

# ORGANIC MARKET NEWS



FEBRUARY 14 - FEBRUARY 21, 2020

## PEAK SEASON ORGANIC CITRUS



California **Organic Mandarins (Tango variety)** in bulk and 12/2 lb Cuties bags and Homegrown pouches are back in excellent supply. The rest of February and the month of March will be an excellent time to promote quality and flavor of this easy peeler.

**Organic Navel Oranges** from California are in abundant supply and growers are looking for more movement in their large bulk sizes and in bagged smaller sizes. Quality is very good. **Organic Blood** and **Cara Cara Oranges** continue in peak season.

California **Organic Grapefruit** are in excellent supply with very nice quality and dark pink flesh. Ask about some spot deals on larger sizes.

**Organic Lemons** from California are in excellent supply with some promotional opportunities available on large and small fruit.

**Organic Meyer Lemons** and **Kumquats** continue in peak season.

**Organic Lime** supplies out of Mexico are back in good shape.

*\* Sunkist growers cooperative is partnering with Four Seasons Produce for a display contest and promotion on Organic Citrus through the month of March. Stay tuned for more details! \**



### OG BERRIES

**Organic Blueberries** out of Chile are in lighter supply than expected and could be short by early March. Nauripe organic pints remain a good display builder for mid-February.

**Organic Driscoll Blueberries** will continue in modest but steady supply out of California and Mexico with excellent bloom, size and flavor.

**Organic Blackberries and Raspberries** out of California and Mexico are in firm supply due to rain and cold weather.

**ALERT: Organic Strawberry** supplies have gotten very tight due to cold and rain along with holiday demand. Supplies will hopefully rebound after the holiday and we expect to see better volume and easing prices.



### OG GREENS AND LETTUCES

**Organic Kales, Collards, other Greens and Fenel** from Lady Moon Farms in Florida also continue to see excellent supplies, with stellar quality and great pricing.

**Organic Leaf Lettuce** from Lady Moon also continues to see plentiful supplies during early February.

Ask about promotional opportunities on these beautiful Florida greens and lettuces.

**Organic Green, Red & Rainbow Chard** from Lady Moon Farms in Florida continue to have steady supplies as we head into mid-February.



### OG TOMATOES

Lady Moon Farms is in season on **Organic Grape, Cherry, Rainbow Cherry Medley, Sungold Cherry, and Gold Grape Tomatoes**.

**Organic Beefsteak Tomatoes** remain available and quality out of Canada is good. Pricing remain steady through mid-February but look for more promotable pricing throughout the end of February.

**Organic Heirloom and Dark Heirloom Tomatoes** will be available and quality is excellent! Harvests look to continue to be strong. Expect some promotional opportunities going forward.

**ALERT: Organic Roma Tomato** pricing will be rising this week. Quality out of Mexico has been damaged by recent heavy rains and cold temps. Expect gaps and shortages into the middle of February as Florida has very little production coming.





## OG APPLES

During March we will have promotional opportunities on **Organic Pinata, Pink Lady and Granny Smith** from Stemilt Artisan Organics.

There are a number of premium varieties still in season.

Overall **Organic Apple** supplies remain strong in Washington cold storage to last to import season and beyond. **Honeycrisp** may perk up a little in price though.



## OG TROPICALS

**Organic Kent Mangos** are in peak season from Peru.

New crop **Organic Ataulfo (Honey) Mangos** are now in season from Mexico. The early fruit is 20-22 count and is a little tangier than it will be for the March and April peak season.

**Organic Yellow Dragon Fruit (Pitahaya)** will be in season from Ecuador for late February.



## OG GRAPES

**Organic Grapes** out of Peru continue with both Red Globe Seeded, Green Seedless, Red Seedless, and Black Seedless are expected to begin over the next few weeks. These are 18lb cases.

New crop South African **Organic Green Seedless Grapes** are now available with Red Seedless. Excellent quality is expected. These are 10 lb boxes.



## OG AVOCADOS

Pricing is perking up on **Organic Hass Avocados** from Mexico. Oil content is a little lower delaying harvests thus less fruit to cross into the US for late February.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** from Mexico have continued to see excellent volumes in February.

Expect steady supplies, stellar quality, and very aggressive pricing during the month of February. There will be plenty of promotional opportunities arising in mid to late February.



