

ORGANIC MARKET NEWS



OUTLOOK FOR MARCH 10 - MARCH 17, 2016

ORGANIC IMPORT APPLES & PEARS



Argentinean fresh crop **Organic Green Bartlett Pears** are here in excellent supply. The fruit is arriving with nice quality and is priced to sell quickly during March and early April.

Fair Trade Organic Green Bartlett Pears are expected this weekend - in both bag and bulk packs.

Organic Red Bartlett Pears are very limited with high prices. The fruit is gorgeous so scoop some up while you can!

The first Argentinian **Organic Gala Apples** are expected the week of March 21. Prices are expected to be in line with where Washington finished their season at.

Organic Granny Smith Apples from Argentina are expected in early to mid-April. Large fruit on all import apple varieties are expected to be very strong with a smaller crop this season.



OG BERRIES

Organic Strawberry supplies out of all regions continue to be abundant with some of the best promotional opportunities so far this year!

Demand is exceeding supply on Mexican **Organic Blackberries**, driving the price slightly higher each week this month.

Quality is on the decline for **Organic Blueberries** out of Chile. The weaker packs with soft berries are being discounted upon arrival to the States while better quality is commanding a higher price.

California and Florida **Organic Blueberry** supplies are ramping up and we should not see any gaps, just better higher prices and better quality for the fresh crop domestic fruit headed into April.

Organic Raspberry supplies are showing signs of improvement for Driscoll's, with prices slowly dropping. Peak season will hit during the spring.



OG PEPPERS

OG Red Peppers – excellent supply out of Mexico at this time, good supplies from Israel too

OG Yellow Peppers – adequate supply out of Mexico, supply out of Israel is steady

OG Orange Peppers – adequate supply out of both Mexico and Israel

OG Green Peppers – very limited supplies out of FL, Mexico, and CA

OG Mini Sweet Peppers – available out of Mexico in 12 pt clamshells and 1lb bags

HOT STUFF:

Organic Jalapeño (Mexico/FL), **Habanero** (Mexico), **Cherry Bomb** (Mexico) and **Anaheim** (Mexico) **Peppers** are now available.



OG TOMATOES

Organic Round Tomatoes are in abundant supply out of FL. Quality is very good from Lady Moon.

Organic Cherry Tomatoes are in good supply out of FL, but more limited out of Mexico. **Organic Cherry Tomatoes on the Vine** are in stock but with only sporadic supply.

Organic Grape Tomatoes are in adequate supply out of FL, while Mexico still has more volume and is cheaper.

Organic Cluster Tomatoes out of Mexico are in abundant supply at this time.

Organic Roma Tomatoes are in limited supply out of FL. Mexico is adequately supplied, but the market is now pushing higher.

Organic Heirloom Tomatoes out of Mexico are in good supply.



OG LOCAL ROOTS

This week we will see new arrivals out from Tuscarora Organic Growers Coop out of Southeastern Pennsylvania of bulk **Organic Rainbow Carrots**, **Black Radish**, and **Watermelon Radish**.



OG PINEAPPLES

Organic Pineapples are promotable next week with prices being lower than they were in February. Supplies are good.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are still in good supply out of CA and Mexico. Quality has been exceptionally good with little to no aphid issues. **Organic Brussels Sprouts** are also available in 8/1lb. microwave bags.



OG GREEN BEANS

Organic Green Beans are very limited in supply out of FL. Supply may not rebound until mid-March. Pero is temporarily out of stock on their **Organic Microwave Green Beans**.

CA/Mexico shippers report adequate supply at this time with wide variations in pack sizes and price.



OG KALE

Organic Green Kale is in good supply out of FL, NC, CA, and Mexico. Product quality has been best this month out of the CA coastal areas and out of FL.

Organic Lacinato Kale is in good supply out of both FL and CA. **Organic Red Kale** is in limited supply out of FL, while pretty abundant out of Mexico and CA.



OG LEMON

Organic Meyer Lemons volume is beginning to drop, with prices expected to rise over the next couple of weeks. Pouch bags continue available in limited supply.

ALERT! California **Organic Lemon** supply continues slowly decreasing with prices beginning to jump up significantly.



OG ONIONS

Peri & Sons Nevada **Grown Organic Onions** will wind down this week. We will make the transition over to Washington grown **Organic Red** and **Yellow Onions** towards the later part of this week and into the following.

Organic Yellow Onions are anticipated to wind down in about 3 weeks at which time we will transition to Washington and Canadian product. Peri & Sons will gap on **Organic Onions** until early May when they will start shipping onions out of El Centro, CA.



