

MARKET NEWS ORGANIC OUTLOOK

ORGANIC BRUSSELS SPROUTS PROMOTABLE



Organic Brussels Sprouts started with excellent supplies coming out of Mexico this past week.

Quality on our first arrival was excellent, and we have more on the road. As more growers begin over the next couple weeks, prices will begin to slide down, creating promotional opportunities.

Growers will be switching from 10 lb. bulk cases into 25 lb. bulk cases for mid-January.

Microwave pouch bags of **Organic Brussels Sprouts** will be in promotable supply starting around the middle of the month.



OG SALADS

ALERT! **Organic Salads** are in huge demand for New Year's dieting and some shippers are having trouble keeping up. Loading and fill-rate issues from Earthbound have put a major strain on the rest of the organic supply chain for the first two weeks of January. Expect pro-rates and out-of-stocks until the pipeline can refill.

It's not just demand and post-holiday loading issues, it's also the weather. Pro-rates will continue, especially on **Organic Baby Arugula** and **Baby Kale**, from Earthbound, Olivia's, and organicgirl for early January due to cold in the growing regions.



OG BERRIES

Driscoll's Organic Strawberry supplies are starting to improve slightly. Expect prices to ease later in January. Other brands are very limited, but supplies are expected to improve in late January.

Organic Blackberries out of Mexico are much firmer due to cold weather and Diet Season demand.

Import **Organic Blueberries** from Chile and Mexico are in decent supply as we move into January. Better supplies are expected. **Driscoll's Organic Blueberries** have firmed up due to weather and New Year demand.

Organic Raspberries continue to be in tighter supply and prices are on the rise.



OG HASS AVOCADOS

Organic Hass Avocados are stocked up and ready to support promotions and display contests! Prices are steady and promotable for the rest of the month!

Organic Fair-Trade Hass Avocados from Equal Exchange will be available in great supplies.

Be sure to check out the January display contests on both **Fair Trade** and **Organic Avocados** for January. Take advantage to "Go Big and Stay Big" throughout the whole month right into the Big Game!



OG BROCCOLI RABE

Organic Broccoli Rabe from Andy Boy will be in excellent supply over the next couple weeks. We'll have promotional pricing available as we head into mid-January.

Get ready to promote beautiful **Organic Broccoli Rabe**!



OG CAULIFLOWER & BROCCOLI

Organic Broccoli supplies are beginning to tighten up this week out of Yuma, AZ due to the cool weather. Pricing will begin to jump up, but we'll still have good access to plenty of 14's and crowns. We will also have eastern bunch **Organic Broccoli** available now out of Georgia.

Organic Cauliflower is also becoming tighter this week due to the cooler weather in Yuma, AZ. Look for pricing to climb headed into mid-January. We'll still have access to cello wrapped 12's.



OG PEPPERS

Organic Colored Bell Peppers have started for the season out of Mexico, and so far, sizing is looking to be mostly XLG – 22-24 count.

We will have plenty of **Organic Red Peppers**, with **Organic Yellow** and **Orange Pepper** volumes increasing in January. Quality was very nice on our first arrival of the season.



OG CABBAGE

Organic Cabbage is extremely promotable out of Florida from Lady Moon Farms. They'll have beautiful **Organic Cabbage** for us through mid-January.



OG MELONS

Organic Harper Melons (6-9ct) will be available early this week. Early crops have look good with excellent sugar.

Look for **Organic Mini Watermelons** to start in mid-January, later than expected due to weather conditions.



OG LETTUCE

Organic Green Leaf and **Red Leaf Lettuces** are in good supply out of Florida, but they're definitely much tighter on the West coast. Quality from Lady Moon has been excellent.

Organic Romaine Lettuce is aggressively priced, and definitely the main lettuce to promote.



OG CELERY

ALERT! **Organic Celery** has been in extremely short supply during late December and early January - almost none to harvest! This is a weather-related issue and some new fields are not producing well.

New plantings in Arizona and Mexico are delayed. Pricing is very high on the few **Organic Celery** and **Celery Hearts** available.



OG ONIONS

Coming into 2019, we will see some strength to the **Organic Onion** market as demand has been seasonably high for quite some time.

Pricing will increase across the board on all **Organic Onions** this week. Pricing had been locked in for the entire month of December and is adjusting up as a result of those ads ending.



OG CUCUMBERS

ALERT! **Organic Cucumbers** are extremely limited this week out of Mexico. Cold weather in really slowed production, and also caused a significant amount of damage in other areas.