## OG CAULIFLOWER

**Organic Cauliflower** from Arizona and Southern California is seeing excellent quality and steady quantities, although we have begun to see a spike in pricing during mid-to-late February.



## OG ROMAINE

**Organic Romaine Hearts** from Arizona and Southern California look to be in excellent supplies during February, so look for aggressive pricing and great availability for promotional opportunities in February.



## OG SPECIALTY CITRUS

Buck Brand items in supply through the middle of February include **Organic Finger Limes, Centennial Kumquats, Lemonade Lemons, Mango Valencia, Heirloom Navels, Sour Marmalade Oranges** and very popular **TDE Tangerines**.

Buck Brand **Organic Minneola Tangelo, Key Limes, Buddha Hand, and Lee Mandarins** are finished for the season.



## OG CELERY

**Organic Celery** continues to see great supplies, excellent quality and aggressive pricing in February. As many shippers are continuing to yield excellent supplies from California, there will continue to be aggressive pricing to drive extra volume.





### OG BOK CHOY

**Organic Baby Bok Choy** and **Red Baby Bok Choy** from Lady Moon Farms in Florida continues to see excellent yields. Late February will be a great time to feature this popular Asian cooking vegetable.

**Organic Bok Choy** from Lady Moon also look to be in steady supply during February.



### OG SQUASH

**Organic Zucchini** and **Organic Yellow Squash** continue to see fairly consistent supplies as we move further in February. However, prepare for a rough March as extremely cold weather during the early stages of growth could effect supplies.

Florida supplies should resume in late February to early March from Lady Moon.



### OG PEARS

New crop Argentinean **Organic Bartlett Pears** have arrived with good quality and supply. This should be expected during February to May from this good crop.

**Organic Washington Anjou, Red Anjou, Bosc Apples** are in firm but steady supply as the domestic crop starts winding down.



### OG PEPPERS

**Organic Colored Bell Peppers** from Israel and Mexico are both currently in season. Availability from Israel has seen improvement as the season is ramping up, while Mexico remains rather limited. Expect to see steady availability, pricing and quality during February, with promotional opportunities on Israeli Peppers.

**Organic Green Peppers** are in steady supplies. They are now harvesting in Florida and Mexico. Quality is excellent.



### OG BROCCOLI

**Organic Broccoli** from Arizona and Southern California have been booming in supplies during early to mid-February. Look for an aggressive price, excellent quality & promotional opportunities in mid-February to gain extra sales. Be sure to capitalize on aggressive pricing before we see an increase in price. As we move toward late February and into early March prepare to see pricing increase.

**Organic Sweet Baby Broccoli** from the same growing regions has already begun tightening supplies heading into the third week of February. Although pricing has not seen an increase yet, expect to see a jump in pricing during late February.



### OG CUCUMBERS

**ALERT:** Supplies of **Organic Cucumbers** from Mexico will begin to become light in volume again in mid-February. Pricing has skyrocketed due to unfavorable weather conditions.

## OTHER STORIES

**Organic Eggplant** from Lady Moon Farms in Florida will see limited supplies in mid-to-late February. Prepare to see a mix of Mexican and Lady Moon Eggplant during late February, with Mexican trading at a lower cost.

**Organic Green Beans** from Florida and Mexico will see continued plentiful supplies and great quality. Pricing will begin to be slightly elevated towards late February following Mexico's cold snap.

**Organic Red Plums** from Chile are now available.

**Organic Green and Red Cabbage** from Florida and California continue to be in plentiful supplies during February.

**Organic Napa** and **Organic Savoy Cabbage** is following the trend of Red and Green Cabbage as we will see increasing product from California.

**ALERT!** **Organic Pineapples** are in short supply expect occasional out of stocks and higher pricing for the rest of the month.



# CONVENTIONAL MARKET NEWS

FEBRUARY 14 - FEBRUARY 21, 2020

## PROMOTABLE BRUSSELS SPROUTS



It's winter cooking and roasting season!

**Brussels Sprouts** are in abundant supply out of Mexico with very promotable price points! Quality has improved and is ideal for mass displays and in-store bagging. For stores that would also like a bag option, 24/1lb **Brussels Sprouts** are priced reasonably.

Now added to Four Seasons Produce's microwave pouch bag line up from **Ocean Mist Farms** is the 12/1lb Brussels Sprouts "Halves" line to go along with the 12/1lb Whole and 12/12oz Super-Shreds lines.