OG MANGOS

ALERT! **Organic Round Mangos** are limited.

The Peruvian season is over. Fresh crop Tommy Atkins fruit from Mexico is just getting started and while be light in volume during March. Sizing will be 6 and 7ct fruit and quantities will be limited.

Organic Ataulfo Mangos have also become tighter over the past week as many growers have stopped picking for a week or two until the peak season officially kicks off.



OG BROCCOLI

Organic Broccoli had a slight uptick in prices this week as shippers have run through most of what they had in the cooler last week. Rains this past weekend did prevent some shippers from harvesting early. Even with this increase, pricing remains affordable.

Organic Broccoli Crowns are in good supply, but price is up slightly. Expect prices to increase sharply within the next two weeks.



OG ASPARAGUS

Organic Asparagus is in abundant supply out of Mexico and CA. Quality has been very good to excellent. Expect supplies to continue to be good through next week.

Organic Asparagus Tips are in limited supply.



OG CABBAGE

Organic Cabbage is in good supply out of CA and FL. Quality is better out of FL.

Organic Red Cabbage is in good supply out of CA. **Organic Napa Cabbage** is limited at this time as there is only one producer. **Organic Savoy Cabbage** is in adequate supply.



OG SALADS

ALERT! **Organic Baby Spinach** from Earthbound continues to be a challenge with significant shortages for the current week. Supplies are expected to start to come around for next week's loading.

Olivia's and organicgirl are reporting a turn around and should be closer to full supplies this week.



OG CA MANDARINS

Organic Murcott & Tango Mandarins continue in both bald and pouch bags, but are limited due to this past week's heavy rains in CA.

Organic Minneola Tangelos are in good supply this week with some **Organic Mini Minneola** gift boxes available.

Organic Gold Nuggets are steady. This pebble-skin variety has rich citrus flavor and a very good sweetness. They're easy to peel too.



OG CA ORANGES

Organic Blood Oranges continue this week in excellent supply with promotional opportunities available.

Organic Cara Cara Orange supplies have tightened up and are expected to wrap up for the season over the next few weeks.

Organic Navel Oranges are in good supply with promotional opportunities available on all sizes and bags with great eating quality.

Organic Valencia Oranges are steady.



OG HASS AVOCADOS

Organic Hass Avocados continue to be very promotable especially in the larger sizes, like 36 and 40 ct.

At this point in the season **Organic Avocados** from Mexico have excellent oil content and have a darker color to the skin, especially as they ripen.

Ask your sales rep about promotional opportunities on 4 ct bagged **Organic Avocados** too!

Fair Trade Organic Avocados are in steady supply.

OTHER STORIES:

- **Organic Red** and **Green Seedless Grapes** from South Africa sold at a rapid pace and at this time it does not appear there are more arrivals coming so the season may be over. **Organic Black Seeded Grapes** remain available, but will wrap up by April.

- **Organic Lime** supply has tightened and prices continue taking some pretty big increases. Smaller sizes are prevailing.

- **Organic Kumquats** will be a little bumpy in supply due to the California rains.

- **ALERT!** **Organic Spinach** is in very tight supply this week. Some shippers have lost fields due to mildew. Expect very limited supplies on **Organic Bunch Spinach** this week.

- **Organic Jicama** is available at this time out of Mexico. Product quality is very good and supplies are expected to last a few weeks.

- **Organic Formosa Papayas** are projected to be in stock consistently over the next few months due to a strong partnership with the grower. Condition has been great!

- California **Organic Grapefruit** continues in steady supply. Some opportunities are available on larger fruit. Florida **Organic Grapefruit** is expected to finish up for the season over the next couple of weeks.

- Spring crop **Organic Cantaloupes** and **Varietal Melons** are just a couple of months away! In the meantime, we'll see sporadic arrivals of **Organic Mini Seedless Melons** in small quantities.



