



ORGANIC OUTLOOK

MARCH 24 - MARCH 31, 2017



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SPRING CROP ORGANIC STRAWBERRY SEASON



Good News!

Spring crop **Organic Strawberry** supplies out of Baja, Mexico and Coachella, California are beginning to improve. Berry size is running large, quality so far has been solid.

With improved volume prices are coming back down to more promotable levels. Late March and early April will be a great time to increase the size of your **Organic Strawberry** display for advertised or in-store promotion.

Florida Organic Strawberries are finished for the season.



OG BROCCOLI & CAULIFLOWER

ALERT! **Organic Cauliflower** is in very tight supply out of AZ and CA, again due to the transition up north. Prices are very high with extremely limited availability. This condition could last until the end of March or early April.

ALERT! **Organic Broccoli** remains limited 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 pricing on **Organic Broccoli** and **Broccoli Crowns** for the rest of March. NC reports limited supplies of **Organic Broccoli Crowns**.



OG LETTUCE

ALERT! 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 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.



OG TOMATOES

Organic Cluster Tomatoes are in abundant supply out of Mexico.

ALERT! **Organic Round Tomatoes** are finished for the time being out of Florida. Mexico reports limited supplies of 2-layers and Hothouse Tomatoes. The **Organic Cluster Tomatoes** are the best substitution for the rest of March.

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. Prices are up out of Mexico.



OG CARROTS

In spite of the wet weather in California, **Organic Carrots**, including **Bunch Carrots**, **Rainbow Bunch**, **Cellos**, and **Baby Peeled Carrots**, are in good supply for spring and Easter promotion.



OG GREEN BEANS

ALERT! **Organic Green Beans** from CA/AZ/Mexico are 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.



OG SALADS

ALERT! **Organic Salads** continue to be prorated from suppliers. **Organic Baby Spinach** and **Baby Arugula** will again be tight for next week.



OG MANGOS

Organic Ataulfo Mangos have also been hit and miss with supplies. By the way... **Ataulfo Mangos** are being renamed as **"Honey Mangos."** You may begin to see this on stickers and cases in the coming months.



OG APPLES

The first Import **Organic Gala Apples** imports have arrived out of Argentina. Product from Washington is still in good supply, so expect prices to remain relatively steady.

Washington **Organic Braeburn**, **Cameo**, **Gold**, **Granny Smith**, and **Kanzi Apples** will wrap up for the season in early April. **Organic Fuji**, **Opal**, and **Red Delicious Apples** will finish in May, but expect pricing to rise with sporadic packing.

Washington **Organic Pink Lady Apples** are expected to continue for the next couple of months in firm supply and high prices.



OG PEARS

Organic Abate, **Fair Trade Anjou**, **Green Bartlett**, **Fair Trade Green Bartlett**, **Red Bartlett**, and **Bosc Pears** out of Argentina continue in good supply.

A few Argentinean **Organic Red Clap Pears**, similar to the Starkrimson, continue to be in supply with full red color.



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 GREENS

ALERT! 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.

ALERT! **Organic Baby Bok Choy** is currently unavailable.



OG BERRIES

Organic Blackberry supplies are reasonably steady and flavor is beginning to improve.

New crop Mexican and California **Organic Blueberry** supplies are starting to ramp up with higher pricing. Old crop Chilean **Organic Blueberry** supplies have tightened significantly and season is expected to end in April.

ALERT! **Organic Raspberry** volume has gotten extremely tight and is expected to remain this way until mid-April.



OG SPINACH

ALERT! **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.



OG PEPPERS

ALERT! **Organic Green Peppers** are in limited supply from Florida and Mexico. Prices will be high and there may be out-of-stocks until mid-April.

Organic Red, Yellow, and Orange Peppers are in good supply out of Israel, but becoming more limited out of Mexico as their season winds down.

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 HASS AVOCADOS

The **Organic Hass Avocado** market seems to be stabilizing a bit. Prices are down a few dollars from what they had been over the past 2-3 weeks. Supplies overall are good.



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 PAPAYAS

Organic Formosa Papayas are in great supply! Quality is excellent. The crop is sizing larger, averaging 10-12 per box and fruit is very promotable.



OG CITRUS

California is expecting rain again this week, causing further issues.

NOTE: **Organic Navel Oranges** are in decent supply in all sizes and bags. Some growers are experiencing internal black rot issues due to the rain, while others are still harvesting excellent quality.

Organic Moro Blood Oranges continue in excellent supply.

Organic Cara Cara Oranges, Kumquats, and Golden Nugget supplies continue to be very limited this week with prices on the rise.

Organic Tango/Murcott Mandarins are in steady supply this week.

