



ORGANIC OUTLOOK

MARCH 10 - MARCH 17, 2017



WWW.FSPRODUCE.COM 45 LB

ORGANIC CABBAGE IN GOOD SUPPLY FOR ST. PATRICK'S DAY

Abundant supplies are available on **Organic Green and Red Cabbage** out of Florida.

California shippers report good supplies on **Organic Green, Red, and Savoy Cabbage**, while Organic Napa Cabbage is limited.

Organic Cabbage is expected to remain in good supply through St. Patrick's Day!



OG LEAFY VEG OUTLOOK

ALERT! For remainder of March, **Organic Leafy Vegetables** will be in very tight supply due to shippers transitioning growing regions.

Growers are finishing out their fields in the desert (Southern California/Arizona), and transitioning up north (Salinas/Watsonville, CA), but the fields are not quite ready to be harvested.

Because of the rains California experienced at the beginning of the year, farmers were unable to plant in the northern regions on time, which will result in product being tight once the southern growing regions end.

Prices will be very high and quality is expected to be poor. **Organic Broccoli** and **Cauliflower** from Arizona and California have been affected the most, but soon all **Organic Leafy Veg** will experience these shortages and quality issues.



OG BERRIES

Mexican and California **Organic Blueberry** supplies are starting to ramp up.

Chilean Organic Blueberry supplies have tightened significantly and season is supposed to wind down a few weeks earlier than expected. Prices should continue to rise. Pints are done for the season.

Organic Blackberry supplies and pricing continue to shift up and down by the day.

ALERT! **Organic Raspberry** volume has gotten extremely tight and is expected to remain this way at least through March.

ALERT! **Organic Strawberry** supplies out of Mexico and California are limited but expect volumes to improve by late March. Florida **Organic Strawberry** supplies have firmed slightly.



OG PEPPERS

Organic Red Peppers are in abundant supply out of Mexico, while **Organic Yellow** and **Orange Peppers** are in more adequate supply.

Organic Red, Yellow, and Orange Peppers are in good supply out of Israel.

Organic Green Peppers are in adequate supply from Florida and Mexico.

Organic Jalapeño Peppers are in good supply from California, Mexico, and Florida. **Organic Habanero Peppers** are limited from Mexico.

Organic Mini Mixed Sweet Peppers are available and selling well!



OG LEMONS

California **Organic Lemon** supplies continue to tighten with prices continuing to rise.

Organic Meyer Lemons continue in 20/1lb pouch bags, as well as 20lb bulk, out of California, but are expected to start winding down later in March.



OG CUCUMBERS

Organic Cucumbers are in tighter supply out of Mexico this week and pricing has moved up. Quality in the last week has been just ok, with some shriveling present.

Organic Hothouse Cucumbers out of both Mexico and Spain are in good supply.

Organic Mini Cucumbers are in good supply out of Mexico.



OG GRAPEFRUIT

California and Mexican **Organic Grapefruit** supplies continue in good supply with the range of sizes, from 27 to 48 ct and bags. Larger fruit is more limited and priced higher.



OG HASS AVOCADOS

The **Organic Hass Avocado** market continues to be somewhat volatile as shippers continue to show mixed expectations on pricing and availability on fruit coming out of Mexico.

48ct sizing has been limited as many people continue to stick with this popular size.



OG MANGOS

Organic Mangos from Peru and Mexico will be available next week. Peru continues to have **Organic Kent Mangos** in a very limited number. These will generally be a sweeter, late season piece of fruit that overall will be better than the early Tommy Atkins out of Mexico. Pricing will be a bit better as well.

Organic Ataulfo Mangos have been fairly steady, with a few gaps in loading availability over the last week.



OG SQUASH

Organic Yellow and **Zucchini Squash** are more limited out of Mexico this time. Some shippers report product coming in with poor condition. Prices are up.

Florida growers reports adequate supplies of **Organic Zucchini**, but more limited on **Organic Yellow Squash**. Prices are steady.



OG ASPARAGUS

Organic Asparagus is in abundant supply at this time out of Mexico and California. It's a good item to promote!

