

# MARKET NEWS ORGANIC OUTLOOK

## PROMOTABLE ORGANIC BROCCOLI RABE



**Organic Broccoli Rabe** in the Andy Boy label is in excellent supply for mid to late March.

We've transitioned from Brawley, CA up to Salinas, CA this past week, and the fields are loaded with beautiful **Organic Broccoli Rabe!**

Now is the time to promote this new crop from California. **Organic Broccoli Rabe** is now packed 26 bunches to a case, allowing for great pricepoints.



### OG TOMATOES

Canadian Hothouse growers are experiencing a flush with the **Organic Beefsteak Tomatoes**. Pricing and quality will be very promotable. Sizing and color continue to be impressive sell away! **Organic Cluster Tomato** quality remains excellent!

**Organic Grape Tomato** prices are rising slightly this week out of Mexico. Product is running short due to unfavorable weather the last few weeks. Lady Moon Farms in Florida continues to produce their premium **Organic Grape Tomatoes**, as well as their other **Organic Snacking Tomato** lines from Florida. Quality is always excellent.

**Organic Roma Tomato** markets are rising up again this week from Mexico. Again, cooler and unfavorable weather has been leaving farmers with shorter supplies. Quality however continues to be excellent.



### OG HASS AVOCADOS

**Organic Hass Avocado** prices and availability tightened just a bit, causing prices to unexpectedly bump up just a bit. 60ct in particular continue in lighter volumes.

Four Seasons is now offering a new bagged **Hass Avocado** program. Be sure to check out the OG and CV **Lil' Cados** bagged line, featuring "single serve" avocados great for lunches or on the go! These are available both organically and conventionally.

We are also now offering **15/4ct Organic Hass Avocados** in the "I Love Avocado" bag from West Pak. This will replace our 15/4ct "Spring Leaf" Program bag.



### OG BERRIES

Driscoll's **Organic Strawberry** supplies are improving by the day. Expect price decreases during mid to late March. Other brands are now in better supply and quality is improving every day.

Supplies of Driscoll's **Organic Blackberries** out of Mexico are starting to improve. We should start to see prices ease off weekly with better quality and supply. Other brands continue to be steady.

**NOTE:** Driscoll's **Organic Blueberries** are starting to have price increases as they move into Mexico. Expect better quality and much higher pricing. Other brands from Chile are winding down quickly and are expected to be finished for the season by late March.

Driscoll's **Organic Raspberry** supplies continue to be tight for mid-March, then we are expecting significant volume to begin and prices to come off. Other brands are limited, and this should continue until weather improves. The outlook is better for April.



### OG ZUCCHINI

**Organic Zucchini Squash** supplies are really ramping up in Florida. We'll have plenty of supply going into late March from Lady Moon Farms. Mexican supplies are much lighter than usual, so pricing is holding higher.

**Organic Butternut Squash** is in good supply going forward. On the other hand, **Organic Acorn, Spaghetti, Delicata,** and **Kabocha Squash** will be extremely limited going forward, possibly gapping until new regions start.



### OG MANGOS

**Organic Mangos** are very tight with supplies from Mexico ramping up later than usual and Peru's season officially winding down. Late March will be rough with very limited supplies of **Tommy Atkins** fruit available.

**Organic Ataulfo "Honey" Mangos** will be in fairly steady supply next week from Mexico, but they're feeling pressure with lack of other mango options right now.



### OG BROCCOLI

**Organic Broccoli** will be in much better supply out of California this week. Growers will be harvesting plenty of 14's and crowns all week. Promotable opportunities are right around the corner for late March.



### OG PEARS

New crop Argentinean **Organic Green** and **Red Bartlett Pears** are available with excellent quality and supply. Argentinean **Organic Anjou Pears** are expected to arrive in late March.

Washington **Organic Red Anjou, Green Anjou,** and **Bosc Pears** are in steady supply this week with the season expected to wrap up for good in April.