OTHER STORIES:

- **Organic Eggplant** is in adequate supply out of Florida. Mexico reports good supplies!
- 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.
- South African **Organic "Melody" Black Seedless Grapes** are steady and are expected to continue into April. South African **Organic Red Seedless** and

- Black Seeded Grapes** are expected to finish up by the end of March. **Organic Red** and **Green Seedless Grapes** are expected to gap until early May.
- California **Organic Lemon** supplies continue to tighten with prices continuing to rise. California **Organic Meyer Lemons** are winding down for the season. Expect sporadic supplies until the crop ends in the next couple of weeks.
- California/Mexican **Organic Grapefruit** continue to be in good supply with the range of sizes from 27 – 48ct, and bags. Larger fruit is more limited with higher pricing.

- **Organic Pineapples** continue to be in good supply. Quality has been excellent.
- **Organic Young Thai Coconut** supplies are getting better. Pricing will begin to drop for next week and should see a further decline in pricing over the next few weeks.
- **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.

NEW! OR BACK IN SEASON

ORGANIC



42989 - OG Apple Gala Argentina 80/90ct	40 lb	43906 - OG Plums Red 40ct Argentina	11 lb
43046 - OG Apple Gala Argentina 100ct	40 lb	42045 - OG Avocado Hass Fair Trade Mexico	32/36 ct
43220 - OG Pear Abate Fetel 40/45ct Argentina	22 lb	43820 - OG Pineapple Gold Jumbo	5 ct
43241 - OG Pear Anjou 80/90ct Fair Trade Argentina	40 lb	49227 - OG Pomegranate Arils Peru	12/4.4 oz
43315 - OG Pear Bartlett 80ct Fair Trade Argentina	40 lb	41349 - OG Tomato Cherry Heirloom Mix	12/1 lb
43207 - OG Pear Bartlett 100ct Fair Trade Argentina	40 lb	44635 - OG Potato Red Earthbound	16/3 lb
43285 - OG Pear Bosc 80/90ct Argentina	40 lb	44652 - OG Potato Yukon Earthbound	16/3 lb
43193 - OG Pear Bosc 100ct Argentina	40 lb		

CONVENTIONAL



06448 - CV Natalie's Lemonade	6/16 oz	11997 - CV Watermelon Seedless Bin 15# Avg	45 ct
06449 - CV Natalie's Lemonade	6/64 oz	11991 - CV Watermelon Seedless Bin 11# Avg	60 ct
05031 - CV Apples Gala East 2-1/4"	12/3 lb	17647 - CV Mangos "Champagne"	18 ct
05037 - CV Apples Gala West 2-1/2"	12/3 lb	17615 - CV Mangos Haitian	10/12 ct
05717 - CV Apples Honeycrisp 56sz USXFCY	40 lb	17669 - CV Pomegranates 9 lb Chile	8 ct
06025 - CV Apples Jazz 100ct WAXF	40 lb	00142 - CV Artichokes Jumbo	12 ct
05820 - CV Apples Pink Lady 72/88sz USX	40 lb	00336 - CV Asparagus Purple	11 lb
05755 - CV Apples Red Delicious 56/64sz USX	40 lb	00483 - CV Beans Green Pouch Bags	24 lb
14092 - CV Mandarins "Clem'n Tina's"	10/3 lb	02164 - CV Broccoli Rabe Washed & Cut Andy Boy	12/11 oz
14666 - CV Mandarins Gold Nugget	22 lb	23234 - CV Tomato Hothouse Jumbo 14-18ct	15 lb
13154 - CV Mandarins Stem & Leaf Bulk	22 lb	23285 - CV Tomato Cluster Yellow	11 lb
14100 - CV Tangerines Honey Florida	80 ct	23286 - CV Tomato Cluster Orange	11 lb
14036 - CV Tangerines Honey Florida	12/3 lb	23228 - CV Tomato Jumbo Slicer	9/2 pk
10092 - CV Blueberries Jumbo Family Tree Farms Mexico	12/6 oz		



CONVENTIONAL OUTLOOK

MARCH 24 - MARCH 31, 2017

WWW.FSPRODUCE.COM 25 LB

SOUTHERN PEACHES CROP LOSS



Bad news for the upcoming season of Georgia and South Carolina **Peach** crop.

After an unusually warm winter, a cold snap during mid-March, brought freezing temps in the Southern states for two days, decimating this year's **Peach** crop. Early estimate of the loss is 75-85% of the crop.

Growers who were expecting to start in early May now see they will have little to no fruit through the month of May and then limited and sporadic volumes in June.

Fortunately, Pennsylvania and New Jersey **Peach** crops were spared despite having the same freezing weather since the trees were not in bloom, and did not sustain any significant damage.



CV WATERMELON OUTLOOK

Mexican **Watermelon** production will continue to improve this week. We will see our first Florida fruit of the season this week as well. Pricing will remain steady this week but start to ease down in the coming weeks.

