



# ORGANIC OUTLOOK

MARCH 17 - MARCH 24, 2017



WWW.FSPRODUCE.COM 11 LB

## WESTERN ORGANIC VEG GAPS IN MARCH

Typically at this time of year, **Organic Vegetable** growers are transitioning to the northern California growing areas (Salinas/Watsonville) to begin harvesting, but this year, due to the severe rainstorms, growers were unable to plant as early as the would normally. So, harvesting will not begin in the northern region until 3/29.

Meanwhile, the southern (California/Arizona) farms are about done, weather is more of an issue, and quality can be challenging. The shippers are going to try to stretch the southern harvests as long as possible, but this will result in lower quality, and possibly shortages.

**ALERT!**

### ORGANIC BROCCOLI:

**Organic Broccoli** is in very limited supply out of AZ and CA. As shippers finish out their fields down south, the northern fields are not quite as ready to harvest.

We will see high prices and limited availability on **Organic Broccoli** and **Broccoli Crowns** for the rest of March. NC reports limited supplies of **Organic Broccoli Crowns**.

**ALERT!**

### ORGANIC CAULIFLOWER:

**Organic Cauliflower** is in very tight supply out of AZ and CA, again due to the transition up north. Prices are very high with virtually no product available. This condition could last until the end of March.

**ALERT!**

### ORGANIC GREEN BEANS:

**Organic Green Beans** from CA/AZ/Mexico are also very limited in supply and some shippers are not sending any product east because of quality issues. **Organic Green Beans** from Florida are in very limited supply and pricing is up.

### ORGANIC CARROTS:

Good supplies for now on all **Organic Carrots**, including **Bunch Carrots**, **Rainbow Bunch**, **Cellos**, and **Baby Peeled Carrots**.

**ALERT!**

### ORGANIC GREENS:

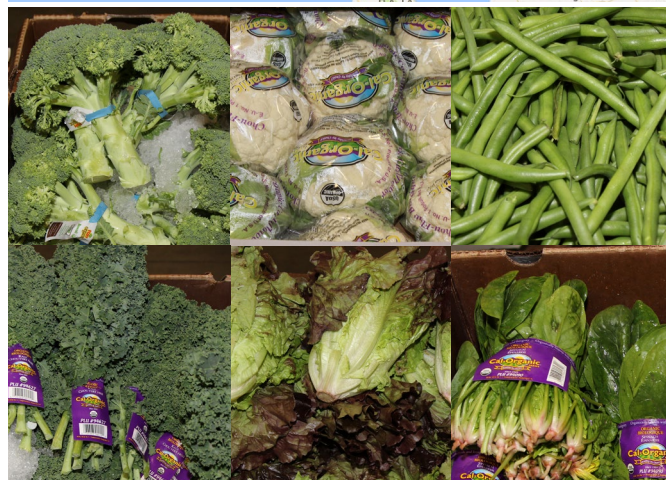
California growers report that they barely have any supply on **Organic Red Kale**, **Chards** (red, green, rainbow), **Collards**, **Green Kale**, **Lacinato Kale**, **Fennel**, **Green Dandelions**, **Bok Choy**, and **Red Kale**.

**Organic Parsleys**, **Cilantro**, **Bunch Beets**, **Dill**, and **Leeks** are all shipping out of CA. **Organic Baby Bok Choy** is currently unavailable.

### ORGANIC LETTUCE:

CA reports limited supplies of all **Organic Lettuce**, with **Romaine** being the tightest. Some growers are now shipping below normal weight cases on all Organic Leaf Lettuce. There is still discoloration present.

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



**ALERT!**

### ORGANIC ROMAINE HEARTS:

**Organic Romaine Heart** markets are much tighter in supply this week, but quality has been good to very good. Markets are expected to be very tight until the end of March.

**ALERT!**

### ORGANIC BUNCH SPINACH:

**Organic Spinach** is in very tight supply, with only a little bit of product coming out of Mexico at this time. Expect high prices and limited availability going into April.

