



# ORGANIC OUTLOOK

MARCH 23 - MARCH 30, 2018



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## CA STORMS IMPACT ORGANIC CITRUS

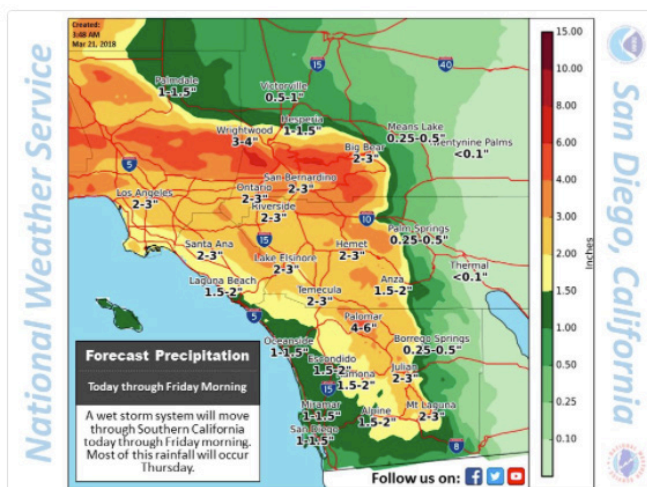
**ALERT!** A series of cold-fronts, and heavy rain storms are dumping heavy precipitation on California growing areas during mid to late March. **Citrus, Strawberries,** and some **Row Crops** are being heavily impacted.

**Organic Navel** and **Cara Cara Oranges** are becoming increasingly limited with prices on the rise and an early end to the season is expected.

**Organic Blood Orange** supplies have improved short-term, but the end of the season is just around the corner.

**Organic Murcott Mandarins, Golden Nuggets,** and **Kumquats** have all been affected by rain and cooler weather. Expect sporadic gaps and higher prices during late March and early April.

CA **Organic Lemon** supplies continue to dwindle and prices are on the rise due to the rain. **Organic Meyer Lemons** continue, but supplies are firming, causing higher prices.



### OG BLACKBERRIES & STRAWBERRIES

Driscoll's **Organic Blackberries** are back in good supply with some of the season's best tasting fruit. Prices are easing and big promotional opportunities are expected in April.

Other brands of **Organic Blackberries** continue with steady supplies out of Mexico. Firmer prices should be expected over the next few weeks with slightly higher prices.

**ALERT!** **Organic Strawberry** supplies will be much lighter than expected for Easter. Production is off sharply in Mexico and California due to weather issues. The Florida crop is finished.

**Organic Strawberries** will come into peak season by mid-April.



### OG BLUEBERRIES & RASPBERRIES

Driscoll's **Organic Blueberries** have experienced a pretty heavy weather-related loss and supplies are estimated to be 25% down. Prices are on the rise.

South American **Organic Blueberry** supplies will finish up for the season on pints by April. Some California pints will be available this week, but are expected to quickly switch to 6 oz. in April.

**ALERT!** Driscoll's **Organic Raspberry** prices have taken a steep incline due to rain and cooler weather. Expect this to last through April with sporadic arrivals.

Other brands of **Organic Raspberries** are virtually gapping for the same reasons.



### OG TOMATOES

**Organic Hothouse Tomatoes** from Mexico are in good supply. **Organic Cluster Tomatoes** are increasing in supply and prices are beginning to drop. Expect more volume to come on.

**Organic Cherry, Rainbow Cherry,** and **Grape Tomatoes** are in good supply out of Florida. Pricing is steady. **Organic Grape Tomatoes** from Mexico are in abundant supply, with cheap prices.

**Organic Roma Tomatoes** are available from Mexico and prices are lower. Florida is now done.

**ALERT!** **Organic Round Tomatoes** are finishing out of Florida.





## OG MANGOS

**Organic Mangos** are in good supply for next week. Look for some great deals on 10 and 12ct sizing. **Organic Mangos** will be promotable for April.

