



# ORGANIC OUTLOOK

MARCH 9 - MARCH 16, 2018



WWW.FSPRODUCE.COM 40 LB

## EQUAL EXCHANGE FAIR TRADE ORGANIC BANANA MONTH

March is **Equal Exchange Banana Month**! The **Equal Exchange Fair Trade Organic Bananas** business model looks to find and support small farmer producer groups and help them to compete in a very competitive banana marketplace largely controlled by giant corporations.

Four Seasons Produce has been proud to ripen and distribute Equal Exchange **Organic Bananas** for over a decade.

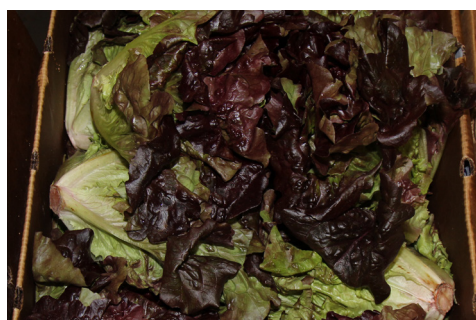
The Fair Trade premiums go directly to these small producer groups to help pay their workers a fair wage, and create a better standard of living in local communities. This past year, representatives from Four Seasons were able to visit producers in Ecuador and see the results of the fair trade premiums in action and talk directly to growers to learn what the fair trade program means to them.

**Organic Banana** quality has been very nice with very few (if any) quality issues lately. While the **Organic Banana** market in general is in a slight supply shortage – we shouldn't see any major supply gaps due to our strong producers, and supply chain.



Four Seasons Produce & Equal Exchange Trip Video: <https://youtu.be/0LeNn1VOtdo>

For additional resources, check out: [www.beyondthepeel.com/resources.html](http://www.beyondthepeel.com/resources.html)



### OG LETTUCE

**Organic Red Butter, Green Butter, Green Leaf, and Romaine Lettuce** out of Florida are in good supply. **Organic Red Leaf Lettuces** are more limited this week. Quality is excellent.

CA reports good supplies of all varieties of **Organic Lettuce**, but all are showing brown discoloration on the ribs and some of the leaves.

**ALERT!** **Organic Romaine Heart** markets are sky-high with very little product to load. Shippers reportedly have moved through much of their volume and are now waiting for more fields to become available to harvest. Cold weather has slowed growth.



### OG TOMATOES

**Organic 2-Layer Round Tomatoes** are in adequate supply out of both Mexico and Florida. Prices out of Mexico are dropping quicker than out of Florida. Quality very good.

**15lb Organic Hothouse Tomatoes** are in limited supply. **Organic Cluster Tomatoes** are increasing in supply and prices are beginning to drop. More volume should be even more available in mid-March.

**Organic Cherry, Rainbow Cherry, and Grape Tomatoes** are in good supply out of Florida. Pricing is steady. **Organic Grape Tomatoes** out of Mexico are abundant with cheap prices.

**Organic Heirloom Tomatoes** are very limited this week.

**Organic Roma Tomatoes** are increasing in supply out of Mexico. Prices are lower. Florida growers have adequate supply for the week.



### OG BERRIES

Driscoll's **Organic Blackberries** are back in good supply with prices coming down and big promotional opportunities expected in a few weeks. Other brands of **Organic Blackberries** continue to be steady out of Mexico. Firmer markets should be expected with slightly higher prices.

Driscoll's **Organic Blueberries** are in excellent supply with steady pricing and promotional opportunities.

South American **Organic Blueberry** supplies continue in pints. This will end in late March. California pint **Organic Blueberries** have begun in a small way and will begin here in mid-March. They will transition to 6oz clamshells once Chile wraps up for the season.

Driscoll's **Organic Raspberry** prices have increased sharply due to rain and cooler weather. Expect this to last into April with sporadic arrivals. Other brands of **Organic Raspberries** continue in much stronger supply this week.





## OG GINGER & TURMERIC

Peruvian **Organic Ginger** is in limited supply. Mexican **Organic Ginger** is in good supply, but for juicers this ginger is not preferred due to its blueish/yellowish color hue.

**Organic Turmeric** out of Hawaii is now in better supply. Price is down slightly. Organic Turmeric out of Jamaica is in good supply.



## OG PINEAPPLES

**ALERT!** **Organic Pineapple** supplies will be very limited next week. Pricing will increase again slightly. Expect volumes to be down for the rest of March.

Volumes should start to pick up again for April and pricing should become promotable once again.



## OG CABBAGE

Florida growers have good supplies of **Organic Red** and **Green Cabbage**.

CA reports adequate supplies of **Organic Red**, **Green**, and **Napa Cabbage**.



## OG STRAWBERRIES

**Organic Strawberry** supplies out of all regions has not peaked as expected due to rain and cooler weather. Supplies will remain tighter for a few weeks and then ramp up.