Easter Merchandising Tips



EASTER IS SUNDAY, MARCH 27, 2016

TRADITIONAL “MUST-HAVE” AND OTHER IMPORTANT EASTER HOLIDAY ITEMS INCLUDE:

- Asparagus, Green Beans, Artichokes, Fennel/Anise, Celery, Cooking Greens
- Carrots, Baby Carrots, Snow and Snap Peas, Cucumbers, Colored Peppers
- Broccoli, Broccoli Rabe, Broccolini, Brussels Sprouts, Cauliflower, Hard Squash, Eggplant
- Fresh Crop (new) Red, Gold, White Potatoes; Sweet Potatoes and Yams, Onions, Garlic, Shallots
- Leeks, Parsley Root, Celery Root, Horseradish, Radishes, Cabbage, Cole Slaw
- Lettuces, Baby Greens, Salad Mix, Mushrooms
- Fresh Herbs – especially Parsleys, Parsley, Sage, Rosemary, Basil, Dill, Mint, Chives
- Pineapples, Berries, Grapes, Melons, fresh cut fruit
- Lemons and Limes for Lent and seafood meals, Navel Oranges, Mandarins, Tangelos
- In-shell nuts and nutmeats on display, Pine Nuts, Figs, Raisin and Prunes
- Coconut for candy making and baking always sells better than expected



OPERATIONAL AND ORDERING TIPS:

Easter business tends to come late at retail level. Be ready!

Good Friday (3/25) and the Saturday (3/26) before Easter are crazy business days.

- Develop an off-hour or evening fill schedule for your hard goods like potatoes, onions, and other products with longer shelf life.
- Stay ahead with ripening tomatoes and bananas in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- Order holiday semi-perishable and hard tonnage items early. Plan on getting your tonnage items into your stores by the Tuesday (3/22) before Easter.
- If you bring in your holiday tonnage items early, it will help your department's efficiency and organization throughout the week. Additionally, you won't be stuck without key product, waiting on a truck to arrive at your store on Friday or Saturday during a holiday weekend. With a buffer of stock already on hand, your time will be more productive working on the sales floor with your customers.



NEW ITEMS OR BACK IN SEASON

ORGANIC

42095 - OG Candy Mandy Mandarin Net Bag	12/2 lb
44689 - OG Blueberries Fair Trade	12/6 oz
44498 - OG Pear Bart Fair Trade Argentina	12/3 lb
43207 - OG Pear Bart 100Ct Fair Trade	40 lb
43780 - OG Watermelon Mini SDLS 6 ct	30 lb
41434 - OG Watermelon Mini SDLS 8Ct	30 lb
40815 - OG Endive Belgian	8 lb
40412 - OG Beets Chiogga Bunch	24 ct
40495 - OG Beets Baby Red Bunch	24 ct



"MIGHTIES" KIWIFRUIT



17574 - CV Kiwifruit "Mighties" Clamshell 8/2 lb
UPC: 0-14668-50200-4

Mighties are conditioned to start the ripening process.
Each clamshell contains 10-14 kiwifruit.

Periodically, spifes (a spoon/knife combo) are added to the package.

ATTITUDE SUPER FOOD SALADS



03455 - CV Attitude Super Pure Baby Kale 8/5 oz
03456 - CV Attitude Super Duo Kale/Spinach 8/5 oz

CONVENTIONAL

14143 - CV Tangerines Pixie	16/1 lb
14650 - CV Mandarins Candy Mandy's	10/3 lb
17059 - CV Avocado Hass Mexico	32 ct
17061 - CV Avocado Hass Import	36 ct
02839 - CV Cucumber Persian	20 lb
01269 - CV Eggplant Purple Baby	11 lb



CONVENTIONAL MARKET NEWS

OUTLOOK FOR MARCH 10 - MARCH 17, 2016

ABUNDANT ICEBERG LETTUCE

There are promotable supplies of nice quality **Iceberg Lettuce** and **Romaine Hearts**. Pricing will be low this week from Yuma, AZ.

Romaine, Green Leaf, and Red Leaf Lettuce are in great supply with steady to lower pricing. Volumes are promotable with these items too.

Growers are expecting a fairly smooth transition from the winter Yuma, AZ season right over to the Huron and Salinas, CA spring season headed into April.

New Jersey growers are anticipating their first **Local Lettuces** to be harvested at the beginning of May.



CV GRAPES

Large volumes of **Flames, Sugraone and Thompson Grapes** with less than chain store quality and condition are filling all the secondary markets. With aggressive pricing available on **Green Seedless Grapes**, the industry is looking to push additional volumes to support any St Patrick's Day promotions.

In addition, with continued heavy volumes of **Thompson Grapes** and increasing volumes of **Crimson Grapes** on the way from Chile, there will be plenty of fruit available to support Easter **Grape** promotions.



CV MANGOS

ALERT! Mangos will be in short supply this March. Most of the Mexican **Mango** packing houses have temporarily suspended operations since most of the early season fruit just isn't ready yet.

Sizing is expected to peak on 10ct and 12ct fruit when they get back to picking in a couple of weeks and moving into April.

