

# ORGANIC MARKET NEWS



OUTLOOK FOR MARCH 24 - MARCH 31, 2016

## ORGANIC GREENS FOR EARLY SPRING

**Organic Greens** are in excellent supply out of Florida and California for late March and early April.

### Florida Availability:

OG Green Kale	OG Red Mustard
OG Red Kale	All varieties of OG Chard
OG Lacinato Kale	OG Gold Bunch Beets
OG Collards	OG Red Bunch Beets
OG Dandelion	OG Green Cabbage
OG Mustard	

**Organic Lettuces, Green & Red Leaf, Romaine, Red & Green Butter**, all have good availability out of Florida. Quality from Lady Moon Farms has been very nice on the lettuces.

### California Availability:

Supplies are abundant on these **Organic Greens** from California growers:  
 OG Chard  
 OG Green Kale  
 OG Lacinato Kale



### OG BERRIES

Mexican **Organic Blackberries** are rising in price each week.

**Organic Blueberries** out of Chile have taken a significant dip in supply and prices have shot up. These are all transitioning to 4.4 oz. this week. Quality is weak.

California and Florida **Organic Blueberry** supplies are expected for mid-April.

**Organic Strawberry** supplies are winding down in Florida. Meanwhile, Arizona, Mexico, and California **Organic Strawberries** are available, but less abundant than earlier this month.

**Organic Raspberries** are in steady supply. Quality and flavor from Driscoll's has been great.



### OG CA CITRUS

**Organic Blood Oranges** continue in excellent supply with promotional opportunities available. These will go out of season by mid-April.

**Organic Cara Cara Orange** supplies have tightened up and are expected to finish up for the season during April.

**Organic Navel Orange** supplies are showing some strength with stronger markets and tightening supply. Quality and flavor is outstanding! **Organic Valencia Oranges** are steady.

**Organic Tango Mandarins** are back in extremely limited supply. **Organic Gold Nugget Mandarins** are in steady supply and pricing.

**Organic Minneola Tangelos** are experiencing a small gap due to the rain last week. Expect more to arrive for early April sales.



### OG TOMATOES

**Organic Round Tomatoes** out of FL are very limited in supply, however there are good supplies out of Mexico on **Organic 2-layer Tomatoes** at this time.

**Organic Hothouse Tomatoes**, in 10 lb. flats, are available out of PA (Toigo Farms) and Mexico.

**Organic Grape and Cherry Tomatoes** are in adequate supply out of FL, while in good supply out of Mexico as well. **Organic Rainbow Cherry Tomatoes** are in limited supply out of FL.

**Organic Roma Tomatoes** are limited out of FL, while adequately supplies out of Mexico.

**Organic Cluster Tomatoes** are back in good supply out of Mexico.



## OG ASPARAGUS

**Organic Asparagus** is still in good supply out of CA and Mexico. Quality has been excellent on the CA product, and good to very good on the Mexican product. Prices will firm up next week after the Easter holiday.

**Organic Purple Asparagus** is in limited supply.



## OG HARD SQUASH

**Organic Hard Squash** is more limited in supply this week out of Mexico. Expect to see very little **Organic Butternut Squash** this week, while next week there will be some new shipments hitting the border. **Organic Spaghetti Squash** is very limited out of Mexico.



## OG GRAPES

South African **Organic Red Seedless Grapes** have made one final appearance for the season and will finish up by the end of March.

Mexican fresh crop **Organic Red** and **Green Grapes** are expected to begin in early May.



## OG SPINACH

**ALERT!** **Organic Spinach** continues to be a very tight item that is difficult to source consistently due to quality.

Multiple shippers are reporting problems in the field on their bunched **Organic Spinach** crops. A few have had limited supplies this week and are priced very high.



## OG CARROTS

Growers are still reporting limited harvests of larger (ie: jumbo) **Organic Carrots**.

Smaller **Organic Carrots** than usual continue to be packed in 5lb, 2lb., and 1lb. bags. Expect **Organic Carrot** sizes to be an issue through April.