## OG CITRUS

**Organic Blood Oranges, Cara Cara Oranges, Navel Oranges, Murcott Mandarins, Kumquats, Minneolas, Pummelos, and Golden Nuggets** have all been affected by the cold weather and rain. More storms are in the forecast. Expect limited supplies on **Organic Citrus**.



## OG CUCUMBERS

**Organic Cucumbers** are in better supply this week out of Mexico. Pricing is down somewhat. Florida **Organic Cucumbers** will start in mid-March.

**Organic Hothouse Cucumbers** are in tighter supply out of Mexico. Prices are steady.



## OG CAULIFLOWER & BROCCOLI

**ALERT!** **Organic Cauliflower** is in very tight supply. All shippers are up sharply in price. It should be until mid-March before there's more volume.

**Organic Romanesco** is in good supply.

**Organic Broccoli** and **Broccoli Crowns** are limited in supply and prices are on the way up. It could be until the end of March that prices will be high and supplies limited.



## OG PEARS

Import **Organic Green Bartlett Pear** supplies are now excellent. Prices are starting to lower. **Organic Red Bartlett Pears** are now in steady supply.

Import **Organic Abate, Bosc, Packham, and Anjou Pears** are expected to begin in late March.



## OG SQUASH

Mexican **Organic Green** and **Yellow Squash** continues this week with higher prices and less availability.

Florida growers report good supplies of **Organic Zucchini** and **Yellow Squash**. Prices are up as well.





## OG SALADS

**ALERT!** Expect heavy prorates on **Organic Baby Arugula**, **Baby Kale**, and other varieties as desert crops are finishing and quality issues have come into play. These shorts/prorates could last until April.



## OG GRAPES

South African **Organic Green** and **Black Grapes** are in good supply this week.

A small late-season 18lb. **Organic Green** and **Red Grape** deal out of Peru is here. Expect very tight supplies and then they will finish for the season.



## OG ASPARAGUS

**Organic Asparagus** supplies did not decline after the cold and rain out west. Prices out of Mexico were up slightly this week. All arrivals have been of good quality.

CA will load in the middle of March.



## OG MANGOS

**Organic Mangos** from Peru will finish up and Tommy Atkins variety from Mexico will begin. We will see a slight increase in price as the Mexican season is just starting.

**Organic Ataulfo Mangos** from Mexico remain in good supply. The crop is sizing bigger than it had been to start and we will transition into bigger sized fruit for mid-March! Pricing should remain steady.



## OG HASS AVOCADOS

**Organic Hass Avocados** will continue to be in steady supply with pricing also remaining steady.

We will get our first shot of California **Organic Hass Avocados** early next week. Pricing of the 48ct CA fruit will be similar to the Mexican 48ct.

Fair Trade supplies, from **OKE's Equal Exchange Organic Avocado** program, should be good for mid-March.



## OG PEPPERS

**Organic Peppers** out of Israel continue to be very good. Mexico growers report limited supplies of all **Organic Colored Peppers** and the price is up sharply due to high demand and low supply. Quality is good with some arrival issues noted.

Mexican **Organic Green Peppers** are in very good supply. Florida product is more limited.

## OTHER STORIES:

- Washington **Organic Honeycrisp Apples** are very limited. Prices will continue to rise as shippers run out of product one by one. Most shippers that are left have transitioned fully into euro 27lb boxes with prices rising sharply.

- The sizing profile on **Organic Count Russet Potatoes** continues to be very small. Pricing has increased slightly this week due to limited supply on nice large product.

- Organic Brussels Sprouts** are in abundant supply out of Mexico. Quality has been very good. Expect prices to jump up for mid-March.

- Organic Eggplant** out of Mexico is in adequate

supply. Florida product is limited.

- Organic Spinach** is in better supply this week. Pricing is down somewhat, but is expected to increase for mid-March loading. Quality is very good.

**Organic Green, Lacinato**, and **Red Kale** is in abundant supply out of CA. Quality and quantity is good. Florida **Organic Kale** is increasing in supply this week.

- Organic Celery** is in good supply out of Mexico and California. Prices have started to move up. **Organic Celery Hearts** are still in abundant supply, but prices are up as well. Quality may be an

issue due to the cold and rain.

- Organic Cilantro** is in adequate supply out of California and Mexico. Price has moved back down.

- Organic Lemon** supplies out of California and Mexico are expected to tighten due to rain and cold weather. **Organic Meyer Lemons** continue, but supplies are starting to firm, causing prices to increase.

- Organic Lime** supplies have tightened significantly due to the cold and rain with prices skyrocketing. They are expected to start easing off in late March.





# Grapes from Chile

## CHILEAN GRAPE MADNESS CONTEST

March 11 - April 2, 2018

### TIME TO PROMOTE FRESH GRAPES FROM CHILE!

Displays will be judged on creativity and overall eye appeal. The use of promotion via social media is also encouraged. Ask your sales rep or merchandiser for display tips & ideas. There are Chilean Fruit point of sale material kits available that **must** be used in your displays. ***\*\*All grapes must be purchased from Four Seasons Produce\*\****

Please send your contest photos by April 6th to Steph Fleetman (stephf@fsproduce.com).