### OG POTATOES

We will start with some B-size (medium) **Organic Yellow Potatoes** this week as this market is very tight and there are no good A-size (large) remaining. Shippers across the country a finishing on **Organic Gold Potatoes,** and good quality is extremely hard to find.

70ct **Organic Russet Potatoes** continue to be in high demand and slightly limited supply this week, which is continuing to drive that price upwards.



### OG ONIONS

**ALERT!** We will see **Organic Sweet Onions** wind down in late March. We will then see a gap in supply until later in April.

**Organic Red** and **Yellow Onions** should bridge the gap to new crop Mexican and Texas supply, but this market is pushing upwards in price.



### OG PEPPERS

**ALERT!** **Organic Green Peppers** are extremely limited this week. We'll be getting the majority of the volume from Florida from Lady Moon. Supplies are set to improve the following week.



### OG EGGPLANT

**Organic Eggplant** will be in excellent supply from Florida. This week will be a good time to promote. Product has been really nice.



### OG CUCUMBERS

**Organic Cucumbers** are in good supply from Mexico. Lady Moon Farms will begin harvesting this week in Florida, but it'll be limited volume with the initial harvests.



## OG ASPARAGUS

**Organic Asparagus** will be very promotable this week. This will be the peak season flush from Caborca, Mexico. Due to cooler weather all season long, this will not be a long flush so promote for mid-March! Quality continues to be excellent!



## OG CAULIFLOWER

**Organic Cauliflower** is finally in better supply, and pricing is beginning to fall. Look for much better opportunities next week. Quality has been nice.



## OG CELERY

**ALERT!** **Organic Celery** will be extremely tight once again this week. All shippers are very limited on production, and this could last into early April.

Rain, planting schedules, and bug pressure are the root causes.



## OG GRAPES

South African **Organic Green “Thompson”** (seedless), **Black “Dan Ben Hannah”** (seeded), and **Black “Melody”** (seedless) **Grapes** are available in firm but steady supply.

A limited supply of Peruvian **Organic Red Seedless** and **Sweet Sapphire Black Grapes** are available, but are expected to finish by April.

**OUTLOOK:** Things are on schedule for the Mexican **Organic Grape** season to begin the first or second week of May with a good season expected, barring any significant weather events.



## OG CITRUS

**Organic Tango** and **Murcott Mandarins** are available in both bulk, pouch bags, and net bags. Flavor is excellent!

California **Organic Golden Nugget Mandarins** continue in a small gap due to the rain, but are expected back sometime in mid-March.

**Organic Minneola Tangelos** continue in steady supply, but are expected to wrap up for the season in April.

**Organic Blood Oranges** continue in excellent supply despite the rain. **Organic Cara Cara** and **Navel Oranges** are in very firm supply. Most **Organic Navel Orange** shippers are winding down. Prices are on the rise, and we expect they will transition to **Organic Valencia Oranges** in mid-April.

**Organic Valencia Orange** supplies out of Mexico are excellent with promotional opportunities available.



## OG APPLES

Washington **Organic Autumn Glory, Braeburn, Fuji, Gold Delicious, Granny Smith, Jazz, Kanzi, Kiku, Pacific Rose, Piñata, Pink Lady,** and **Red Delicious Apples** are in firmer supply as some varieties and shippers are finishing for the season. Expect this trend to continue through mid-April. We begin to move into imports in early May.

Washington **Organic Gala Apples** are in excellent supply this week with some promotional opportunities to move the remaining storage crop.

Washington **Organic Honeycrisp, Opal,** and **Envy Apples** are winding down for the season.

## OTHER STORIES

- **ALERT!** **Organic Baby Broccoli** is extremely tight. We're getting prorated daily on everything we're trying to procure from California. Look for pricing to remain much higher all week.

- **NOTE:** **Organic Bok Choy** and **Baby Bok Choy** are now finished from Lady Moon out of Florida. We'll be transitioning to California to work with Cal-O.