**Organic Ataulfo Mangos** from Mexico remain in steady supply.



## OG HASS AVOCADOS

**Organic Hass Avocados** from Mexico are in steady supply and the California Organic 48s will be available as well. Usually the week before Easter supplies will tighten a bit due to many growers shutting down for the holiday. We should be able to keep supplies and pricing steady during that tricky loading period.

A few **Fair Trade Organic Hass Avocados** from OKE will also be available for early April.



## OG PEPPERS

**Organic Pepper** quality out of Israel continues to be very good. Holland will be starting in a few weeks. Mexico growers report limited supplies on all **Organic Color Peppers**, but they're still cheaper than product out of Israel. Quality is good, with a few arrival issues noted.

**Organic Green Peppers** are in adequate supply out of Florida and in very good supply out of Mexico.



## OG SALADS

**ALERT!** **Organic Packaged Salads** are starting to rebound a bit, but key items, such as **Baby Arugula** and **Kale**, will once again be limited from some shippers.



## OG CAULIFLOWER

**Organic Cauliflower** is still in tight supply out of CA. Some shippers have moved down a couple of dollars, but prices are still high. This might improve for early April. Product is still arriving with some bruising.

**Organic Romanesco** is in good supply.



## OG CUCUMBERS

**Organic Cucumber** supply will improve for late March out of Mexico. Pricing is down a bit. Florida **Organic Cucumbers** have started, but are limited due to the cold weather.

**Organic Hothouse Cucumbers** are in tighter supply out of Mexico, but pricing is steady.



## OG BANANAS

We will see a small supply gap this week on **Organic Fair Trade Bananas** due to increased demand and product missing their container ship transfer in the Tropics.

We will mitigate some of the supply gap by using banded non-fair trade organic product this week and will be back in steady supply on **Fair Trade Organic Bananas** the last week of March.



## OG GRAPES

South African **Organic Green** and **Black Seedless Grapes** are in good supply this week in 10lb cases.

A small, late-season 18lb. **Organic Green** and **Red Grape** deal out of Peru is here. Expect very tight supplies for a couple of weeks and then finish for the season.



## OG CELERY

**Organic Celery** is in good supply out of Mexico and CA. Markets has started to move up.

**Organic Celery Hearts** are still in abundant supply, but pricing is up as well. Quality may be an issue due to the cold and rain.

**Organic Celery Root (Celeriac)** is in good supply from CA.





## OG ASPARAGUS

**Organic Asparagus** supplies are abundant out of Mexico and will be for Easter.

CA has begun shipping product and will continue through April. Pricing is expected to be slightly higher going into April.



## OG APPLES

**Organic Braeburn, Fuji, Gala, Lady Alice, Pacific Rose, and Red Delicious Apples** are steady, with higher prices on larger fruit.

**Organic Golden Delicious, Granny Smith, Honeycrisp, Piñata, and Pink Lady Apples** are limited with high prices.

The first import **Organic Gala Apples** from Argentina and Chile are expected to begin in early April. Expect excellent quality of fresh-picked fruit with prices more reasonable than domestic product.



## OG BROCCOLI

More **Organic Broccoli** supplies are available this week, forcing shippers to lower their prices.

Supplies are adequate on both 14ct and crowns. Pricing could dip further next week.



## OG LETTUCE

**Organic Red Butter, Green Butter, Green Leaf, and Romaine Lettuces** are in good supply out of Florida. **Organic Red Leaf Lettuces** are more limited. Quality is excellent.

California product is in ok supply, but all are showing brown discoloration on the ribs and leaves.

**Organic Romaine Heart** pricing is high with less product to load than normal. Some epidural peel is apparent. Shippers reportedly have moved through much of their volume and are now waiting for more fields to become available to harvest. Cold weather has slowed growth.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in abundant supply out of Mexico. Quality has been very good. Pricing is up a couple of dollars.



## OG PEARS

Import **Organic Bartlett Pears** are now in excellent supply, with prices continuing to ease down. **Import Organic Red Bartlett Pears** are now in steady supply.

New crop import **Organic Abate and Bosc Pears** are expected to arrive the last week of March.

