

# MARKET NEWS ORGANIC OUTLOOK

## ORGANIC MANGO OUTLOOK



**Organic Mangos** are in the midst of transition from old crop Peruvian fruit to new crop Mexican fruit. In mid-March we will switch over to new crop Tommy Atkins fruit from Mexico. At that time, Fair Trade Peruvian fruit will wind down and finish.

**Organic Ataulfo "Honey" Mangos** will be in good supply for mid-March from Mexico. This tangy-sweet and silky-flesh variety peaks earlier than the round green/red skin varieties. **Organic Honey Mangos** are promotable from March through May.

Overall, the **Organic Mango** crop is late in 2019, but big volume is expected April - July!



### OG CITRUS

**Organic Blood** and **Cara Cara Oranges** continue in excellent supply despite the rain in California, but we could see some gaps in the near future.

**Organic Navel Oranges** are still in good supply in all sizes and bags. Make sure to enter into the Sunkist display contest!

**Organic Minneola Tangelos** continue in steady supply but are expected to wrap up for the season during late March.

**Organic Tango Mandarins** are available in both bulk and pouch bags but are expected to wind down for the season by mid-March. **Organic Golden Nugget Mandarins** have been delicious so far but are going to have a small gap due to the rain.

**Organic Grapefruit** continues in excellent supply with promotional opportunities available.

**Organic Valencia Oranges** out of Mexico are in excellent supply with promotional opportunities available.



### OG BLUEBERRIES & BLACKBERRIES

**Organic Blackberries** out of Mexico have been improving. Expect steady supplies and prices.

Driscoll's brand **Organic Blackberries** out of Mexico are in tighter supply this week with wet cold weather continuing. Things are expected to improve in late March.

Chilean **Organic Blueberries** are in excellent supply this week, but supplies will drop off significantly over the in mid-March as product transitions to Mexico. A bump up in prices should be expected.

Driscoll's **Organic Blueberries** are expected to transition from Chile and Mexico to fully Mexico over the next few weeks. Prices are expected to increase sharply as this transition takes place, but expect excellent size, quality, and flavor from the Driscoll's varieties.



### OG STRAWBERRIES & RASPBERRIES

**ALERT!** Driscoll's **Organic Strawberry** supply has reversed to very light harvests due to storms and cold weather. Expect so-so quality and shorter shelf-life. Hopefully the sun will stick around for a few days to dry things out because there is a lot of fruit on the plants.

Other brands of **Organic Strawberries** are also very limited, but supplies are expected to improve over during mid to late-March if the weather improves.

Driscoll's **Organic Raspberry** supplies continue to be tight this week. Expect prices to rise and stay there for a month or more until supplies improve.

Other brands are back in limited supply. Expect this to continue until weather improves later in March.



## OG ASPARAGUS

**Organic Asparagus** markets will look to be more promotable this week. Quality has been exceptional, and pricing will look to start to come off as peak season is upon us.

Look for future ad pricing in mid-March.



## OG PEPPERS

**Organic Red Peppers** will be in much lighter supply this week out of Mexico and Israel. Supplies should improve by late March. Quality is very nice.



## OG CUCUMBERS

**Organic Mini Cucumber and European Seedless Cucumbers** will be in good supply from our Canadian grower.

**Organic Cucumbers** are in steady supply out of Mexico. We will have good opportunities on both 36 ct. cases as well as full box 45lb supers all week.



## OG HASS AVOCADOS

**Organic Hass Avocado** pricing and supplies remain steady for the first part of March. 60ct fruit continues in tighter supply, while 40 and 48ct fruit is plentiful.



## OG LETTUICES

**NOTE: Organic Leaf Lettuces** are in extremely short supply out of California and Arizona, but we'll have really good supplies from Lady Moon in Florida.

Quality on all Florida **Organic Green and Red Leaf Lettuce** has been excellent.



## OG BROCCOLI

**Organic Broccoli** supplies will be improving this week out of California. By late March we should be back to promotable levels on both 14's and crowns.



## OG MELONS

**Organic Galia Melons** are available with new crop **Organic Harper Melons** also starting up this week.

**Organic Watermelons** and **Mini Watermelons** should be available again in the beginning of April.



## OG PEARS

Argentinean **Organic Green Bartlett Pears** are available with excellent quality and supply. **Organic Red Bartlett Pears** will be available for the week of 3/11.

