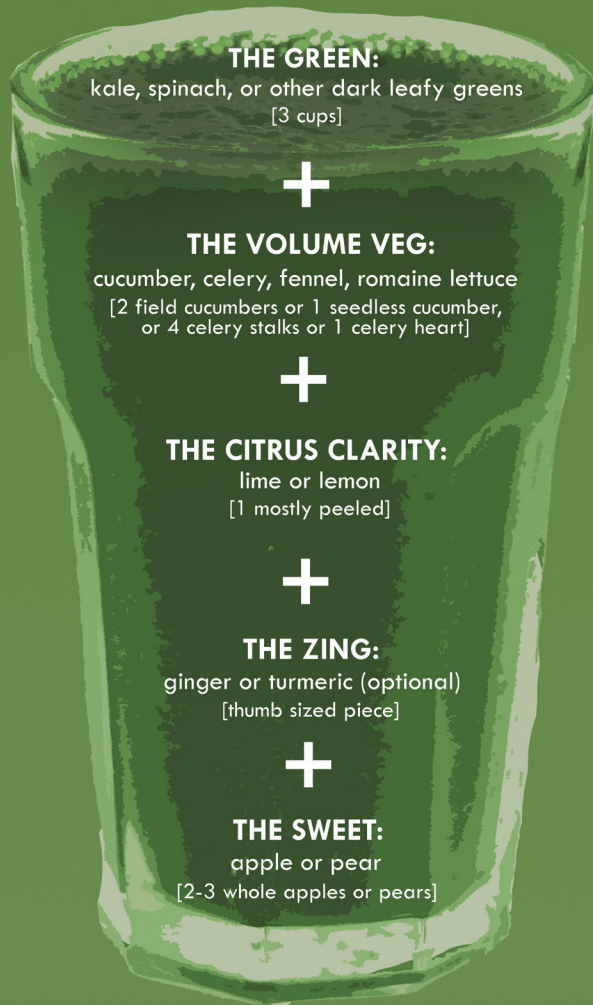
- **Organic Eggplant** is in good supply out of Florida. Mexico reports abundant supplies and deals are available, but quality may be an issue out of both regions.

- Mexican **Organic Harper Melons** are here in limited supply. It is very similar to a cantaloupe.

GUIDE TO JUICING & SMOOTHIES

FORMULA FOR A TYPICAL GREEN JUICE BLEND

(made in a juice extractor - makes about 16-24oz)



THE GREEN:

kale, spinach, or other dark leafy greens
[3 cups]



THE VOLUME VEG:

cucumber, celery, fennel, romaine lettuce
[2 field cucumbers or 1 seedless cucumber,
or 4 celery stalks or 1 celery heart]



THE CITRUS CLARITY:

lime or lemon
[1 mostly peeled]



THE ZING:

ginger or turmeric (optional)
[thumb sized piece]



THE SWEET:

apple or pear
[2-3 whole apples or pears]

FORMULA FOR A TYPICAL WHOLE FOOD SMOOTHIE

(made in a high power blender - makes about 24-28oz)



THE LIQUID STARTER:

water, fresh juice, or coconut water
[1 cup]



THE GREEN BOOST:

baby spinach, baby kale, kale, other leafy greens
[1 cup]



THE BERRY BOOST:

blueberries, blackberries, strawberries, raspberries
[1 cup fresh or frozen]



THE SWEET:

apples, pears, grapes,
pineapples, mangos, peaches
[1 cup fresh or frozen]



THE PROTEIN:

greek yogurt, yogurt,
chia seeds, raw almonds, flax seeds
[1/2 cup]



THE SMOOTH:

banana
[1 frozen ripe banana or 1 whole peeled]



THE CHILL:

ice
[2 cups]

JUICERS



OR



BLENDERS



OR



HOLIDAY SCHEDULE 2016:

SATURDAY (12/24): Normal delivery schedule. Office hours of 8am to 12pm to place orders for Monday (12/26).

SUNDAY (12/25): Merry Christmas! Office and operations are closed. No deliveries.

MONDAY (12/26) - FRIDAY (12/30): Normal delivery schedules & office hours.

SATURDAY (12/31): Normal delivery schedule. Office hours of 8am to 12pm to place orders for Monday (1/2).