Ataulfo Mangos are peaking on size 18ct during March and supplies are somewhat limited, especially on the Champagne brand. April will be better.



CV PEPPERS

Mini Mix Sweet Peppers are in very good supply – fresh and excellent quality!

15lb Red Peppers are in good supply with nice sizing and promotable volumes.

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

Green Peppers are still limited from Mexico and Florida. Quality is nice with steady to lower pricing.



CV CABBAGE

Cabbage demand is here for St. Patrick's Day with lighter supplies. Quality has been decent.



CV EGGPLANT

Eggplant supplies are more limited, but quality is very nice from Mexico. Pricing will be higher this week as product is difficult to load.



CV CELERY

There are good supplies of **Celery** with promotable quality and pricing. Product is from Yuma, AZ and Oxnard, CA.



CV GREEN BEANS

Green Beans are limited from Florida and Mexico. Pricing will be steady to higher.



CV BRUSSELS SPROUTS

Brussels Sprouts are getting very tight as Mexican supplies are light. Also, Easter demand is kicking in. Pricing will be higher this week. Quality has been nice.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are still in good supply from the West and also East Coast. Quality has been very nice.

Cauliflower remains in good supply and promotable again this week.



CV CUCUMBERS

Cucumbers are limited from Mexico and Honduras. Quality is nice, but pricing is steady to higher. We will have **Supers** where we can, but may have to cover demand with nice 24ct again this week.

Cello Wrapped Cucumbers are promotable as Mexico and Canada are in good supply.



CV STRAWBERRIES

Florida **Strawberry** production is very high right now and is expected to last through the month of March. This timeline will depend heavily on the temperature. If it stays too warm, it will knock them out sooner. Prices remain promotable at this time.

California had some rain last week which caused a slight interruption for them. Pricing will remain promotable through Easter.



CV HASS AVOCADOS

The **Hass Avocado** price gap between 40's and larger, and 48's is diminishing. In fact, size is swinging the other way with 48's and larger and 60's and smaller. There will be as much as a five to six dollar gap between the 60's and 48's.

We've had a great run on larger fruit which should carry through till the end of next week as we sell through inventory here and loading this weekend, booked before the price jumped.



CV MELONS

Steady supplies and promotable volumes will continue through Easter on **Cantaloupes** and **Honeydew**.



CV ASPARAGUS

Asparagus supplies will continue out of Mexico through Easter. California product will also be available.



CV BLUEBERRIES

We are starting to see a decline in both volume and quality of **Blueberries** out of Chile. There will continue to be a split market depending on quality. Florida expects to start picking volume by the last week of March.

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CV ONIONS & POTATOES

White Potatoes out of Florida will be back in stock this week. We will get our first arrival of Mack Farm **Potatoes** this week and quality will be outstanding in all colors and sizes from this farm.

We will see eastern Green Giant **Gold Potatoes** start this week and will bring some price relief to the Green Giant **Klondike Golddust Potatoes** we had been getting out of Idaho.

We are starting to see some internal pressure bruising in the storage **Count Russet Potatoes** out of Idaho. Hopefully we this will problem will be short lived and we will be into better quality product as we progress through the week.

Mexican grown **Sweet Onions** continue to be in excellent quality.



CV PINEAPPLES

In previous reports, we talked about supplies on **Pineapples** being decent going into Easter as growers would pack ahead getting everything they could to support Easter ads and then volumes would drop off because of the Holidays. And that most growers would be waiting for maturity as they would have exhausted the supply ahead of the Holiday.

ALERT! Abruptly these growers have already reached that point and shipments are already being drastically cut with most growers now expecting to heavily prorate orders going into the next few weeks along with substantial price increases on the spot markets. This increase will be seen going into next week by at least one dollar and possible more.



CV TOMATOES

Beef Tomatoes are more limited as Mexican yield are down. New crop Canadian Beefs are expected in early April.

Cluster Tomatoes are in decent supply, but the big flush is over. There is an up-tick in price this week. New crop Canadian product is starting in a light way.

Two-layer Vine Ripe Tomatoes are limited with higher pricing this week. **25lb Vine Ripe Tomatoes** remain difficult to load.

Roma Tomatoes are tight with higher pricing this week.

Cherry Tomatoes remain limited from Florida, but we continue to have excellent Hothouse Cherry Tomatoes.

Heirloom Tomatoes are in good supply.

Grape Tomatoes are more limited due to rain in Mexico and the continuing light Florida supply. Pricing will be higher this week.

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