

ORGANIC MARKET NEWS



OUTLOOK FOR MARCH 17 - MARCH 24, 2016

EARLY SPRING OG BERRY OUTLOOK



Organic Strawberries have been selling great, thanks to promo pricing in mid-March. Supplies out of all regions have become a little tighter due to pre-Easter demand and some weather related challenges.

That said, **Organic Strawberries** from FL, AZ, CA, and Mexico will remain a good item through Easter, though the case cost will be up versus last week's record low.

Organic Raspberry supplies continue to improve with prices beginning to ease down. Flavor is excellent!

Mexican **Organic Blackberry** supply continues to be hampered by weather issues. There are still decent amounts of fruit in the marketplace, but prices are expected to be higher headed into April.

Arrivals are on the decline with **Organic Blueberries** out of Chile. Prices have increased with less supply. Quality on the old crop Chilean fruit is ok to average.

Fresh crop California and Florida **Organic Blueberries** are expected to be in steady supply by mid-April. In the meantime, whenever Driscoll's has a few small runs of California **Organic Blueberries**, we are grabbing them since their proprietary varieties taste amazing.



OG BROCCOLI

Organic Broccoli prices increased a bit 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 during early April.



OG TOMATOES

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

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 Round Tomatoes are in more limited supplies out of FL. Quality is very good from Lady Moon.

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 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. Some shippers are making aggressive deals on jumbo spears.

Organic Asparagus Tips are in limited supply.

Organic Purple Asparagus is in limited supply.



OG LEMONS

California **Organic Lemon** supply continues slowly decreasing with prices beginning to rise.

Promote **Organic Meyer Lemons** while you still can. This season will wind down during April. Pouch bags continue in limited supply.



OG POTATOES

We have seen some very nice quality **Organic Russet Potatoes** out of Colorado and we should continue to see this same quality for the next couple weeks.

Organic Red and **Yellow Potatoes** continue to have nice quality out of Canada and will be in good supply and steady price through Easter.



OG MANGOS

ALERT! The Mexican **Organic Mango** season got pushed back a bit as growers are waiting for production to ramp up. Due to light yields, there will be supply gaps until the Mexican peak season starts in April.

Organic Ataulfo Mangos have slowed just a bit as well, but supplies in both **Tommy Atkins** and **Ataulfos** should be crossing the border just after Easter.



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 GREEN BEANS

ALERT! **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 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 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.

NOTE: **Organic Brussels Sprouts in microwave packs** are finished out of Mexico.



OG PINEAPPLES

Organic Pineapples were more abundant than expected during mid-March, but supplies will be tighter headed into Easter.



OG JICAMA

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



OG SPINACH

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. Quality has been fair upon arrival.



OG SALADS

Organic Salad Baby Spinach finally appears to be on the rebound just in time for holiday volumes. Prorates have been fewer and supply is gradualy picking back up!



OG ZUCCHINI

Organic Zucchini is in limited supply out of Mexico while Florida is increasing in supply. Florida is more expensive than Mexico at this time. Expected supplies to continue to be good out of Florida.



OG CA ORANGES

The **Organic Navel Orange** crop is in good supply with promotional opportunities available on all sizes and bags. Appearance and eating quality is excellent right now.

Organic Blood Oranges continue 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 couple of weeks.

Organic Valencia are steady.



OG CA CITRUS

Organic Gold Nuggets are in steady supply and pricing. This variety features a pebbly skin that is easy to peel. The fruit is very sweet and flavorful.

Organic Tango and **Murcott Mandarins** continue in both bald and pouch bags, but will gap this week due to California rains but should be back in limited supply in about 1 week.

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

Organic Pummelos are winding down for the season and will gap this week before the last pack of the season.



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.

OTHER STORIES:

- California **Organic Grapefruit** continues in steady supply. Some opportunities continue on larger fruit.

- Florida **Organic Grapefruit** is dwindling down and is expected to finish up for the season by mid-March.

- **Organic Lime** supply has tightened, prices continue taking some pretty big increases, and smaller sizing will prevail.

- **Organic Hass Avocados** continue with great supplies. Ask us about deals on jumbo fruit and bagged fruit.