## OG ZUCCHINI

**Organic Zucchini** is in good supply out of both Mexico and Florida this week. FL is new crop, while Mexico hit some volume this week, driving the price lower. Expect good supplies of both this week.

**Organic Yellow Squash** is now back in season.



## OG HASS AVOCADOS

**Organic Hass Avocados** continue to be in good supply with advantageous pricing. Sales on the product are fantastic! Be sure to continue to promote and market Mexican avocados!

Equal Exchange **Fair Trade Organic Hass Avocados** are available.



## OG APPLES

**Import Organic Gala Apples** have arrived from Chile and Argentina with a smooth transition from Washington fruit.

**Organic Granny Smith Apples** should arrive during April. Large fruit, on all varieties, are expected to be very strong with a smaller crop this season.



## OG CUCUMBERS

**Organic Cucumbers** are in good supply out of Mexico. Florida is due to begin their **Organic Cucumber** fields this week.

**Organic Select Cucumbers**, in 45 lb. cases, are in good supply out of Mexico. This pack is good for juicing too.

**Organic Hothouse Cucumbers** are in good supply out of Spain and Mexico. **Organic Mini Seedless Cucumbers** are available in the Spring Leaf pack.



## OG GREEN PEPPERS

**ALERT!** Organic Green Peppers are in very limited supply out of Florida.

Mexico is reporting limited supplies on large, x-large, and on choppers. Quality has been very good.



## OG PEARS

Both regular and Fair Trade Argentinean Organic Green Bartlett Pears are here in excellent supply.

Organic Red Bartlett Pears are very limited and priced high.



## OG GRAPEFRUIT

California Organic Grapefruit continues in steady supply. Some opportunities continue on larger fruit like 23ct and 27ct.

Florida Organic Grapefruit is dwindling down and is expected to finish for the season by the end of March. Late season flavor is fabulous.



## OG MANGOS

**ALERT!** Organic Tommy Atkins Mangos from Mexico continue to be very tight. Rain in the Oaxaca region of Mexico washed away blooms on the trees during their secondary blooming. This has caused a significant gap in fruit. Fruit is finally starting to be ready again, but it will take a few weeks to get the organic pipeline filled. In general, shippers are expecting fruit to remain in a tight position through March and April. Things should pick up to mostly normal levels by May and June.

Organic Ataulfo Mangos are following the same pattern with only slightly more fruit available than their Tommy Atkins counterparts.



## OG BROCCOLI & CAULIFLOWER

The Organic Broccoli market is experiencing an up-tick in prices this week. Fewer shippers have Organic Broccoli this week, and those that do, don't have a big supply.

Organic Broccoli Crowns are in adequate supply, but the price has risen there as well. Expect pricing to move up, then be steady for about 10 days before it drops again.

Organic Cauliflower is in steady supply this week out of CA and AZ. Some shippers are reporting bruising, others will have nice quality with extra to move.



## OG POTATOES

Organic Red Potatoes out of Canada are starting to wind down and will be finished in about two more weeks. We could see a few weeks supply gap on Organic Red Potatoes. Organic Gold Potatoes out of Canada are in good supply and are expected to last through April.

The Cinacia Organic Fingerling Potatoes deal is starting to wind down – we have received our last arrival of all product and when this product is gone we will call it a season until the fall – thank you for the support!

# OTHER STORIES:

- Organic Pineapples should be in good supply through Easter. Look for some promotable deals on larger volume sales with 9ct and 8ct fruit.

- Organic Salads should be in better supply over the next few weeks!

- We should see our first arrival of Mexican Organic White Onions towards the end of next week.

- Chilean Organic Red Plums are going to continue in a limited and sporadic way

- Italian Organic Green Kiwifruit continues in excellent supply.

- Organic Lime supplies have tightened and prices continue to take some pretty big increases. Smaller sizes are prevailing.

- Organic Cantaloupes and Honeydew will begin their season out of Mexico during mid to late April.

- Organic Mini Watermelons and regular Watermelons have started out of Mexico in a small way but quality has been iffy so far. Supplies will improve in mid-April.

- Organic Peaches are expected out of Mexico during mid to late April.