Washington **Organic Red Anjou, Green Anjou,** and **Bosc Pears** are in steady supply this week.



## OG GRAPES

South African **Organic Green "Thompson" Seedless, Black Seeded "Dan Ben Hannah,"** and **Black Seedless "Melody" Grapes** are back in firm but steady supply.

A limited supply of Peruvian **Organic Red Seedless** and **Sweet Sapphire Black Grapes** are available.



## OG CABBAGE

**Organic Cabbage** will be in good supply from California and Florida for St. Patty's day. Quality has been very nice.

**Organic Red Cabbage** is in excellent supply, and growers are looking to make deals to promote.



## OG EGGPLANT

**Organic Eggplant** is in much better supply from Lady Moon Farms in Florida. We're making the switch from Mexican product into Florida this week. Quality is excellent.



## OG ARTICHOKE

**Organic Artichokes** will be in good supply this week. These will be frost kissed but will still have a nice external appearance. We'll have both Jumbo 12 and XL 18 ct all week.



## OG POTATOES & ONIONS

**Organic Russet Potatoes** continue to be a challenge this week. We are starting to see some early stage peepers on product. We should switch into a better storing variety in mid-March that will be slightly higher priced.

**ALERT!** Finding good quality **Organic Red and Yellow Potatoes** has become a challenge this week as potatoes from all growing regions are starting to look "tired". We are still over a month away from new crop **Organic Potatoes** out of California in mid-April. But when that region starts, quality will be much better!

We will see **Organic Yellow Onions** wind down out of Nevada in late March. We should see storage onions continue out of the Pacific Northwest, then for a few weeks after that.

New crop **Organic White Onions** have started out of Mexico and pricing is extremely high.



## OG TOMATOES

The Canadian new crop **Organic Beefsteak Tomatoes** has been outstanding quality and sizing. Continue to promote with confidence. **Organic Cluster Tomatoes** continue to be promotable for March. Quality has been outstanding.

**Organic Roma Tomato** prices are on the rise as well this week. Florida has finished for the season putting more demand on the Mexican deal. Supplies should be steady with increased pricing. Quality has been great. **Organic Round Tomatoes** from Florida will also be finished for the season.

**Organic Grape Tomatoes** continue to be very promotable from Lady Moon Farms premium label grown in Florida. Quality is simply the best on these little red gems. We also offer a value **Organic Grape Tomato** line coming from Florida and Mexico. Both offer great quality and are very promotable!

**Organic Heirloom Tomato** prices are on the rise with shorter supplies coming in of the Fair-Trade Covilli Brand. Supplies should be steady this week with minimal gaps of availability. Quality continues to be outstanding on all varieties.



## OG WASHINGTON APPLES

**Organic Gala Apples** are in excellent supply this week with some promotional opportunities as shippers figured out that they have more fruit in Controlled Atmosphere (C.A.) storage than they wanted for this time in the season.

**Organic Autumn Glory, Braeburn, Fuji, Gold Delicious, Granny Smith, Jazz, Kanzi, Kiku, Pacific Rose, Piñata, Pink Lady, and Red Delicious Apples** are in steady supply and pricing.

**Organic Opal Apples** will begin winding down for the season and should be finished for the season in early April.

**Organic Honeycrisp** are winding down for the season with some shippers completely finished. Expect to transition to 27lb. euro boxes in late March. Prices will rise until everyone finishes for the season.

**Organic Envy Apples** are going to be in promotional supply all month and then wrap up for the season in early April.

## OTHER STORIES

- **Organic GoldenBerries** out of Columbia have been affected by more rain. Sporadic arrivals should be expected.

- **ALERT!** **Organic Cauliflower** and **Celery** are in extremely short supply. Harvests will continue to be tough for at least until late March. Quality is ok to nice, but pricing will be much higher than usual since there is so little available.

- **ALERT!** **Organic Leeks** are in short supply, so pricing will be higher this week. Most growers are packing 12 ct bunches instead of packing a loose 20 lb. case.

- **ALERT!** Supply issues continue in **Organic Salads** with weather and crop transitions playing a major part. **Organic Baby Arugula** continues to be affected the most.

- **ALERT!** **Organic Lime** supplies are tight again due to weather. Expect this to continue for the next few weeks with prices on the rise.

- **Organic Lemons** out of California and Mexico continue in excellent supply and quality. **Organic Meyer Lemons** continue in steady supply.