1ST  
PLACE

### CAMPING PACKAGE

+ BASKETBALL



2nd  
place

### GT PALOMAR MOUNTAIN BIKE + BASKETBALL



3rd  
place

### FITBIT BLAZE + BASKETBALL



### \$150 DICK'S SPORTING GOODS GIFT CARD + BASKETBALL

4th  
place

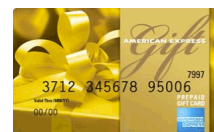


### \$100 DICK'S SPORTING GOODS GIFT CARD + BASKETBALL

5th  
place



ALL ENTRIES WILL RECEIVE A \$25 AMERICAN EXPRESS GIFT CARD!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | [www.fsproduce.com](http://www.fsproduce.com)







## CONVENTIONAL OUTLOOK

MARCH 9 - MARCH 16, 2018

WWW.FSPRODUCE.COM 12/1 PT

# GRAPE TOMATOES PROMOTABLE



**Grape Tomatoes** will be very promotable this week on all hothouse grown product. Although field product is higher priced, both US and Mexican greenhouse supplies will be in abundant supply. Now is the time to promote **Grape Tomatoes**!

All **Vine Ripe** and **Roma Tomatoes** from Mexico are in steady supply and quality is excellent. Pricing will remain the same this upcoming week.



## CV EGGPLANT

**Eggplant** is in excellent supply out of Mexico, and quality is really nice on the hothouse grown product.

Look for pricing to drop next week as growers begin to pick much more volume.



## OG BLUEBERRIES

Look for **Blueberry** prices to remain steady this week. We expect prices to start moving up after that as we approach the end of the Chilean deal.

Florida anticipates a start in mid-March. It will take a few weeks for their volume to get in the more promotable ranges.



## CV STRAWBERRIES

The weather in Florida has cooled down and this has slowed down **Strawberries** and is helping to improve quality. Most shippers expect to have fruit through the end of March.

Prices will be higher this week with the production slow down and Easter demand right around the corner.





## CV MELONS

Keep promoting **Cantaloupes** and **Honeydews** this week. Supplies and pricing will hold steady. We expect to see a slight firming as we get closer to the Easter demand.



## CV WESTERN VEG

**Western Vegetables** supplies will remain very limited and markets high this week. The transition out of the desert is still a few weeks away. Look for this to be the "norm" for the rest of March.



## CV GREEN BEANS

**Green Beans** are in good supply this week. Pricing will begin to climb slightly, but quality has been excellent out of Florida. We will be in Florida beans going forward.



## CV GREEN PEPPERS

**Green Peppers** are in better supply out of Florida this week. Growers are now beginning to harvest the spring plantings, and this crown pick is producing lots of **Jumbo Peppers**. Quality has been excellent on all Florida product.



## CV ONIONS

Demand is light and the **Onion** market remains soft. There are plenty of supplies available throughout most storage regions. Change in pricing is not expected this month pending any unforeseen weather issues in Mexico.

Mexican **Sweet Onions** have gotten started this week and quality is looking great!



## CV CUCUMBERS

**Cucumbers** are still in tight supply out of Mexico, but Florida just started harvesting this past week.

Look for supplies to improve out of Florida, and pricing to begin to slide as more volume hits the market. Quality on the first Florida **Cucumbers** was very nice.



## CV LIMES

The **Lime** market has stabilized. Mexico is showing a little flexibility in pricing as they feel the pressure from other importers from Columbia coming into the US, and Brazil fruit impacting the Canadian markets.



## CV MANGOS

With Mexico starting to be a bigger player on **Round Mangos** and supplies will increase, prices are down.

**Ataulfo Honey Mangos** are now shipping in good quantities from Mexico, but are sized small, especially on 18 counts and smaller.



## CV CABBAGE

**Cabbage** is in steady supply out of Florida as we head into the St. Patty's day holiday. Sizing is still mostly 16/18, but quality is solid.

Look for pricing to drop right after the holiday as growers are expecting good harvests.





## CV GRAPES

**Green Grapes** are now in peak arrival and it's a good time to promote. This should continue through March and early April. Prices will firm up as we move into April, but will be at promotable levels.

**Sweet Globes, Sugar Crisp, Timco, Jack Salute,** and **Sweet Celebration Grapes** will draw a premium price over most markets.



## CV RUSSET POTATOES

Pricing and demand on **Russet Potatoes** remain steady throughout the country.

Idaho Potatoes have shown some pricing weakness. All other shipping areas seem very comfortable with shipping levels and remaining inventories.



## CV COLORED POTATOES

The **Red Potato** market remains soft as supplies currently exceed demand. We are expecting a tremendous Florida crop with above average yields and great quality. Look for sharp deals on bagged **Red Potatoes** for St Patrick's day!

Storage crop **Yellow Potatoes** are available in Minnesota, North Dakota, Colorado, and Idaho. Pricing remains steady. New crop **Yellow Potatoes** are starting to be available from growers in Florida. They are becoming extremely promotable.