New crop **Organic Packham and Anjou Pears** are expected to begin in early April.

## OTHER STORIES:

- Good quality **Organic Kale** is in abundant supply out of California and Florida.
- **Organic Eggplant** from Florida is declining in supply for next week. Prices are up. Product is not available out of Mexico right now.
- California growers have adequate supplies of **Organic Red, Green, and Napa Cabbage**. Florida growers are limited on both **Organic Red and Green Cabbage**.

- **Organic Count Russet Potatoes** continue to be limited this week. Expect pricing to continue to rise.
- **Organic Pineapple** supplies will be good for the end of March with pricing down slightly over the previous 2-3 weeks.
- **Organic Young Thai Coconuts** will be in good supply for the beginning of April and pricing will be promotable.
- **ALERT!** **Organic Lime** supply has tightened significantly due to the cold and rain with markets skyrocketing, and smaller fruit should be expected.

- **Organic Green Beans** are in slightly better supply out of Mexico this week. Pricing is still high. Florida growers have limited supplies and pricing is moving up.
- Mexico continues to have higher prices and less availability on **Organic Zucchini** and **Yellow Squash**. Florida is also limited due to cold weather.



# EASTER MERCHANDISING TIPS

**Easter is on April 1st!**

A good plan for this special holiday needs to take shape now to make sure that we are set up for success.

## MERCHANDISING NOTES:

- Order holiday semi-perishable and hard tonnage items early. Plan on getting your tonnage items into your stores by the Tuesday before Easter.
- Develop an off-peak or evening fill schedule for your hard goods (potatoes, onions, dips, dressings, nuts, etc)
- Stay ahead with ripening bananas and tomatoes in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- Easter business comes late. Good Friday & Saturday are very busy days at the supermarket.
- If you bring in your key holiday volume items early this will help your department's efficiency and organization. It will also take pressure off of our warehouse selectors, loaders, and trucks to help prevent delayed deliveries on those crucial final days before the holiday weekend.
- If you are not waiting on trucks and have the product on hand, your department operations will run as smoothly and efficiently as possible. Your time will be more productive working on the sales floor, engaging with your customers.



## TRADITIONAL “MUST-HAVES” & OTHER EASTER ITEMS CHECKLIST:

### VEGETABLES

- |   |  |
|---|--|
| <input type="checkbox"/> Acorn & Butternut Squash       | <input type="checkbox"/> Escarole                    |
| <input type="checkbox"/> Artichokes                     | <input type="checkbox"/> Fennel (Anise)              |
| <input type="checkbox"/> Asparagus & Asparagus Tips     | <input type="checkbox"/> Fresh Cooking Greens        |
| <input type="checkbox"/> Baby Peeled Carrots            | <input type="checkbox"/> Garlic                      |
| <input type="checkbox"/> Beets                          | <input type="checkbox"/> Green Beans                 |
| <input type="checkbox"/> Broccoli                       | <input type="checkbox"/> Herbs (especially parsleys) |
| <input type="checkbox"/> Broccoli Rabe                  | <input type="checkbox"/> Leeks                       |
| <input type="checkbox"/> Brussels Sprouts               | <input type="checkbox"/> Lettuce (Romaine & Leaf)    |
| <input type="checkbox"/> Cabbage (red, green, savoy)    | <input type="checkbox"/> Mushrooms                   |
| <input type="checkbox"/> Cauliflower                    | <input type="checkbox"/> Parsley Root                |
| <input type="checkbox"/> Celery & Celery Root           | <input type="checkbox"/> Peas (Snow & Sugar Snap)    |
| <input type="checkbox"/> Cole Slaw Kits                 | <input type="checkbox"/> Peppers (all colors)        |
| <input type="checkbox"/> Cucumbers (field grown & euro) | <input type="checkbox"/> Radishes (bunched)          |
| <input type="checkbox"/> Eggplant                       | <input type="checkbox"/> Salad Mixes                 |
| <input type="checkbox"/> Endive                         | <input type="checkbox"/> Shallots                    |