# Sunkist



## SUNKIST GROWERS CITRUS DISPLAY CONTEST MARCH 4 - APRIL 1, 2019

March brings us so many things right? The first day of Spring, an awesome college basketball tournament, and the perfect time to sell some amazing citrus! So, who is up for building sales in the citrus category? Sunkist has partnered again with Four Seasons Produce to bring you a display contest for the month of March!

### RULES:

- Build a beautiful, creative, and eye appealing display using Sunkist citrus purchased from Four Seasons Produce!
- You must carry a minimum of four (4) conventional OR three (3) organic varieties in your displays. Use the high graphic Sunkist bins or Sunkist Point of Sale variety signage in your display
- You must keep your Sunkist displays up for at least one week.
- Send all photos to Steph Fleetman ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by Friday, April 5th.

*Use of social media is strongly suggested.*

*Sampling this great tasting fruit is also encouraged to build sales and encourage your customers to try new varieties!*



### PRIZES:



**1ST PLACE**  
**JUICER**



**2ND PLACE**  
**GOLF CLUBS**



**3RD PLACE**  
**"TIME TO RELAX" PACKAGE**  
(HAMMOCK, TUMBLER KINDLE FIRE)



**4TH PLACE**  
**GRILL SET**



**5TH PLACE**  
**LENOVO SMART DISPLAY**  
WITH GOOGLE ASSISTANT



**BEST ORGANIC DISPLAY**  
**CAMPING PACKAGE**

EVERY entry will  
receive a Sunkist hat!

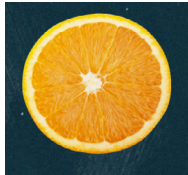


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# AVAILABLE AT FOUR SEASONS

Sunkist is a not-for-profit marketing cooperative entirely owned by and operated for the California and Arizona citrus growers who make up its membership. For more information visit: [www.sunkist.com](http://www.sunkist.com)



## NAVEL ORANGES

13560 - CV Oranges Navel CA 56 ct Sunkist  
 13565 - CV Oranges Navel CA 72 ct Sunkist  
 13570 - CV Oranges Navel CA 88 ct Sunkist  
 13575 - CV Oranges Navel CA 113 ct Sunkist  
 D44096 - OG Oranges Navel 72ct Sunkist  
 D44099 - OG Oranges Navel 10/4lb Sunkist



## LEMONS

13005 - CV Lemons Fancy 95 ct Sunkist  
 13080 - CV Lemons Choice 95 ct SK  
 13085 - CV Lemons Choice 115 ct SK  
 13090 - CV Lemons Choice 140 ct SK  
 13095 - CV Lemons Choice 165 ct SK  
 13040 - CV Lemons Choice 18/2 lb SK Pouch Bag



## GRAPEFRUIT

12810 - CV Grapefruit Rio Star TX 27 ct  
 12815 - CV Grapefruit Rio Star TX 36 ct  
 12811 - CV Grapefruit Rio Star TX 40 ct  
 12556 - CV Grapefruit Rio Star TX 8/5 lb



## MINNEOLA TANGEOS

14349 - CV Tangelos Minneola Fancy CA 64 ct  
 14348 - CV Tangelos Minneola Fancy CA 80 ct  
 14345 - CV Tangelos Minneola Choice 12/3 lb  
 14346 - CV Tangelos Minneola Fancy CA 100 ct Sunkist



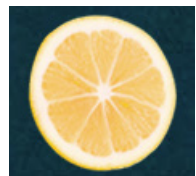
## BLOOD ORANGES

14004 - CV Oranges Blood 88/113 sz 44 ct  
 13912 - CV Oranges Blood 18/2 lb Sunkist  
 D44125 - OG Oranges Blood Moro 72/88ct



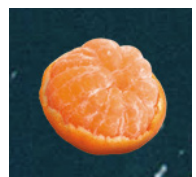
## PUMMELOS

17582 - CV Pummelos 12 ct Sunkist



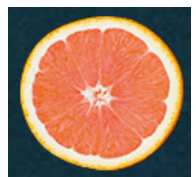
## MEYER LEMONS

13053 - CV Lemons Meyer 18/1 lb Pouch Sunkist



## MANDARINS

14678 - CV Mandarins CA 10/3 lb "Sunkist Delites"  
 D218729 - OG Mandarins Murcott 10/3lb Sunkist