**ALERT!**

### ORGANIC SALADS:

**Organic Baby Arugula** and **Baby Spinach** continue to be a challenge due to mildew and yield issues and we still see heavy pro-rates.





## OG EGGPLANT

**Organic Eggplant** is in adequate supply out of Florida. Mexico reports good supplies!



## OG BANANAS

**ALERT!** Due to vessel logistics issues, **Organic Fair Trade Bananas** will be very short for delivery 3/18-3/24. Expect prorates of 50% or more. Supplies will return to normal for the final week of March and beyond.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are more limited in supply this week out of Mexico. 8x11lb microwaveable bags are limited.



## OG SQUASH

Supplies of **Organic Yellow** and **Zucchini Squash** are more limited this week from Mexico. Some shippers are reporting product coming in with very poor condition and pricing is up.

**Organic Zucchini** is in good supply from Florida, but they are more limited on **Organic Yellow Squash**. Pricing remains steady.



## OG PEARS

Import **Organic Green Bartlett**, **Fair Trade Green Bartlett**, and **Red Bartlett Pears** out of Argentina continue in peak season supply.

The first import **Organic Abate Pears** are expected for mid-March through April in 40/45ct 22lb cases.

A few **Argentinean Organic Red Clap Pears** (similar to the Starkrimson variety), with full red color, have arrived!



## OG MANGOS

**Organic Ataulfo Mangos** seem to be in slightly better supply, but could experience higher demand due to the Tommy Atkins Mangos being more limited.

**ALERT:** **Organic Tommy Atkins Mangos** out of Mexico have really tightened up on supply this week and price has started to climb. Supply on is expected to remain tight until the end of March.



## OG TOMATOES

**Organic Round Tomatoes** are finished for the time being out of Florida. Mexico reports limited supplies of 2-layers and Hothouse Tomatoes.

**Organic Cherry** and **Orange Cherry Tomatoes** are in limited supply out of Florida at this time. Pricing is steady. **Organic Rainbow Cherry Tomatoes** are in good supply.

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

**Organic Roma Tomatoes** are finished from Florida. Mexico has little supply for shipping this week. Once shippers have product, the market will shoot up.

**Organic Cluster Tomatoes** are in better supply out of Mexico.



## OG GRAPES

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

**Organic Green Seedless Grapes** are in extremely firm supply. They will wrap up for the season in late March.

**Organic Black Seeded Grapes** will wrap over for the season by the end of March.

**Organic "Melody" Black Seedless Grapes** are steady and are expected to continue for a couple more weeks.



## OG PEPPERS

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

**Organic Red Peppers** from Mexico are in adequate supply, but the **Organic Yellow** and **Orange Peppers** are more limited.

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

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

**Organic Mini Sweet Peppers** are available.





## OG ASPARAGUS

**Organic Asparagus** is abundant in supply from Mexico and California. It's now a good time 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 out there.



## OG CABBAGE

**Organic Green** and **Red Cabbage** are in abundant supply from Florida.

California reports good supplies of **Organic Green, Red, and Savoy Cabbage**, but **Organic Napa Cabbage** is limited.



## OG CALIFORNIA CITRUS

California is still recovering from the rain and flooding, but the recovery process is looking good with sunshine for the next week, but more rain is expected in the forecast. **Organic Navel, Blood, and Cara Cara Oranges** are in decent supply.



## OG CUCUMBERS

**ALERT!** **Organic Cucumbers** are in extremely tight supply out of Mexico at this time and prices have moved up. Quality is getting weak. There are no Florida **Organic Cucumbers** at this time. Expect heavy prorates and occasional out-of-stocks.

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

**Organic Mini Cucumbers** are also in good supply out of Mexico.



## OG BERRIES

**Organic Strawberry** supplies out of Mexico and California are beginning to improve. Prices should ease off over the next few weeks. Florida **Organic Strawberry** supplies have firmed and are expected to wrap up over the next couple of weeks.

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

Mexican and California new crop **Organic Blueberry** supplies are starting to ramp up. Old crop Chilean **Organic Blueberries** are quickly wrapping up for the season.