### CV SPECIALTY CITRUS

**SUMO Citrus** continues in season with great quality and amazing flavor on these big size easy peelers.

"MandaRosa" **Red Mandarins** are now available from California. For those that have tried these thin skinned Mandarins with juicy red flesh - so far they're a hit!

"Vintage Sweet" **Heirloom Navel Oranges** continue to sell very well. They're firm and sweet.

We normally carry the 88sz/44ct **Blood Oranges**, but the fruit is sizing up and growers are discounting larger sizes to switch movement. Look for that better pricing throughout February.

**Minneola Tangelos** are looking great and feature really nice flavor too.



### CV BLUEBERRIES & STRAWBERRIES

**NOTE: Blueberries** are in much tighter supply through the middle of February. Peru is finished. Chilean imports continue to be lighter, and they're expected to be even lighter through February. Expect pricing to be even higher through the month. Driscoll's only has very limited supplies of their varieties out of Mexico currently.

**Strawberries** will be in better supply for mid to late February as growing conditions in Florida have improved. Supplies from Mexico and California will remain quite light, but Florida's increase in volume will have their fruit trading at lower prices than we have seen this month.

Growers expect volumes to increase even more headed towards March on **Strawberries**. Quality will be much better as we head into the middle to end of February.



### CV LETTUCE

The **Lettuce** growing region of Yuma, AZ experienced rain and then frost during early February.

24ct **Iceberg Lettuce** is more limited and pricing is starting to climb due to supply and demand. There may be spot buys on 30ct Iceberg. Quality out of Arizona will show evidence of the recent weather challenges with tip burn and epidermal peel on the leaves. We are sourcing some better-quality product out of Mexico to help fill in.

**Leaf Lettuces** and **Romaine Hearts** quality will be a little hit or miss following rain and frost in Yuma, AZ. Leaf lettuces are still at lower pricing and expect to stay consistent in pricing due to low demand unless the weather continues to stay cooler.





## CV ARTICHOKE

**Jumbo Artichokes** 12ct are readily available and are very promotable! Quality is looking sharp out of the new crop Coachella, CA growing region.

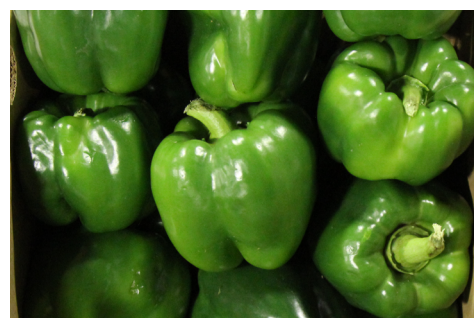
Ask your rep about our Ocean Mist display promotion (ends 4/2/2020)!



## CV CUCUMBERS

**ALERT: Super Select Cucumbers** out of Mexico will be extremely tough to source for mid-February. Recent heavy rains and freezing temps have severely damaged harvests and plants. Expect higher prices during the rest of the month with some gaps in Mexican supplies.

There are **Cucumbers** from Honduras loading to supplement the Mexican.



## CV PEPPERS

**Green Bell Pepper** pricing will be steady through mid-February. Harvests out of Florida remain good and quality has been outstanding.

**Hothouse 11 lb Bell Peppers** – the Orange variety remains more expensive due to little to no availability out of Mexico. Air flown product from Israel however continues to be available and quality looks good. Red and Yellow pricing is steady. Quality has looked good from Mexico and Israel and both areas continue to harvest steady numbers.



## CV ASPARAGUS

**Asparagus** pricing remains fairly steady from new crop growing regions. We're now shifting more of our volume from 11lb cases to 28lb cases for the value.

Cooler weather continues to leave harvests steady, preventing that big volume flush that often seen this time of year. Quality has been excellent so far out of Mexico, making it an item to display with confidence.



## CV BROCCOLI CROWNS

**Broccoli Crowns** were readily available out of Mexico for loading during early February. Quality from this region has been coming in nice and pricing continues to be promotable at store level for mid-month.

Yuma, AZ and Florida growing regions are getting tighter with their availability due to recent cooler weather.



## CV MELONS

Demand is not keeping up with supply on import **Cantaloupes and Honeydews**. Vendors have been offering spot deals to keep fruit rotating through their inventory.

We've seen great prices on 9ct Lopes and expect some deals on 6ct Dews through the middle of February. For mid-February we have **MAG Cantaloupes** 9ct and 12ct at promo prices.