- **Organic Pineapple** quality is excellent. Supplies have been steady, and we'll continue to offer 6 and 8ct sizes.

- **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.

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

- **ALERT!** **Organic Lime** supplies have dwindled to almost nothing. Prices have skyrocketed. Supplies are expected to improve in April.

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



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Code: 212054  
CV Potatoes Roast Pepper 6/1 lb  
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UPC: 629307016448



Code: 212056  
CV Potatoes Garlic Parsley 6/1 lb  
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Code: 212055  
CV Potatoes Savory Herb 6/1 lb  
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UPC: 629307015045



Code: 212057  
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CV Potatoes Blushing Belle 16/1.5 lb  
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UPC: 629307123344



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CV Potatoes Fingerlings 16/1.5 lb  
Little Potato Co  
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Code: 213074  
CV Potatoes Terrific Trio 16/1.5 lb  
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UPC: 629307122040



Code: 218907  
CV Potatoes Charmers Red 8/3 lb  
Little Potato Co  
UPC: 629307040245



Code: 218906  
CV Potatoes Charmers Yellow 8/3 lb  
Little Potato Co  
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# MARKET NEWS

# CONVENTIONAL OUTLOOK

## SPRING CROP FLORIDA SWEET CORN & WATERMELONS



Florida **Sweet Corn** is coming into season!

Nice volume is starting to be harvested and quality has been excellent so far. These will be non-GMO super sweet varieties of **Sweet Corn**.

The Florida Corn Commission expects an excellent season with very promotable volume and quality - peaking from early April to mid-May, mostly bi-color.



Florida spring crop **Watermelons** are still a little bit away from starting up. Bins and cartons will ramp up by early April and be in peak season through June.



### CV BERRIES

**Blackberry** and **Raspberry** production will begin to increase as we head into April. Look for excellent opportunities to promote Driscoll's berries all month.

**ALERT!** **Strawberries** are in extremely short supply from Florida, California, and Mexico for mid-March. Volumes are set to increase this upcoming week, but it'll be a slow go as we ramp up. Pricing will still be higher than usual, but quality should be much better.

**Blueberry** quality out of Chile hasn't been the best as we're finishing the season. We'll be all in to new crop Mexican **Blueberries** going forward. Quality has been excellent on all Driscoll's pints!



### CV CITRUS

In season now:

- **Vintage Sweets Heirloom Navel Oranges**
- **Cara Cara, Blood, & Navel Oranges**
- **Minneola Tangelos**
- **SUMO Citrus Mandarins**
- **Tango & Murcott Mandarins (Halos, Delites)**
- **Pixie Tangerines**
- **Texas Rio Star Grapefruit**

There has been more rain than usual so far in 2019 in the **Citrus** growing regions of California.

This has had two impacts - first, harvests have been disrupted on the winter crop **Navel Oranges** and **Specialty Citrus**, and second, the outlook for the summer **Valencia** and **Lemon** crops has had a much larger size profile from the trees soaking up all the rain.



### CV FRUIT START DATES

California **Cherries & Apricots** are expected to start up around the 3rd week of April.

California **Peaches & Nectarines** will start in May.

New crop **Seedless Grapes** from Mexico could start as early as the 2nd week of April, including the popular "Cotton Candy" variety.



## 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.

Eastern **Broccoli** supplies are extremely light.



## CV MANGOS

Large **Mangos** (9s and larger) are not coming in from Mexico in great quantities. There is very good movement on 10s as the offshore fruit from Peru is done and more retailers are switching to Mexico. **Mango** 14s are not moving very well, and this is where the deals are being made.

**Honey Ataulfo Mangos** are great quality and clean.



## CV HASS AVOCADOS

**Hass Avocado** inventory is limited, and movement has been slower in the past few weeks but seemed to gain some traction late last week. Prices keep ticking upward.

As the weather gets better, expect more consistent sales. The quality has been acceptable. Peak sizes on 40/48s.