# NEW ITEMS OR BACK IN SEASON

## CONVENTIONAL

11131 - CV Cantaloupes Jumbo	6 ct
16153 - CV Pluot Dapple Dandy	16 lb
16325 - CV Pluot (Black)	16 lb
16317 - CV Pluot (Green)	16 lb
17574 - CV Kiwi "Mighties"	8/2 lb
01172 - CV Dandelion Greens Spring	12 lb
01866 - CV Peppers Hot Shot	12/5 oz



## ORGANIC

49669 - OG S.L. Cucumber Mini Sdls	6/16 oz
41051 - OG S.L. Squash Yellow	6/2 ct
49654 - OG S.L. Cucumber Wrap	12 ct
49692 - OG S.L. Pear Bartlett Package	6/4 pk
42989 - OG Apple Gala Argentina	80 ct
44062 - OG Grapefruit Red/Pink	23 ct
44079 - OG Lemon Fancy	75 ct
40098 - OG Calavo Guacamole	6/7 oz
40097 - OG Calavo Guacamole	6/10.5 oz
46344 - OG Mamey	10 lb
40823 - OG Peas English	25 lb
43363 - OG Peppers Poblano	10 lb
41363 - OG Tomato PA Hothouse	10 lb
41330 - OG Tomato Beefsteak	10 lb



## TRUE ORGANIC JUICES

46392 - OG True Juice Citrus Carrot	6/12 oz
46393 - OG True Juice Apple Cherry Harvest	6/12 oz
46394 - OG True Juice Kaleifornia	6/12 oz
46395 - OG True Juice Blissful Beets	6/12 oz
46396 - OG True Juice Citrus Carrot	6/28 oz
46397 - OG True Juice Apple Cherry Harvest	6/28 oz
46398 - OG True Juice Kaleifornia	6/28 oz
46399 - OG True Juice Blissful Beets	6/28 oz



# 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 24 - MARCH 31, 2016

## CALIFORNIA STRAWBERRY SEASON



Fresh crop California **Strawberry** production will be excellent this week from several shippers out of Oxnard. Expect promotable pricing for late March and early April.

This will be another great week to promote **Strawberries**. The good news is that berry size on the early Oxnard fruit is huge: 14ct per 1lb. pack from some growers!

**NOTE:** The Florida **Strawberry** season has wrapped up for the year. Any additional harvest out of Florida will likely stay local to the Southeast due to poor quality.



### CV LETTUCE

There is good promotable volume of **Romaine, Green Leaf, Red Leaf, and Romaine Hearts**. We will primarily be in new crop Santa Maria, CA product as Yuma, AZ is winding down. Pricing will be very affordable on this nice new crop product.

Yuma, AZ is coming to an end on **Iceberg Lettuce**. We will be in nice new crop Santa Maria, CA **Iceberg Lettuce** this week (code: 2980) and Huron, CA (code: 2978). Pricing will be reasonable, making **Iceberg Lettuce** a very promotable item for early April.



### CV PEPPERS

**Mini Mixed Sweet Peppers** are in great supply and are promotable with lower pricing and nice quality!

15lb. **Red Peppers** are more limited with a bump in pricing this week.

11lb **Red, Yellow, and Orange Peppers** are steady in price with new crop Canadian product.

**ALERT!** **Green Peppers** remain very limited from Mexico and Florida, and pricing is up this week. New crop **Green Bell Peppers** from Coachella, CA are expected mid-April with tight markets expected until at least when that starts.



### CV TOMATOES

**Cherry, Medley, and Gold Tomatoes** are still very promotable with aggressive pricing.

**Beef, Cluster, Vine Ripe, and Roma Tomatoes** are steady in quality and pricing. All are still on the limited side as Mexico winds down and Canada just begins.

**ALERT!** **Grape Tomatoes** are limited with a bump in pricing this week.



## CV BLUEBERRIES

**ALERT!** Volumes of **Chilean Blueberries** will be very limited this week as their season is almost finished. Prices will be higher this week with limited availability.

Fresh crop Florida **Blueberries** are still another two weeks away.