**Organic Raspberry** volume has become extremely tight and is expected to remain this way at least for the next few weeks.



## OG WASHINGTON APPLES

**Organic Apple** prices are firming as the end of the domestic season is right around the corner. Varieties will slowly dwindle.

**Organic Braeburn, Cameo, Gold, Kanzi, and Granny Smith Apples** will wrap up for the season in early April. **Organic Fuji, Opal and Red Delicious Apples** are expected to continue into April, but expect prices to rise and packing to be sporadic.

**Organic Gala Apples** are in excellent supply and the first imports are expected next week out of Argentina, so expect prices to remain relatively steady.

**Organic Honeycrisp Apple** supplies are virtually done for the season. Some lower grade fruit is available this week but will also soon come to an end.

## OTHER STORIES:

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

- California **Organic Lemon** supplies are tightening with prices continuing to rise. **Organic Meyer Lemons** continue in a 20/1lb pouch bags, as well as 20lb bulk, out of California but are expected to start winding down over the next couple of weeks.

- ALERT!** **Organic Lime** supplies have tightened this week. Expect smaller sizing and stronger prices.

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

- Organic Yellow Onions** should continue for another couple of weeks out of current growing regions.

- Organic Red Onions** out of Nevada and the Pacific Northwest will finish up this week. We will likely switch over to Mexican grown **Organic Red Onions** until early desert grown onions are available in May.

# 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



**CV Red Beet Spiral Cut Noodles**

**COMING SOON!**

## IN STOCK NOW!



**DRIVING  
HEALTHY  
DISTRIBUTION**

**PHONE:** 1.800.422.8384

**FAX:** 1.717.721.2597

**WEB:** [www.fsproduce.com](http://www.fsproduce.com)





## CONVENTIONAL OUTLOOK

MARCH 17 - MARCH 24, 2017

WWW.FSPRODUCE.COM 48 CT

# FLORIDA SWEET CORN SPRING CROP



Supplies of **Sweet Corn** from Florida are plentiful this week as harvests begin in the Belle Glade area. The growers who are part of the Sunshine Sweet agreement out of Florida begin their spring crop promotion program for the rest of March through May.

Quality is good on **Yellow, White, and Bi-Color Corn**. Ask your sales rep about program pricing on 4-pack trays as well.



## CV BROCCOLI & CAULIFLOWER

**ALERT!** Broccoli remains very tight with nice quality still. Pricing will be up this week.

**ALERT!** Cauliflower remains limited with higher pricing this week. There is hardly any supply from Yuma, AZ and Santa Maria, CA. Salinas, CA supplies are a few weeks away.



## CV LETTUCE

**ALERT!** Iceberg Lettuce, Romaine Hearts, Romaine, Green Leaf, and Red Leaf Lettuces will continue to be a struggle for the next several weeks.

Yuma, AZ is short on product to begin with, and coupled with high temperatures the next few days we are expecting quality issues the second half of the week and higher pricing.

Salinas, CA is expected to start within a few weeks, but rain this winter will cause planting gaps and light supplies. We are in for a tough next several weeks on these items.



## CV WATERMELON OUTLOOK

They are expected to start picking Watermelons in Southern Florida by the end of March.

Volume is expected to come on quickly. Warm weather through most of the winter months helped push the fruit.





## CV CABBAGE

**Cabbage** supplies will remain plentiful with good quality this week. Pricing will be steady to lower.



## CV SQUASH

**Green Zucchini** and **Yellow Squash** supplies are a bit more plentiful this week with lower pricing. All

**Hard Squashes** are steady.



## CV EGGPLANT

There is good supply of nice quality **Eggplant** from Mexico. This is a good item to promote this week as pricing will be down.



## CV MANGOS

Peruvian **Mangos** are done and there are still a few Brazilian **Mangos** available. Nicaragua quality is very good, but has very little blush. Mexico is struggling with prices at the field level versus prices on the US side. Large fruit is very limited. Aggressive pricing on 12s are available out of Nicaragua or Mexico.