## CARA CARA ORANGES

13818 - CV Oranges Cara Cara 56 ct Sunkist  
 13747 - CV Oranges Cara Cara Choice 12/3 lb SK Bag  
 205619 - CV Oranges Cara Cara 48 ct Sunkist



## SUNKIST BINS

32247 - POS Display Blood Orange 1 ea Sunkist  
 32246 - POS Display Bin Cara Cara 1 ea Sunkist  
 23376 - POS Display Bin 1 ea "Delites"  
 32244 - POS Display Meyer 1/4 Bin 1 ea Sunkist  
 32245 - POS Display Tangelo 1/4 Bin 1 ea Sunkist  
 32250 - POS Display Variety Bin 1 ea Sunkist  
 32243 - POS Display Lemon 1/4 Bin 1 ea Sunkist  
 218197 - POS Display Navel Bin 1 ea Sunkist  
 218196 - POS Display OG Citrus 1 ea Sunkist



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# MARKET NEWS

# CONVENTIONAL OUTLOOK

## NEW CROP GREENHOUSE TOMATOES

**Cluster Tomato** prices still remain very promotable! We continue to promote new crop Mucci Farms Ohio-grown product and quality continues to be outstanding. Display with confidence!

**Hothouse Beefsteak Tomato** prices will look to naturally rise due to the shortage on the bulk round markets. Don't expect any crazy price spikes at this time with new crop coming on out of Canada and Ohio, plus with old crop product from Mexico still coming in.

**Roma and Round Tomato** prices markets are on the rise this week due to shortages out of Florida putting more demand on Mexican growers. This looks to be a short-lived jump but will depend on weather this month.

**Grape Tomatoes** continue to be very promotable. We will be carrying mostly Florida product as quality has been exceptional from this region. Prices did rise slightly but are still very promotable.



### CV CUCUMBERS

**Euro Seedless Cucumbers** are from Mexico (old crop) and have started in Leamington, Canada. Expect prices to come down for mid-March. Quality remains excellent in both growing regions.

Tray pack **Mini Seedless Cucumbers** are improving. Prices will continue to adjust downward as supplies increase. March, April, and May should be a promotable time for this convenience product.

**Super Select Cucumbers** from Mexico are very tight in supply due to wet weather. Select grade are also tightening, and many shippers report quality issues. Florida will start with new crop **Cucumbers** in mid-March.



### CV BERRIES

**ALERT! Strawberries** became extremely tight this past week as all growing areas were impacted from weather. Florida has had multiple nighttime low temps in the low 40's, and California continues to get rain. Mexico continues to cross fruit, but not enough to cover all the demand in the US and Canada. Look for pricing to remain higher for mid to late March.

**Blueberries** are in good supply from Mexico at this time. We will have steady supplies even as Chilean imports wind down. Look for Florida to begin harvesting better supplies headed into April.

**Blackberries and Raspberries** are in good supply out of Mexico. Quality has been very nice.



### CV GRAPES

After two months of very strong prices and short supplies, Chilean **Grapes** are rolling in and supplies exceed demand. Having not given out aggressive ad pricing for March, grower/shippers are feeling the effect from slow demand. Look for the end of March and early April to be more of a buyers' market, especially on **Red Grapes**.

By the last week of March or the first of April, the market on **Green Grapes** will flip quickly and be back into the higher prices when they turn loose on the best fruit that growers placed in storage.



### CV SQUASH

**Green and Yellow Squash** prices out of Mexico have plateaued as growers transition from southern Sonora to the northern part of the state. We expect prices to return to more normal levels in late March. We may see a slight decline in quality as growers wrap up harvests in some of their older fields.

There is cheaper **Squash** available in Florida, but quality is marginal.



### CV PEPPERS

**Colored Bell Pepper** prices markets continue to strengthen. Supplies from Mexico are very light and **Peppers** from Spain and Israel will be the best value until Canada starts in early April.

Florida **Green Peppers** are also stronger, bolstered by high demand and lighter supplies from Mexico. Shippers in both regions report outstanding quality.



### CV BROCCOLI

**Broccoli Crowns** remain tight, especially in Yuma, AZ. Warmer weather in the desert will help ease supply issues, but markets will remain higher in the short term. Mexican **Broccoli Crowns** are also tighter this week.

There are very light supplies of eastern **Broccoli**, with most product packed as bunched 14ct.