Lady Moon in Florida is in a gap and will begin harvesting **Organic Cucumbers** again in late-January/early February.



OG GREENS

Organic Collards and **Kale** will be in excellent supply this week out of Florida to kick off diet season. Continue to promote **Organic Greens** throughout the month of January.



OG ARTICHOKEs

Organic Artichokes will be available this week from Earthbound. They've been running much larger than usual, so these are all 18 count, and the quality is very nice. This will be a great time to promote **Organic Artichokes**.



OG MANGOS

Organic Kent Mangos from Peru are available for the second week of January! Pricing will be up just a bit until the pipeline of fresh new Peruvian fruit catches up with demand.



OG TOMATOES

Organic 2-Layer Round Tomato prices will also be very promotable this week as Florida comes into full production. Quality from Lady Moon Farms is always outstanding, and we will have plenty of product to promote.

Organic Grape Tomatoes will be very promotable this week! Quality has been excellent coming out of Florida.

Organic "Purple Rain" Snacking Tomatoes will be available again this week from Covilli! Quality has been excellent on this exotic tomato. **Cherry** and **Rainbow Cherry Tomatoes** will all be available this week to add some variety to your snacking tomato sections. Quality has been outstanding on all these varieties.

ALERT! Organic Heirloom Tomatoes will be gapping due to cooler weather. Mexico is usually in full swing right now, but growers are 3 weeks behind due to unusually cool weather in growing regions.



OG CITRUS

Organic Navel Oranges out of California are now in excellent supply in all sizes. Prices are coming down. New crop **Cara Cara Navel Oranges** out of California are sizing on the smaller side with high prices.

"Candy Mandy" Organic Mandarins are back in the 12/2 lb bag. California **Organic Satsuma Mandarins** and **Clementine Mandarins** are in excellent supply in bulk and 12/2lb pouches.

New crop California **Organic Minneola Tangelos** are gapping but should the second week of January.

California **Organic Pummelos** and **Daisy Tangerines** are available in steady supply.



OG APPLES

Pacific Northwest **Organic Apples** have for the most part shifted into Controlled Atmosphere storage fruit. We may see small gaps between rooms and more small fruit with stronger pricing despite abundant supply.

Washington **Organic Granny Smith** and **Gold Delicious Apples** are showing a much smaller crop than expected. Prices should increase quickly and sharply with sporadic outs.

Canadian **Organic Pink Lady Apples** are available with quite a market advantage over domestic fruit.

Organic Opal, Lady Alice, and Envy Apples are ideal for premium texture/flavor promotions this January.

OTHER STORIES

- **Organic Green Beans** are in good supply out of Florida and Mexico, and the quality has been very nice. Pricing will begin to slide on all 25 lb. crates headed into the second week of January.

- **ALERT! Organic Asparagus** will be gapping this week. Cooler weather and the holidays have pushed some harvests back a week. Product could be sporadic until late January.

- **Organic Pineapple** quality is excellent. A variety of sizes will be available for next week including some 5ct Dole **Organic Pineapples**.

- **ALERT! Organic Zucchini** and **Yellow Squash** are more limited this week out of Mexico due to the cooler weather. Look for pricing to climb higher this upcoming week.

- **Organic Formosa Papayas** are in steady supply for early January. Sizing has been smaller with counts 16-18 per box.

- California and Peruvian **Organic Red Grapes** are in limited supply this week. California will finish up for the season here in early January with Peruvian fruit ramping up.

- Peruvian **Organic Red Globe** and **Green Grapes** are now available in limited supply and high prices.

- **Organic Cherries** out of Argentina and Chile are in limited supply.

- We will see the price increase across the board on all **Organic Red** and **Gold Potatoes** starting with arrivals the second week of January.

- **Organic Russet Potatoes** continue to be in very good supply with very nice quality from all growing regions.

GET INVOLVED IN 3 GREAT DISPLAY CONTESTS FOR JANUARY!



January 1 - February 4, 2019

\$1500 in cash prizes to
the top 5 winners!



December 31 - February 3, 2019

Top Prizes include:
\$500 Gift Card
Laptop Computer
Digital Camera
Wireless Headphones
Bluetooth Speaker
5 - \$50 Gift Cards!



January 1 - February 2, 2019

Top 3 winners will receive a variety of Equal Exchange swag and assorted treats for your entire produce department!

Contact your sales rep or merchandiser for more information on how to enter!

Ask us about our NEW Seasonal Produce Merchandising Calendar!