## TRADITIONAL “MUST-HAVES” CHECKLIST (CONTINUED):

### FRUIT

- ☐ Berries (all varieties)
- ☐ Cantaloupes
- ☐ Grapes (red & green seedless)
- ☐ Honeydew
- ☐ Kiwifruit
- ☐ Lemons & Limes (*essential for all seafood dishes that will be consumed through Easter*)
- ☐ Mandarins
- ☐ Navel Oranges (CA)
- ☐ Pineapples
- ☐ Watermelons (regular & mini seedless)

### HARD GOODS

- ☐ New crop Red & Yellow Potatoes
- ☐ White & Russet Potatoes
- ☐ Sweet Potatoes

### BAKING

- ☐ In-shell Nuts & Nut Meats
- ☐ Pine-nuts
- ☐ Dates
- ☐ Figs
- ☐ Raisins
- ☐ Prunes
- ☐ Coconuts

### MISCELLANEOUS

- ☐ Potted Bulbs & Flowers
- ☐ Fresh-Cut Flowers
- ☐ Palm Crosses



## 2018 EASTER SCHEDULE

**MONDAY 3/26 - SATURDAY 4/7:** Standard delivery schedules.

**EASTER SUNDAY 4/1:** Sales office **CLOSED**. No voicemail or online ordering available for order revisions.

### OFFICE HOURS:

**SATURDAY 3/31 SALES OFFICE HOURS EXTENDED:** 8:00am - 1:00pm. (1-800-422-8384)

**ORDER CUT-OFF DEADLINE FOR MONDAY 4/2:** before 1:00pm on Saturday 3/31

## PASSOVER

Passover begins March 30, starting at sundown, and runs through April 7.

*\*All foods consumed during this period must be Kosher\**

### IMPORTANT PASSOVER HOLIDAY ITEMS:

Bitter Herbs are very important for the Sedar Plate - Horseradish, Dill, Endive, Escarole, Romaine Leeks, Onions, Ginger, and Soup Mix.

Book orders now for 50lb Horseradish, 25 lb Turnips, Beets & Parsnips, Full Case Dill, Root Parsley & Leeks.

### VEGETABLES:

Beets, Carrots, Parsley & Parsley Root, Kirby & Euro Cucumbers, Green & Colored Peppers, Celery & Celery Root, Scallions, Spinach, Green Vegetables (No Beans), Red Cabbage, Turnips, Parsnips, Fennel, Garlic, Rosemary, Basil, Thyme, and Oregano.

### FRUITS:

Pineapple, Peaches, Apricots, Nectarines, Apples, Oranges, All Berries, Melons, and Grapes

### OTHER GOODS:

Sweet Potatoes & Yams, White, Gold, and Red Potatoes, Walnuts (in-shell & meats) Kosher for Pass-over dried fruits & honey

### CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS?

Dole - **YES**

Fresh Express - **YES**

Attitude/Veg Pro - **NO**

Olivia's State Garden - **NO**

Taylor Farms/Green Giant - **YES**

organicgirl - **YES**

Earthbound - **NO**







## CONVENTIONAL OUTLOOK

MARCH 23 - MARCH 30, 2018

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# SPRING CROP WATERMELON OUTLOOK



Growers in Southern Florida **Watermelon** are expected to begin harvesting in a small way during late March. The crop will start with light volume and high pricing. Peak season will ramp up in mid-April.

Mexican **Watermelon** growers will begin to cross spring crop fruit in bins at the beginning of April.

For late March, **Watermelon** supplies will continue in cartons from Central America until fresh crop 45ct and 60ct bins arrive from Florida and Mexico in early April.



## CV BROCCOLI & CAULIFLOWER

**Broccoli** will be one of the few veg items this week with promotable volume and pricing! This is a great item to promote for the holiday.

The **Cauliflower** supply situation will be a little better this week, but demand will remain strong. Look for prices to remain steady this week.



## CV STRAWBERRIES

**ALERT! Strawberries** are suddenly in very short supply for late March. Major growers are warning of temporary shortages until early April.