Quality has been very good out of both regions. Expect prices to be on the low side this season as there is an abundance of product available.



OG GRAPES

South African "**Melody**" variety **Organic Jumbo Black Seedless Grapes** are steady and are expected to continue a couple of weeks after the South African **Organic Black Seeded Grapes** wrap up for the season in late March.

South African **Organic Red Seedless Grapes** are now in decent supply, which is expected to continue until the end of March.

South African **Organic Green Seedless Grapes** are in extremely firm supply and will wrap up for the season later in March.



OG GREEN BEANS

Organic Green Beans are in very good supply out of Florida this week, but the price is up. Next week will be more limited. Mexico growers report adequate supplies of **Organic Green Beans**.

Organic Packaged Green Beans are in good supply from California.



OG PEARS

Organic Green Bartlett, Red Bartlett, and Fair Trade Green Bartlett Pears out of Argentina continue in good supply. All other Argentinean varieties are due in late March or early April.



OG SPINACH

ALERT! Organic Spinach is in very tight supply. A little bit of product is coming out of Mexico. Expect high prices and limited availability through March.



OG SALADS

Organic Salads will once again be tight overall with **Organic Baby Spinach** and **Baby Arugula** being the main culprits of shortages and prorates. Effects of California rains and mildew continue to be the cause.



OG CALIFORNIA CITRUS

Organic Moro Blood Oranges are now in excellent supply. This is the time to feature!

Organic Navel Oranges are in steady supply in all sizes and bags. Some promotional opportunities exist on some 36-48ct large navels.

Organic Minneola Tangelos and **Tango Mandarins** are in steady supply.

Organic Pummelos are back in steady supply for the next few weeks in March, but then are expected to be done for the season.

Organic Cara Cara Oranges and **Kumquats** are in limited supply this week. **Organic Golden Nuggets** are gapping.



OG LETTUCE

Organic Red Leaf, Green Leaf, Red Butter, and Green Butter Lettuces are all of excellent quality from Florida. Prices remain consistent with previous weeks. **Organic Romaine Lettuce** is in better supply this coming week.

California growers report limited supplies of all **Organic Lettuce**, with **Organic Romaine** being the tightest. Some are shipping below normal weight cases on all **Organic Leaf Lettuce**, and there is still discoloration present.

The **Organic Romaine Heart** market is much tighter this week as less supply is available. Quality has been good to very good. Prices are expected to be tight until the end of March.



OG TOMATOES

Organic Cherry Tomatoes are in good supply from Florida at this time. Mexico has been hit or miss with supply this week. Prices are steady. A limited number of **Organic Cherry Tomatoes** from Florida are available, but **Organic Rainbow Cherry Tomatoes** are in good supply.

Organic Grape Tomatoes are in good supply from Florida and Mexico, but Mexico has the deals. **Organic Gold Grapes** are in limited supply.

Organic Round Tomatoes are very limited out of Florida. Mexico reports adequate supplies of **Organic 2-layers** and **Hothouse Tomatoes**.

Organic Roma Tomatoes are finished from Florida. Mexico shows little supply for loading this week. Once shippers have product, prices will shoot up.

Organic Cluster Tomatoes are in better supply from Mexico.

OTHER STORIES:

- **Organic Pineapples** continue to be in good supply. Pricing is back down to normal and condition has been good.

- **Organic Formosa Papayas** are in great supply and quality is excellent. The crop is sizing larger, averaging 10-12 per box, and fruit is very promotable. Keep promoting this wonderful piece of fruit!

- Mexican **Organic Valencia Oranges** are back in good supply with promotional opportunities available.

- **Organic Young Thai Coconuts** and **All-Natural Young Thai Coconut** volumes seem to be turning a corner. Increased volumes are available next week. Pricing should begin to drop as supplies begin to catch up.

- **Organic Brussels Sprouts** are more limited in supply this week out of Mexico. Expect higher prices and less availability next week. 8x1lb. microwaveable bags are limited.

- **Organic Lime** supply is steady this week, but expect smaller sizing with the new crop.