**Driscoll's Blueberries** from Mexico are up in price but are the best quality fruit right now.



## CV SALADS

**ALERT!** Dole is experiencing heavy prorates on Salads due to less facilities running production right now. Expect prorates during late March and early April until they can all of their facilities back on line.



## CV CUCUMBERS

**Cucumbers** from Mexico and still limited, however new crop Florida has started. Although volume is light from Florida out of the gate, this should ease the market within the next week or two.

**Cello Wrapped Cucumbers** are a bit higher in pricing this week as supplies are down in Canada. Quality is very nice.



## CV MANGOS

**ALERT!** The market on **Round Mangos** will continue with very light supplies for up to another 2-3 weeks.

There will be gaps in supply where there will be little to no fruit for retail except for a better supply of the **Ataulfo** and "Champagne" variety.



## CV SWEET CORN

**Sweet Corn** supplies are up and down depending on the day. Poor weather earlier this year made fields hit or miss as the growers get into the fields. Pricing is fairly steady.



## CV ASPARAGUS

The weather in Mexico continues to cooperate helping shippers continue with good quality **Asparagus**. They will wind down in the next few weeks.

California continues to ship excellent quality product as well. Pricing will remain very promotable this week.



## CV ARTICHOKES

Supply of spring crop **Artichokes** is heavy to big sizing. We will continue to have outstanding pricing, quality, and size on the 12ct (code: 142). This is a great item to promote right now - be sure to ask your sales rep for details!



## CV GREEN BEANS

**Green Bean** volume is picking up from Florida as new areas are starting. Pricing will be lower this week.



## CV BROCCOLI & CAULIFLOWER

**Broccoli Crown** supplies are steady. **Eastern Broccoli Crowns** are in a skip, so we will mainly be in nice Santa Maria, CA crowns this week. We will continue to have nice "Little Bear" Asian cut **Broccoli Crowns**.

**Cauliflower** pricing is steady to lower with nice quality.



## CV BRUSSELS SPROUTS

**ALERT!** Brussels Sprouts remain limited with high pricing. Production is off sharply this week, driving the pricing up on 25lb. and causing prorates.

**Packaged Brussels Sprouts** from Ocean Mist and Green Giant are available as a substitution at the time.



## CV GRAPES

The market on both **Red** and **White Seedless Grapes** has pretty much settled down.

Much of the distressed fruit that had been dragging the market down has flushed through the system and the **Red Seedless Grapes** are mostly all **Crimsons** now that are of good quality and color with sizing available from medium large through jumbos.



## CV CA MANDARINS

We are moving into the final month on the **Murcott Mandarins**.

The quality overall has been excellent on the **Mandarins** this year with good supplies which will continue through the end of the season. Prices will start to increase in April and will remain strong through the finish.



## CV POTATOES

**White Potatoes** out of Florida will be in another week long gap because of quality. All colors of **Potatoes** out of Florida this season are struggling due to large amounts of rain experienced in the early stages of their grow cycle. All colors continue to be tight and are expected to be challenging for a few more weeks.

**Count Russet Potatoes** out of Idaho have increase in price this week due to strong demand and poor pack outs on storage russets. We continue to see pressure bruising in storage counts as this will be the norm for this time of year.



## CV ONIONS

We should see the first arrival of Florida grown **"Suwanee River" Sweet Onions** available in the next few weeks. This will be the same seed variety as the Vidalia Onions, but this product is grown in Florida.

The Vidalia Onion Commission has set a start date of April 25, however, many growers are saying these **Vidalia Onions** will be ready a week or two earlier than that date. Stay tuned for updates on the start of **Vidalia Onion** season. It's already starting to sound like summer!



## CV MELONS

**Cantaloupes** and **Honeydews** from Central America will remain very promotable with good volumes this week. Mexico anticipates starting fresh crop **Melons** in mid to late April.

Better **Watermelon** volumes and pricing are expected this week out of both Mexico and from Central America. Off shore fruit is expected to go for about another month. Southern Florida is on track to begin in approximately three weeks.

# DISPLAYS OF THE WEEK