## CV STONE FRUIT

Stone Fruit from Chile, overall, is peaking on the smaller sizes, especially **Plums**, due to the dry season there. **Nectarines and Plums** are limited, and prices are firm. **Cherries** for the most part are finished with only a handful remaining and will clean up fast.



## CV PEAS

**Snow and Snap Pea** pricing will be very promotable through mid-February. Product from Guatemala is in a peak season harvest flush, and quality looks great. Look for some great deals on Snows and Snaps to sell loose per pound and to bag or tray pack in store!

**Shelled English Peas** are selling well in the 10/12 oz bags.



## CV RHUBARB

Washington will offer Hothouse Grown **Rhubarb** in 15 lb cases which will be available until field Rhubarb begins in the Spring.





## CV APPLES

“Wild Twist” Apples (formerly called Sweet Cheeks) from Hess Bros will be available for the middle of February. This sweet and firm Eastern Apple has Pink Lady/Cripps Pink and Honeycrisp parentage. **Ruby Frost, SnapDragon, Jazz, Kiku, Cosmic Crisp, Juici, and Envy** round out some of the other premium variety available for promotion in February.

**Honeycrisp** are very promotable in the US#1 and USXF grades.



## CV MANDARINS

Growers struggled in the beginning of February during the transition from the Clementine **Mandarin** variety into the new crop **Tango** variety.

Now that the **Tango Mandarin** is in season quality has much improved but we did start off with smaller sizing. Mid-February it will turn around and we will have larger sizes coming through the end of February on Halos and other brands of mandarins plus our high end “Stem and Leaf” pack.



## CV ORANGES

Movement is not where growers would like to see it right now on **Navel Oranges** out of California. As we have seen the past few years the Mandarins have dominated the citrus category.

Growers are aggressively priced on bags, 72ct and larger, and great deals on jumbo 40/48 size Navels in bins.



## CV TROPICALS

**Dragon Fruit** is in peak season from Ecuador. Look for the pink skin/white flesh variety and yellow skin/white flesh pitahaya variety for February promotion.

**Hass Avocados** are expected to raise in price through mid-February. Product that is being harvested off the trees are displaying light oil content which is causing growers to hold off on harvesting and leaving fruit on the trees to mature a little longer.

8ct, 10ct and 12 ct Kent **Mangos** from Peru continue in season and are trading at deal pricing.

Early crop **Ataulfo (Honey) Mangos** are in season from Mexico. We've got 14ct available now.



## CV TOMATOES

**Tomatoes On-the-Vine** pricing is rising due to light Mexican supplies. We continue to support the USA greenhouses in Ohio and New York and quality has been exceptional all year.

**Grape Tomato** prices are rising through mid-February due to lack of product coming out of Mexico. Florida remains under pressure for the outstanding quality they're producing.

**ALERT! Campari Tomatoes** will be unavailable through mid-February out of Canada and Mexico. Trouble at border crossings are leaving prices extremely tight. We will have some Cocktail Tomatoes to offer in place of the Campari.

**ALERT! Roma Tomato** pricing has risen significantly this week. Mexico production has been damaged severely from Mother Nature affecting prices. Florida supplies will be tight especially with the added demand. Quality from Florida is great.



## CV COOKING VEG

**Green Squash** remains steady through mid-February. Mexico continues to see steady supplies. Plants have bounced back very nicely from the recent battles with Mother Nature.

**ALERT! Yellow Squash** prices remain high due to limited availability. The Yellow variety is more susceptible to appearance damage from weather.

**Green Cabbage** is in good shape. Quality out of South Florida remains outstanding. Reports for this year St. Patrick's Day promo pricing in March remains favorable in comparison to last year.

**Green Bean** pricing remains extremely promotable this week thanks to large yields in Florida. Quality from that region continues to be excellent.

There's a wide range of prices on both **Red and Green Seedless Grapes** from Peru and Chile based on size and variety – up to \$7-\$10 per box more for the very best jumbos with premium varieties.

Quality, even on the lower end, has been very good so far for Southern Hemisphere season.

## CV GRAPES

Branded special variety **Grapes** from Peru such as “**Cotton Candy**” and “**Candy Hearts**” are even higher, but selling very well for stores that highlight flavor-centric fruit. “Candy Hearts” will be in stock for the week of 2/17.