- **Organic Red Plums** out of Chile continue in limited supply.

- Domestic **Organic Apples** are in tighter supply and priced high as they're in the home stretch and sporadic packing is starting to set in. The first import **Organic Gala Apples** are expected to begin by the end of the month, followed by other varieties in April.

NEW!

NATURE'S KITCHEN VEGGIE NOODLES



CV Green Squash Spiral Cut Noodles

CODE: 08814

PK/SZ: 6/10 oz

UPC: 6 40344 03758 6



CV Yellow Squash Spiral Cut Noodles

CODE: 08815

PK/SZ: 6/10 oz

UPC: 6 40344 03848 4



CV Carrot Spiral Cut Noodles

CODE: 08816

PK/SZ: 6/10 oz

UPC: 6 40344 03766 1



CV Butternut Squash Spiral Cut Noodles

CODE: 08817

PK/SZ: 6/10 oz

UPC: 6 40344 03770 8



CV Sweet Potato Spiral Cut Noodles

CODE: 08818

PK/SZ: 6/10 oz

UPC: 6 40344 03846 0

AVAILABLE MARCH 13TH!



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CONVENTIONAL OUTLOOK

MARCH 10 - MARCH 17, 2017

WWW.FSPRODUCE.COM 12/1 LB

BRUSSELS SPROUTS PROMOTABLE



Brussels Sprouts remain in great supply with nice quality. Pricing will be steady to lower this week.

It's another great week to promote bulk, mesh bags, and microwaveable packs. A clamshell option is available as well!



CV MELONS

Mexico has started to pick better numbers of **Watermelons**. The off-shore deal is expected to continue into April, and we could see Florida fruit by the end of March. Get ready to promote **Watermelons** in the coming weeks!

Cantaloupes and **Honeydew** will be in good supply this week. Prices will remain steady.



CV TOMATOES

Roma Tomatoes are plentiful and remain promotable with steady pricing. We will continue to have the 2lb **Roma** bag. Please ask for details/samples - it's a sharp pack!

2-layer Vine Ripe Tomato quality remains outstanding with steady pricing.

Grape and **Cherry Tomatoes** remain in good supply to promote.

Campari Tomatoes will be up in price this week but still very reasonable. Quality is sharp.

15lb Beef Tomatoes and **11lb Cluster Tomatoes** are in steady supply.



CV BERRIES

The Chilean **Blueberry** deal is coming to an end. There will be some fruit around for another few weeks, but quality will be a concern. We have started to pull from Florida and will increase our pulls from Mexico. Look for prices to increase this week with the transition from Chile.

Florida **Strawberry** supplies are coming to an end and we are beginning to transition back out to the west coast. Supplies will be limited this week with high prices.

Raspberry and **Blackberry** supplies and prices will be steady this week.



CV SQUASH

Green and Yellow Squash supplies are steady, with talks of more supply coming next week. Pricing has topped out and may go down this week.

Hard Squash is plentiful, especially **Butternut Squash**.



CV CUCUMBERS

Cucumbers are extremely limited from Mexico and Florida. There is higher pricing this week, but quality is nice.

Cello Wrapped Cucumbers are plentiful and promotable. Quality is sharp from Canada with extremely aggressive pricing.



CV CABBAGE

We are ready for St. Patrick's Day!

Cabbage quality is nice, product is plentiful, and pricing is steady. Load up!



CV COLLARDS & KALE

Collards and **Kale** are in good supply from the southeastern US. Pricing will be lower this week, making these two great items to promote!



CV GREEN BEANS

Green Beans are steady to lower in price from Florida with nice quality.



CV TEXAS GRAPEFRUIT

The Texas **Grapefruit** will wind down this month finishing by April. Supplies this week were limited due to rain all week.



CV ASPARAGUS

We expect to see the cheaper **Asparagus** prices end this week. Overall volumes will be decreasing this week and will keep decreasing as we go through March.

Mexican shippers expect there to be very limited supplies for the Easter pulls. This will put a strain on Peru and California. Look for prices to increase throughout the month of March.