SUNDAY (1/1): Happy New Year! Office and operations are closed. No deliveries.

MONDAY (1/2): Diet Season begins - get ready to sell fresh fruits and veggies!



Displays of the Week!



CONVENTIONAL MARKET NEWS

NEXT EDITION:
JANUARY 6TH!

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FLORIDA STRAWBERRY ABUNDANCE



Even for veterans of the produce business, it is hard to recall a Christmas selling period with more abundant supplies of **Strawberries** than 2016.

Strawberries ripe for promotion between Christmas and New Year's Day and the outlook for January remains positive as well. Quality and flavor have been good.

Florida production is very strong. Pricing will remain promotable for the coming weeks. This is of course dependent on the weather.



CV PEPPERS

Green Peppers remain plentiful and promotable. Pricing will be steady to lower.

15lb Red Peppers remain limited, while all **11lb. Peppers** are steady.

Mini Mixed Sweet Peppers remain limited



CV BERRIES

Promote **Blueberries**! Heavy volumes are expected to continue for the next few weeks. Headed into January, full pints will be the main pack size to promote.

One thing that could strengthen **Blueberry** markets is if growers in Chile slow down shipments due to lack of profits on these low prices.

Steady supplies and pricing on **Raspberries** and **Blackberries** will continue this week out of Mexico. Keep promoting!



CV CA CITRUS

We will have **Blood Oranges** and **Minneola Tangelos** available this week. Get ready to promote these varieties during January through April.

The **Navel Orange** and **Lemon** markets are the same with the 56 counts and larger still getting a premium price.

The **Clementine Mandarins** are going to wind down in the beginning of January and then will start up with the **Tango Mandarins** and later the **Murcott Mandarins** in the 10/3 lb. Halos and Smiles.



CV MELONS

Promote **Melons!**

Good supplies coming from Central America on **Cantaloupe** and **Honeydew**, especially on larger size fruit.



CV GREEN BEANS

Green Bean supplies are increasing. Pricing will be lower this week with nice quality from Florida.



CV EGGPLANT

Eggplant remains beautiful with promotable volumes and aggressive pricing.



CV IMPORT CLEMENTINES

The market firmed up this week on the Spanish 28 counts and larger **Clementines**.

Fruit from Morocco is a little higher as well on the larger sizes, but vendors are still dealing on the packs with 28 sz and 32 sz fruit.



CV CUCUMBERS

There is good supply of Mexican and Honduran **Cucumbers**. Pricing will be steady to lower.

Cello Wrapped Cucumbers are steady from Mexico.



CV LETTUCE

Romaine Hearts, Iceberg, and Leaf Lettuces are all steady from Yuma, AZ. Quality has been nice.



CV STONE FRUIT

There is a good supply on **Cherries** from Chile and prices are considerably down. Nothing is perfect with most of the Chilean fruit showing a little soft and pitting.

The best fruit will be from Argentina, flown in, and quite a bit higher, in the mid to upper 40's. Supplies are good on both **Peaches** and **Nectarines**. Prices are down.

A few **Early Queen Red Plums** are available, mostly small sizes with the 70 and 80's sizes being greatly discounted.



CV BROCCOLI & CAULIFLOWER

BROCCOLI:

Broccoli Crowns are promotable – they're plentiful, beautiful, and aggressively priced!

CAULIFLOWER:

Cauliflower is steady with nice quality and steady pricing.

OTHER STORIES

- **Tomatoes** are steady. **Grape and Cherry Tomatoes** are very promotable. **Campari Tomatoes** are tight.

- **Brussels Sprouts** remain in good supply. Pricing is steady to lower this week.

- **Cabbage** is steady from the Southeast. Quality has been nice.

- **Zucchini** and **Yellow Squash** will be lower in pricing this week due to better Mexican supplies. **Hard Squash** is steady.

- **Idaho Count Potatoes** continue to be in steady supply and price.

- We are now done on NV grown **Sweetie Sweet Onions** – we will see our first arrival of Peruvian **Sweet Onions** this week and the price will be slightly less than NV sweets.

- Look for some sharp pricing on **NC Sweet Potatoes** through the end of the year!