- **Organic Black Seeded Grapes** from South Africa will be the only grape available for the next few weeks. Fresh crop seedless grapes from Mexico are expected to begin in early May.

- We will see our first arrival of Washington grown **Organic Red** and **Yellow Onions** towards the latter part of this week.

- **Organic White Onions** will gap for roughly two weeks until we will see some product of Mexico start. Peri & Sons will gap on **Organic Onions** until early May when they will start shipping onions out of El Centro, CA.

SPRING SEASON ORGANIC TOP 40 APRIL - JUNE



Based on Four Seasons Produce, Inc. historical case volume data from 2015. This reflects availability and market conditions from last April - June.

1. OG Bananas
2. OG Strawberries
3. OG Mangos
4. OG Blueberries
5. OG Avocados Hass
6. OG Salad, Baby Spinach 5 oz.
7. OG Tomatoes Grape
8. OG Kale
9. OG Salad, Spring Mix 5 oz.
10. OG Salad, Arugula 5 oz.
11. OG Blackberries
12. OG Raspberries
13. OG Broccoli
14. OG Cucumbers
15. OG Mushrooms, Baby Bella/Crimini
16. OG Squash Zucchini
17. OG Grapes Red
18. OG Romaine Hearts
19. OG Tomatoes, loose
20. OG Peppers Red
21. OG Salad, Baby Kale 5 oz
22. OG Apples Gala
23. OG Oranges
24. OG Mushrooms White
25. OG Kale Lacinato
26. OG Celery
27. OG Basil
28. OG Asparagus
29. OG Cantaloupes
30. OG Salad, 50/50 Mix 5 oz.
31. OG Grapes Green
32. OG Yams Garnet
33. OG Watermelons
34. OG Beets Red
35. OG Onions Yellow
36. OG Lemons
37. OG Mushrooms Portabella
38. OG Cauliflower
39. OG Grapefruit
40. OG Mushrooms Shiitake