### CV ASPARAGUS

**Asparagus** markets continue to stay steady. Due to several cold weather-related issues this season yields were cut in half, keeping markets steady. We are looking to be in peak season this week so pricing may come off a few dollars, but another cold front will hit the growing region which could slow harvests again.

Quality however remains exceptional as shippers continue to stay fresh and keep product turning.



### CV LETTUCES

All **Cello Iceberg** and **Leaf Lettuces** in the desert are still coming back from weather-related issues. **Leaf Lettuce** availability and quality is improving slowly, and Iceberg Lettuce quality has improved dramatically.

Florida **Romaine Lettuce** is available, but persistent rain continues to limit harvests to a few days per week.



### CV CELERY

**ALERT!** Many **Celery** shippers are finishing early in the desert and moving everything back to Oxnard, which continues to be troubled by bad weather and quality issues. Pricing will remain high for March.



### CV CANTALOUPE

**Cantaloupe** supplies are lighter going into mid-March and prices are stronger by a couple of dollars. We will be up a little more for mid-March.



### CV CAULIFLOWER

**ALERT!** **Cauliflower** is extremely tight and expensive, but relief is around the corner. Some shippers are starting in Salinas in mid to late March.

Texas **Cauliflower** is gapping and may be available the week of 3/11.



### CV PINEAPPLES

7 and 8ct **Gold Pineapples** are in steady to promotable supply for March.

Spot buys on Jumbo 5ct **Gold Pineapples** are also available for late winter promotions.



## CV LIMES

**ALERT!** The **Limes** market is very strong and is expected to continue throughout the week. Inbounds are very light and coupled with higher demand. Peak size remains to be 200/230sz. Expect 110/150sz to be light in supplies, as most lots crossing are new crop.

Rain is predicted for mid-March and will make it extremely difficult to fulfill demand.



## CV MANGOS

Mexican **Mangos** are in light supply and high demand. Peruvian **Mangos** are all but done in the Northeast and we are getting more orders from that area of the country.

The west coast is still able to use the offshore **Mangos** for the remainder of this week but have started pulling large volumes of **Ataulfo (Honey) Mangos**.

Expect **Tommy Atkins (Round) Mangos**, especially large sizes, to be tighter. Any promotions should be on 12ct rounds and 16-18ct **Ataulfo (Honey) Mangos**.



## CV HASS AVOCADOS

**Hass Avocado** business is good, with peak demand being on 48/60s. We are seeing some shading on some of the lots and are separating that from the #1 product. That would be the only defect seen in the crop now and is typical this time of year.



## CV POTATOES

Fresh crop, premium Florida **Red, White, and Gold Potato** are in peak season. Pricing has increased this week and demand has been seasonably strong, but on loose retail displays, these potatoes will be good money makers.

Large-sized (50, 60, 70s) Idaho **Count Russet Potatoes** have increased in price this week and are expected to continue to climb for the near future. The size profile right now has been very small and generating a lot of small non-A sized potatoes.

Storage crop 10/5lb **White Potatoes** out of NY are going to be in very promotable supply for the month of March.



## CV ONIONS

**Sweet Onions** for March are new crop 10-15 Millenium variety out of Mexico. The skins on the earliest product are not fully set, but the flaking with subside as the month progresses.

The market continues to increase this week as demand exceeds supply on all sizes of **Red, Yellow, and White Onions**.

It is expected to be a higher than usual and volatile **Onion** market through the Mexican season and into the Texas shipping regions for late winter and early spring.



## CV CITRUS

### MARCH PROMOTABLES:

- FL Temple Oranges (Royal Tangerines)
- TX Rio Star Grapefruit
- CA SUMO Citrus Mandarins
- CA Stem & Leaf Tango Mandarins
- CA Halos & Delites Mandarins (Tangos/Murcotts)
- CA Navel, Cara Cara, & Blood Oranges
- CA Vintage Sweet Heirloom Navel Oranges
- CA Minneola Tangelos
- CA Lemons & Meyer Lemons

### COMING SOON:

- CA Pixie Tangerines
- CA Gold Nugget Mandarins



## IN STOCK STARTING 3/13!

- 218906 - CV Potatoes Yellow Little Charmers 8/3 lb Little Potato Co
- 218907 - CV Potatoes Red Little Charmers 8/3 lb Little Potato Co
- 218908 - CV Potatoes Terrific Trio 8/3 lb Little Potato Co
- 218909 - CV Potatoes Dynamic Duo 8/3 lb Little Potato Co