CV HASS AVOCADOS

Hass Avocado field prices in Mexico are strong and appear to be staying strong particularly on 48s and larger, yet when harvesting crews go into the groves in search of 48s and larger, they end up with more 60s and smaller. This is why the market is seeing such a large discrepancy between the sizes.

The end result is those retailers that need 48s will have to pay the price to get the volumes they need – and for the most part many are. High demand seems to be very good- a clear indication that promotions and advertising is helping the industry.

Time will tell if Mexico can fill the void of large fruit, but it appears they will not be able to in the short term or if they can it will be at a premium to importers and retailers.



CV LETTUCE

Iceberg Lettuce is more limited this week, but quality is pretty good. Pricing will be up. There are only a few more weeks of product in Yuma, AZ and then we will transition to Huron, CA followed shortly by Salinas, CA.

Initial reports of new crop **Iceberg Lettuce** is that it will be tight due to rains the next several weeks, which have caused slow growth and growing challenges.

Green Leaf and **Red Leaf Lettuces** are limited with steady to higher pricing this week.

Romaine Hearts and **Romaine Lettuce** are extremely limited with higher pricing this week. Shippers are trying to bridge the gap between the end of the Yuma, AZ deal and the start of the Salinas, CA deal. Quality has been good.



CV BROCCOLI & CAULIFLOWER

Broccoli remains limited with steady pricing. Quality is nice from Mexico.

ALERT! Cauliflower is extremely tight with higher pricing this week.



CV PEPPERS

15lb Red and Yellow Peppers remain in good supply with promotable opportunities.

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

Green Peppers are steady this week from both Florida and Mexico. There are deals on the medium size — asks your sales rep for details!

Mini Mixed Peppers are still very reasonable in price this week, but will be up a bit.

10/3ct Rainbow Peppers will be lower in price this week and a great week to promote.



CV FLORIDA GRAPEFRUIT

After this week, Florida **Red Grapefruit** supplies will be in very few hands. There will be just a few acres to harvest and will be finished for the season. Pricing will increase again next week on what little inventory remains.



CV CALIFORNIA CITRUS

With Texas winding down and Florida close to being finished, we are starting to bring in California **Grapefruit**. Nicer in appearance than both Florida and Texas **Grapefruit**, you will see a great opening appearance, and the interior color on the **Star Ruby's** will be nice.

On **Minneola Tangelos**, the market is flush with large choice fruit giving an opportunity to buy on loose fruit, 10 to 12 dollars less than fancy fruit and a great price on the 12/3 lb. bags.

The **Navel Orange** market remains strong with little to no flex on fancy fruit. **Oranges** are still peaking on the smaller sizes.

The **Lemon** market is showing movement downwards on 95ct and larger fruit. The fruit is running very big a growers are looking to move less popular sizes like 63s and 75s choice fruit.

Clementine movement remains outstanding, clearly outperforming all other citrus categories. These later varieties have been of outstanding quality in both appearance and taste.



CV FLORIDA TANGERINES

Honey Tangerine shipments spiked up last week as fruit has finally begun to produce better color. **Honeys** will be facing significant pricing pressure from California Clementine programs going forward.



CV FLORIDA ORANGES

Juice (Valencia) Oranges shipments increased slightly this past week with many grower/shippers heavily discounting prices to maintain movement.

We expect lower prices to be short lived as many growers will start diverting **Valencia Oranges** to the processing market. Current cash prices from the processing industry are reaching all-time highs, making fresh packed oranges less attractive.

Expect pricing to uptick in coming weeks as some packinghouses will begin to close next week, resulting in decreased supplies. Quality is excellent as we are approaching peak of season flavor.

OTHER STORIES

• Although pricing will be up a bit, there are still good supplies of **Celery**. **Celery Hearts**, however, are plentiful with very aggressive pricing - it's a great week to promote!

• **Broccoli Rabe** is plentiful with lower pricing this week.

• **Eggplant** is steady from Mexico.

• **Cilantro** remains limited with steady pricing.