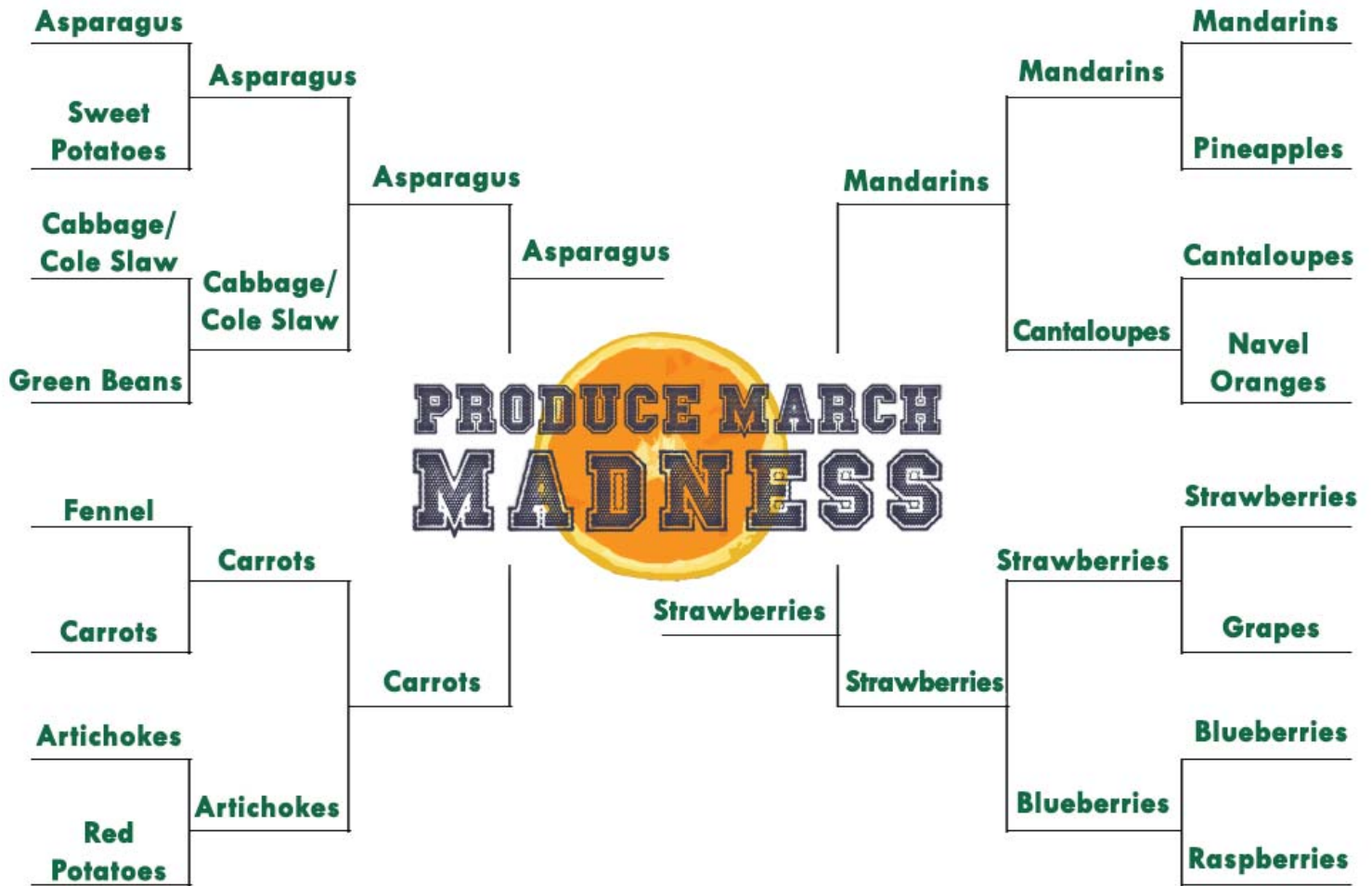


If you would like a consultation on how to improve your organic produce sales through item selection and display, contact:

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IF PRODUCE HAD A TOURNAMENT THIS MONTH, HOW WOULD YOU FILL OUT THE BRACKET?



2016 Easter Holiday Schedule

Monday 03/21/16 through Saturday 03/26/16 – Standard delivery schedule.

Easter Sunday 03/27/16 – No deliveries. Offices Closed. No voicemail or online ordering available for order revisions.

All orders for delivery on Monday 03/28/16 **must be finalized before 1:30pm on Saturday 03/26/16.**

Thank you for your support.

For questions, clarifications or requests, please contact your sales rep or merchandiser!

Happy Easter!

CONVENTIONAL MARKET NEWS

OUTLOOK FOR MARCH 17 - MARCH 24, 2016

PEAK SEASON ASPARAGUS



Fresh Asparagus has been very promotable this March and no shortages are expected for the holiday.

Asparagus prices on premium, “standard” size will be higher this week as retailers across the country begin loading up for Easter promotions.

Product out of Mexico should continue through the end of the month. We will keep a close eye on quality as their season comes to an end, but recent arrivals have been very nice. Ask your sales rep about deals on 15 lb. **Asparagus Tips**.

California **Asparagus** continues to look great! Pricing will remain higher than product sourced from Mexico, but still reasonable enough to run on ad.

This is also a good time to access **Specialty Asparagus** like 11 lb. **White Asparagus** and 11 lb. **Purple Asparagus**. Ask us about pre-book opportunities!



CV STRAWBERRIES

Florida:
Strawberry growers have been battling very low market prices for the last few weeks due to an overabundance of fruit. The cheap deals on Florida **Strawberries** look like they'll wind down by Easter.

This week growers have started to reduce their acreage. Weather and poor prices have been the main factors. They are seeing a decline in quality due to high temperatures and high humidity.

California:
We are starting to see increased **Strawberry** volumes coming out of all regions in California. Pricing will be higher next week due to Easter pulls and increased demand shifting from Florida.



CV BLUEBERRIES

Chile:
The Chilean **Blueberry** deal is almost finished for the season. Most of the fruit coming this week will be in 6oz containers, but very limited on pints. Quality will continue to be a concern as the end of the season fruit is showing some soft/overripe fruit. There will continue to be cheaper deals out there for poorer quality fruit.

Florida:
Growers hope to have fruit to ship the last week of March, but don't expect a significant volume to start until the second week of April. They are reporting good volumes of Blueberries, but ripening has been slightly delayed due to the warmer weather earlier in the year.