CITRUS SEASON							<ul style="list-style-type: none"> BLOOD ORANGES CARA CARA ORANGES YOUNG THAI COCONUTS ANJOU PEARS COLORADO BELL PEPPERS SWEET MINI PEPPERS
Week 4	20	21 Martin Luther King Jr. Day	22	23	24	25	
THE "BIG GAME" PARTIES							<ul style="list-style-type: none"> SWEET CHEEKS JAZZ ENVY OPAL KIRU PINATA RUBY FROST
Week 5	27	28	29	30	31	FUN HOLIDAYS: JAN 6 - Apple Tree Day JAN 9 - Apricot Day JAN 22 - Southern Food Day JAN 23 - Pie Day JAN 24 - Peanut Butter Day JAN 26 - Blueberry Pancake Day National Soup Month National Slow Cooking Month Get a Balanced Life Month	
JUICING VS. BLENDING WHAT'S THE DIFFERENCE? FIND OUT MORE!				WHAT ARE THE TOP 40 ORGANIC PRODUCE ITEMS			



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CODE	DESCRIPTION	SIZE	UPC
217350	CV Lettuce Butterhead Baby	12/1 wholehead Gotham Greens	853927003216
217351	CV Herb Basil Hydroponic	12/1.25 oz Gotham Greens	853927003001
217352	CV Sauce Pesto Classic *Best Seller*	12/6.5 oz Gotham Greens	853927003346
217355	CV Sauce Pesto Spicy	12/6.5 oz Gotham Greens	853927003391
217356	CV Sauce Pesto Vegan	12/6.5 oz Gotham Greens	853927003353
217357	CV Dressing/Dip Green Goddess	6/10 oz Gotham Greens	853927003414
217358	CV Dressing/Dip Green Goddess Vegan	6/10 oz Gotham Greens	853927003421
217359	CV Dressing/Dip Caesar Basil	6/10 oz Gotham Greens	853927003445
217360	CV Dressing/Dip Basil Lemon Vegan	6/10 oz Gotham Greens	853927003438

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MARKET NEWS

CONVENTIONAL OUTLOOK

SUMO CITRUS IS IN SEASON!



SUMO Citrus 18lb single layer tray pack (8sz 25-28ct) will arrive the Week of 1/7. It's time to get ready for this delicious product! This is a must-have seasonal item for upscale retailers!

This variety of premium citrus is very sweet and deep acidity, amazing mandarin flavor, huge size, and very easy to peel.

They're in peak season from California during mid-January through April. Most retailers sell them by the pound, but they can be sold by the each.



www.sumocitrus.com



CV STRAWBERRIES

Strawberry supplies will begin to improve in mid-January, and pricing will begin to slide from the highs we experienced heading into the holidays.

Growing areas in Mexico and Florida are beginning to experience better weather so the yields will improve. Quality on all fruit has been very nice.



CV SPECIALTY APPLES

Ruby Frost Apples and **Sweet Cheeks Apples** will be available starting the second week of January! There was word that Hess and Hudson River were also looking to push **Snap Dragon Apples** to finish out that season here in early winter. Call for more info!

Jazz, Envy, and Kiku Apples are also in season and selling well.



CV BERRIES

Blueberry supplies out of Chile are excellent right now, and quality is very nice. We will have promotional opportunities on all pints and 18 oz packs. **Driscoll's Blueberries** from Mexico have excellent flavor.

Raspberry and **Blackberry** supplies will become more limited this upcoming week as cold weather dipped into the growing areas in Mexico. Look for pricing to climb higher this upcoming week.



CV ASPARAGUS

Asparagus prices should be steady as we kick off the “diet” season.

Peruvian product is more promotable right now as Mexican product continues to be sporadic due to colder than normal temperatures. Look for the Mexico season to begin in steady supplies in late January.



CV SALADS

ALERT! Veg Pro Attitude Salads will not be producing selected SKUs until they can increase harvest production:

- | | |
|--------------------------|-------------------|
| 8x5oz clamshell: | 9x11oz clamshell: |
| • Baby kale blend | • Half & Half |
| • Asian Mix (not listed) | |
| • Half & Half | |

Additionally **Spinach** and **Spring Mix** are not being filled in full.



CV GRAPES

We are cleaning out the last of the California **Grapes** this week and are in the new crop imports from Peru and Chile.

After a quick finish to California, the demand was strong for the new crop imported **Grapes**, especially the **Green**, and prices took a little spike as many vendors are waiting for more containers to be released or arrive. The best tasting and textured **Green Grape** will be the “**Sweet Globes**”, and on the **Red Grapes**, the “**Sweet Celebration**” will get a premium price.