NOTE: Growers are still assessing the damage from the frost in northern Florida and southern Georgia. These regions would supply the fruit during May and heading into Memorial Day. We will keep you posted as we learn more.



CV TOMATOES

New crop Canadian **Tomatoes on the Vine (TOV/Clusters)** are nice. Pricing is at promotable levels.

New crop crown pick **15lb Beef Tomatoes** are nice quality from US and Canada this week. Supplies are growing with steady to lower pricing.

2-layer 20lb Vine Ripe Tomatoes are beautiful with aggressive pricing again. **25lb Vine Ripes** are hit and miss supply wise.

Roma Tomatoes and **Grape Tomatoes** are in great supply and priced aggressively.

Cherry Tomatoes are a bit more limited with a bump up in price.

Campari Tomatoes are steady. **Sun Bliss Gold** and **Blended Flavors Tomatoes** in pints are in good supply. Pricing is lower and great to promote this week!



CV GRAPES

Prices firmed up on both **Red** and **Green Seedless Grapes** as most of the excess of weaker fruit has been moved out of the market.

ALERT! **Green Seedless Grape** pricing is very strong as growers start to offer the strongest fruit put in storage shipping through April until new crop **Grapes** from Mexico and Southern California start in early May. We may even see a little gap on **Green Grapes**.

Quality is strong on **Red Grapes**, but on **Green Grapes**, even on the better boxes you will find some minor defects including an occasional berry with decay.



CV SQUASH

Zucchini and Yellow Squash are plentiful with lower pricing this week.

All **Hard Squash** is steady.



CV GREEN BEANS

Green Beans are tight. Some Florida shippers are in a gap causing light supply and increased pricing.

Quality has been very nice and we will have the pouch bags again this week.



CV BROCCOLI & CAULIFLOWER

ALERT! Cauliflower remains limited with very high pricing this week. Quality has been decent.

Broccoli Crown supply is improving with good quality. Pricing will be lower for late March, but not yet promotable.



CV BLACKBERRIES / RASPBERRIES

Supplies of **Raspberries** and **Blackberries** will remain limited this week, but supplies are going to improve quickly. Prices will be steady this week, but they will ease down as the volumes improve.

Driscoll's "Season's Finest" Blackberries are expected to arrive on the east coast in early April.



CV BLUEBERRIES

Chilean will completely finish for the **Blueberry** season this week. This will put added pressure on the limited Florida supplies as well as Mexico. Prices will be higher this week, but quality has been outstanding from Mexico.

ALERT! Florida and Georgia are still assessing the damage caused by the recent freeze. Estimates range from 50%-80% losses. We will keep you updated as we learn more.



CV STRAWBERRIES

Strawberry volumes out of California will increase this week and continue to do so.

Prices will hold steady this week but then start to ease down as supplies improve in early April.



CV LETTUCE

Iceberg Lettuce remains limited this week with decent quality. Pricing is steady to higher.

ALERT! Romaine Hearts and Romaine Lettuce are extremely limited with higher pricing this week.

Green Leaf Lettuce is more limited than the past few weeks with higher pricing this week.

Red Leaf Lettuce is steady.



CV CUCUMBERS

Cello wrapped Cucumbers are beautiful and aggressively priced. Promote this nice, new crop Canadian product!

12/6ct Mini Seedless Cucumbers are steady.

Mexican **Cucumbers** are light in supply this week with higher pricing. We may have to supplement with Florida product this week, which isn't an advantage price-wise, but quality is nice.



CV ASPARAGUS

Asparagus supplies out of Mexico are on the decline. Most shippers are expecting to finish by the end of the month and will not make it to the Easter holiday.

California will get started in a very limited way this week. Supplies from CA will not be enough to handle all of the Easter demand. Added pressure will shift back to Peru. Look for prices to increase as we head into April.



CV MELONS

Keep promoting **Cantaloupes** and **Honeydews**. Expect steady supplies and pricing this week.



CV GREEN ONIONS

Green Onions are in decent supply with steady to lower pricing this week.



CV EGGPLANT

Mexican **Eggplant** quality is nice with steady pricing.



CV PINEAPPLES

Major Costa Rica growers are struggling to meet demand with **Pineapples**, but supplies are appearing to improve for late March.

Fruit coming in from Central America increased some, and with supplies from Mexico, which has been nice fruit, we have been able to cover all commitments.



CV PEPPERS

Green Peppers, especially jumbo and XLG size, are tight this week. Mexico's supply is limited and there is a slight gap between Florida winter and spring crop.

15lb Red Peppers are limited with steady to high-end pricing.

11lb Red, Yellow, and Orange Peppers are limited as Mexican supply is light and Canadian supply has not kicked into gear.

Mini Mixed Sweet Peppers are steady



CV HASS AVOCADOS

The **Hass Avocado** market has seemed to finally settle down. Prices over the past two weeks have showed little change.

Supplies have been adequate to meet demand.