CV TOMATOES

ALERT! Beef and Cluster Tomatoes are limited due to light Mexican supplies, and Canada peak season is still a few weeks away from heavy volumes. Prices spiked up this week.

Vine Ripe Two-Layer and **25 lb. Tomatoes** are higher in price this week with nice quality from Mexico.

Grape Tomatoes are limited with higher pricing this week. We have a nice deal on greenhouse **Cherry Tomatoes** this week – ask your sales rep for details!

Campari and **Sapori Tomatoes**, along with gourmet snacking varieties are in steady supply.

Roma Tomatoes are tight with steady to higher pricing.



CV BRUSSELS SPROUTS

ALERT! Brussels Sprouts are extremely limited with higher pricing this week. California is done and Mexican supplies are light.



CV BROCCOLI & CAULIFLOWER

ALERT! Broccoli got tight, Western supplies are limited, and Eastern supplies are in a skip. Pricing will be higher this week.

Cauliflower abundance is going away and prices are returning to more normal levels this week as supplies tighten up a bit.



CV BERRIES

Raspberry and **Blackberry** supplies will remain limited this week as Mexico continues to feel the effects of their recent weather. Prices will remain firm through Easter.



CV SPINACH

There are good supplies of nice new crop California bunched **Spinach**.



CV PEPPERS

15lb Sweet Red Peppers remain promotable for March.

11lb Red, Yellow, and Orange Peppers are now steady. The new Canadian crop has started.

Green Peppers remain limited.



CV CUCUMBERS

Super Select Cucumbers remain limited from Mexico. Florida expected to start within a few weeks.

Cello Wrapped Cucumbers are promotable from Mexico and Canada.



CV WATERMELONS

Watermelon supplies are expected to improve slightly this week out of both Mexico and from off shore. Prices will remain strong through the Holiday.



CV CANTALOUPE

Late March looks like a fabulous time to promote **Cantaloupes** from Central America. Prices are reasonable, quality is good, and flavor is decent for off-shore fruit.

We will also be featuring Del Monte MAG variety **Cantaloupes** that have a darker shell color, but inside the fruit is dense, firm, and sweet.



CV HONEYDEW

Suddenly there are a lot of promotional opportunities on **Honeydew Melons** and **Golden Honeydew** from Central America. The deals are on 6 ct and 8 ct. Quality is very nice and flavor is ok.



CV LETTUCE

The **Iceberg Lettuce** flush is over, pricing is trending up. Nice quality from Yuma, AZ.

Green Leaf, Red Leaf, and Romaine Lettuces are steady. **Romaine Hearts** are steady with promotable volumes.



CV MINI PEPPERS

Mini Mix Sweet Peppers are promotable in the 12/1lb. bag. This item continues to grow in popularity. It's like the baby carrot of peppers.



CV FENNEL

Anise/Fennel is promotable with nice quality - good supplies for Easter!



CV ARTICHOKES

As the peak season for **Artichokes** begins, jumbo 12 ct from Mexico and California look like they'll provide the best promotional opportunity. Quality on these big **Artichokes** has been outstanding.

All other sizes are actually limited at this time.

NEW! We will have **Sangria (Red) Artichokes** this week! Supplies look to be steady on this specialty item through April.



CV ONIONS

Due to rains in the Mexican growing regions as well as the last of the Peruvian **Sweet Onions** cleaning up - the Mexican sweet onion market is poised to increase in the next few weeks.

We are into some very nice quality on Idaho **Onions** currently and will plan to stick with this grower for the next few weeks. The western onion market is showing some slightly volatility to the market with prices scattered all over the board and some shippers really commanding a high price for **Onions**.



CV POTATOES

All **Potatoes** out of Florida this season are struggling due to large amounts of rain experienced in the early stages of their grow cycle. As the season progresses we should expect to see a stronger potato and longer shelf life.

White Potatoes out of Florida will be in another week long gap because of quality.

Local Pennsylvania King Farm label **White Potatoes** will wind down this week on all packs and sizes and will be out of product until next fall.

DISPLAYS OF THE WEEK