CV LETTUCES

Green Leaf, Red Leaf, and Romaine Lettuces are steady in Yuma, AZ. Recent cold weather (with several nights close to freezing) has slowed growth. Expect higher prices by mid-January.

Cello Lettuce has hit the floor and is now moving back up steadily in price.



CV CUCUMBERS

Very cold weather has damaged **Cucumber** plantings in Sonora and Sinaloa, Mexico. Growers are still assessing the damage, but this will affect short and long-term availability.

Euro Cucumbers are steady with excellent quality in Nogales and Canada.



CV CELERY

ALERT! Celery supplies are light from Oxnard. Prices are high. There are widespread issues with pitting and blight.

Yuma, AZ and CA will start by mid-January. Shippers report significantly better quality in these desert growing regions.



CV BROCCOLI

Broccoli supplies are abundant in Arizona and Mexico. Quality is excellent. Expect another week or two of good volume before production slows down dramatically.



CV POTATOES

Russet Potato demand remains strong as we head into the new year. Pricing has been steady for a couple weeks.

Red and Gold Potatoes are in good supply out of multiple growing regions and market pricing remains steady. Skagit Valley, WA has nice quality.



CV ARTICHOKE

Artichoke supplies in Salinas, CA are very light and are skewing towards smaller sizes – 24s and smaller. Most product in Salinas will have some minor discoloration from frost (Frost Kissed).

The Mexican deal has started in a small way. Look for prices to remain elevated through January.



COTTON CANDY GRAPES

New crop **Cotton Candy Grapes** are coming into season from South America! These will be sold in 10/1lb clamshells.



CV TEXAS GRAPEFRUIT

Flavor is starting to really shine with sweetness on **Texas Rio Star Grapefruit**. Juiciness and interior color are excellent!



CV FLORIDA CITRUS

Honey Autumn Tangerines are now in season from Florida - 80ct and 10/3 lb.

Florida **Honeybell Minneolas** continue in peak season - very juicy!

Florida **Juice Oranges** are steady.



CV CALIFORNIA CITRUS

California **Citrus** is ramping up for peak season with varieties, and quality and flavor.

- "Vintage Sweets" Heirloom Navel Oranges
- "Halos" California Mandarins
- Blood Oranges
- Navel Oranges
- Minneola Tangelos
- Pummelos
- Lemons
- Meyer Lemons



CV EASTERN APPLES

Eastern **Gala** and **Honeycrisp Apples** are winding down. There will be sporadic supplies on 88's and larger Gala's with the remaining crop peaking on 100's and smaller. **Honeycrisp Apples** will go until the middle of January.

Demand switching to Washington has strengthened that market on both, but growers in the Northwest will struggle as they deal with a smaller crop and peaking on smaller sizes as well.



CV TOMATOES

Roma Tomato prices will be promotable for early January with Mexico ramping up production and Florida in full production there should be good availability. Quality from both have been excellent! Keep in mind the colder weather Mexico has been experiencing could slow some production and pricing could go up a little bit.

Grape Tomato prices will also be very promotable this week. Florida and Mexico are in full production, quality has been excellent!

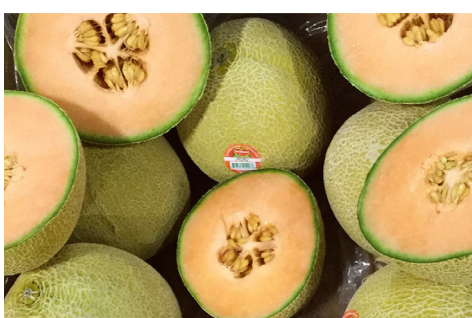
Round Tomato prices will remain steady but on the higher side. Quality has been good but there is not a lot of big size fruit availability.



CV GREENHOUSE TOMATOES

Hothouse Beef Tomato prices remain strong. Pricing is still on the higher side, despite a little more availability this week. Look for prices to remain steady.

Cluster Tomato prices however will be promotable this week, but with the cooler temperatures in Mexico, pricing might start to creep up a bit for later in the month.



CV MELONS

"MAG"nificent **Cantaloupes** are available for winter promotion from Del Monte.

Cantaloupes and **Honeydews** are easing off in price as more volume arrives from Central America.



CV BROCCOLI RABE

Andy Boy **Broccoli Rabe** is in promotable volume for mid-January. Quality is excellent on this delicious, bitter cooking green.

Did you know that **Broccoli Rabe** is becoming popular in healthy recipes too? More info at:

www.andyboy.com/broccoli-rabe