## CV LETTUCE

All **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. The transition to Salinas should be fairly seamless.

Florida **Romaine Lettuce** is extremely light and will not be an option for us this week.



## CV PEPPERS

**Colored Bell Pepper** prices remain strong in all growing regions. Supplies out of Mexico are very light and import pepper from Spain, Israel, and Holland will be the best value until Canada starts in a few weeks.

Florida **Green Pepper** markets also stronger, bolstered by high demand and lighter supplies in Mexico. Shippers in all regions report outstanding quality.



## CV SQUASH

**Green** and **Yellow Squash** prices out of Mexico will be reasonable for mid-March. Quality has been nice on arrivals.

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



## CV MELONS

There was more **Honeydew** arriving this week and with this flush of fruit there are some spot deals. These deals will clean up and prices will be back up next week.

Supplies are down with little to no 12 count and smaller **Cantaloupes**. Demand has been good driving prices a little higher. Melons have been looking nice with good sugars.



## CV CUCUMBERS

**Super Select Cucumbers** from Mexico are very tight. Import selects are available, but many shippers report quality issues. Florida has just started and will be into good volume in late March.

**Euro Seedless Cucumbers** are steady in Leamington, Canada. Tray pack **Mini Seedless Cucumber** supplies are also improving.



## CV CELERY

**ALERT! Celery** markets are extremely active, and prices are expected to move even higher for late March. Production is concentrated in Oxnard, CA, which continues to be troubled by bad weather and quality issues - plus, gaps in plantings caused by earlier rains.

The Texas deal has ended early.



## CV CAULIFLOWER

**Cauliflower** is moving quickly downward in price. Some shippers are starting in Salinas, California in late March.



## CV ASPARAGUS

**Asparagus** prices will remain steady this week. Quality continues to be excellent with steady supplies out of Mexico.



## CV GRAPES

Enjoy the cheaper **Grape** prices for the rest of March, maybe longer on the **Red Grapes**. We've seen good quality across the board, even on the value boxes.



## CV STONE FRUIT

There are plenty of **Nectarines** and **Plums**, and vendors are aggressively priced to move an abundance of fruit out of Chile.

Chilean **Peaches** are not as plentiful and are getting more money. Quality has been very good.



## CV ONIONS

**White Onions** are extremely limited with high prices when even available at shipping points. It is likely that the country will see a gap in **White Onions**. This may be the case until growers from Texas begin shipping later this spring.

**Sweet, Yellow, and Red Onion** pricing is expected to continue to strengthen as well. Retail bag **Yellow Onions** are remaining more reasonably priced thanks to our New York grower/packer partners who are using their good quality storage crop.



## CV LIMES

**ALERT!** Lime supplies are extremely tight. Expect this market to continue to climb on good fruit. The main defect would be coloring and short shelf life.

Large **Limes** are very scarce as everyone is in new crop.



## CV TOMATOES

**Roma** and **Round Tomato** prices are rising this week again. Both Mexico and Florida are experiencing short supplies due to weather related issues. Both areas are trying to rebound from these cold raining days the past few weeks.

**Grape Tomato** prices are also rising a few dollars. Product from Mexico is coming up short, putting more demand on Florida. However, pricing and quality should remain promotable this week.



## CV HOthouse TOMATOES

**Hothouse Tomato** prices are increasing this week as well. With lower volume rounds coming from Florida, it is putting the demand on the **Hothouse Beefsteaks**. Quality is excellent on the Ohio and Canadian grown product.

**Cluster Tomatoes** are also starting to slowly climb in price behind all the other varieties. Quality remains excellent on Ohio grown and new crop Canadian grown.



## CHOPPED/WASHED GREENS

We'll be transitioning our **Chopped & Washed Greens** line from Glory Foods brand to Nature's Greens brand from WP Rawl, in order to get a better fill rate and a more consistent program for our customers.

They also have **Nature's Greens Organic** line available, which will be a 12oz bag.