Significant rainfall in California has stopped most **Strawberry** production. Growers expect to be able to harvest again at the end of the month. Production in Mexico is off due to weather related quality issues.

Quality became very poor on Florida **Strawberries** with post-harvest breakdown and decay. At this point, the Florida **Strawberry** season is all but finished.



## CV PEPPERS

Look for promotable opportunities across the board on all hothouse grown **Colored Bell Peppers**. We started with our Canadian growers on all 11 lb. **Peppers**, and the quality is excellent on the new crop.

We will also have promotable opportunities on 10/3 pack **Rainbow Peppers** for the end of March.





## CV ASPARAGUS

This will be the last week for significant volumes of **Asparagus** out of Mexico. We will have product from Mexico, California, and Peru this week to help cover the Easter demand.

Look for prices to stay high until after the holiday pulls.



## CV ONIONS

**Onion** demand has increased slightly this week. Pricing has seen a slight increase this week due to increases in freight. Product quality has been great out of Mexico and is expected to remain that way.



## CV GREEN PEPPERS

**Green Peppers** will be in steady supply out of Florida. Most of our growers are through their crown pick so the majority of the pack-out will be extra-large and not jumbo. Weather conditions have been ideal so quality is very nice at this time.



## CV CUCUMBERS

**Cucumbers** are in much better supply out of Florida this week. We'll be transitioning from Mexico into Florida this week as supplies have improved. We'll also benefit from the lower freight rates here on the east.

Quality has been very nice on all **Super, Select,** and **Carton Cucumbers.**



## CV BLUEBERRIES

The Chilean **Blueberry** deal is quickly coming to an end. Fruit will be around until right after Easter.

New crop Florida **Blueberries** have been delayed due to some cold weather over the past couple of weeks. They expect to start by the 10th of April. Look for prices to increase during this time until the Florida volume ramps up.



## CV GREEN BEANS

Pricing on **Green Beans** will begin to move up as we head into Easter. Supplies will be steady and quality is excellent out of Florida.

We just started carrying the bagged pouch **Green Beans** from C&E.



## CV CABBAGE

Supplies on **Cabbage** are beginning to improve as we're past the St. Patrick's Day holiday. Look for good supplies and quality as we head into next week.

We will also have good availability on all **Red, Savoy,** and **Napa Cabbage.**



## CV TOMATOES

Supplies on all **Tomato** varieties have improved significantly over this past week, and pricing has dropped on all items across the board. This will be a great week to promote all **Round, Roma, Grape,** and **Cherry Tomatoes.**

**Hothouse Tomatoes** out of Canada have also started so we'll have good supplies on **Cluster, Beef,** and **Campari Tomatoes.**



## CV LETTUCE

**Iceberg, Leaf,** and **Romaine Lettuce** markets will remain high this week and supplies limited.

The outlook in early April does look better. Prices should adjust quickly once fields are ready in California.





## CV GRAPES

We are in a transition period on all varieties of **Grapes**.

The Chilean **Green Grape** deal is transitioning into the stronger product and the market is expecting prices to be higher for nicer product. Mexican growers still feel like they will start with **Green Grapes** by the end of April.

Chilean **Red Grapes** are moving from **Flames & Perlons** to the **Crimson** variety, which have been very nice. They have had size and are clean and dry! There will be a nice flush of **Crimsons** this year and promotable volumes will be available.



## CV MANGOS

**Mangos** are in season from both Central America and Mexico.

Peak season for Mexican **Tommy Atkins Mangos** is expected to begin in mid-April.

**Honey (Ataulfo) Mangos** are in season now out of Mexico and will hit their peak during April and into May.



## CV LIMES

Prices are all over the board with **Limes**, mainly due to quality. Crossings were lower than expected last week due to rains in Veracruz. Quality is still suffering a bit, especially on large fruit, as this is the last of the old crop.

We expect the **Lime** market to continue being irregular as heavy rains are expected all week in Mexico. The packers are wanting higher pricing due to low pack outs and ongoing rains. Expect prices to be volatile this week and availability sporadic.