**Ataulfo** and **Champagne Mangos** are getting better by the day. Color is great and the brix level is increasing.



## CV TOMATOES

**15lb Beef, Cluster, 2-Layer Vine Ripe, and Roma Tomatoes** all remain plentiful with aggressive pricing.

**Grape Tomatoes** are steady for now, but we may see an uptick in price the second half of the week.

**Campari Tomatoes** will be in better supply this week.



## CV CUCUMBERS

Pricing is steady. **Cello Wrapped Cucumbers** remain a great item to promote out of Canadian.

**Cucumbers** are limited with nice quality from Mexico.

**12/6ct Mini Seedless Cucumbers** are steady.



## CV PEPPERS

**10/3ct Rainbow Peppers** remain a great value and promotable this week.

**Green Peppers** are steady in quality and price.

**15lb Red Peppers** are more limited with higher pricing this week.

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

**Mini Mixed Sweet Peppers** are more limited with higher pricing this week.



## CV CHERRIES OUTLOOK

**Southern District - (Arvin, Bakersfield, Wasco):**  
**Projected Start Date:** Approx. April 22 - 25

**Middle District - (Fresno, Reedley, Dinuba, Madera):**  
**Projected Start Date:** Approx. April 23 - 26  
**Middle Peak:** May 10 - 22

**Northern District - (Stockton, Linden, Lodi):**  
**Projected Start Date:** Approx. May 8 - 10  
**Projected Bing Harvest:** May 14  
**Northern Peak:** May 18 - June 2



## CV EASTERN PEACHES

It's too early to tell yet, but there will be some **Eastern Peaches** loss from this week's cold snap. South Carolina was 28 degrees earlier and expected to get as low as 24 degrees. They could be in trouble!

Georgia was 30 degrees earlier and expecting about the same, so they may not be as bad as South Carolina. It will take a few weeks to sort things out and with any luck, this cold snap could move off the coast and save the day. Overall, we could be looking at a short crop, with growers hoping to escape with something.





## CV LIMES

**ALERT!** Lime inbounds are still tracking lower and indicating a strong market. 110/150sz are in very short supply, but quality is good. Pricing will become even higher.



## CV ASPARAGUS

March continues to be peak season for **Asparagus** from Mexico. There are deals on smalls & large, though standard size is beginning to strengthen in price.

Volumes will be lower and pricing higher headed during April.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** remain a great item to promote. Mesh bag pricing will be up, however, this week while bulk pricing is steady.



## CV STRAWBERRIES

Florida **Strawberries** will be finishing for the season by the end of March. As their volume continues to drop, demand will increasingly shift to California.

Prices will hold steady this week, but look for those prices to increase as demand exceeds supply toward the end of March.

New crop California **Strawberries** are making nice arrivals on the east coast.



## CV BERRIES

The Chilean **Blueberry** deal is just about finished for the season. There will still be some fruit around, but quality will be very suspect. Florida has started picking fruit, but they are not anticipating significant volume until the end of March/early April.

Volumes on Mexican **Blueberries** are increasing and will continue to do so. Look for higher markets this week as supplies on good berries will be limited from Florida and Mexico. This will improve quickly as the end of March approaches.

**Blackberries** are in steady supply. In April, Driscoll's Season's Finest pack will be in peak season.

**Raspberries** are not in peak season yet. Pricing has been more expensive.



## CV ONIONS

Over the last week, **Onion** growers from Texas received a large amount of rain, which created a "rain market" of elevated prices in that region. It will be important to watch this region to determine how the weather affected the quality of the new crop **Red, Yellow, and White Onions**.

Luckily, there are plenty of **Onions** in other growing regions to meet the current demand and the market remains fairly stable. Storage crop **Onions** in the Pacific Northwest and Eastern growing regions are still suspect in quality leaving higher quality **Onion**, demanding a premium price.

On new crop **Sweet Onions** will be transitioning out of the Mexican "10-15" and into Florida grown "**Suwanee Sweets**". Georgia grown **Vidalia Sweet Onions** will begin in mid to late April.

