

MARKET NEWS ORGANIC OUTLOOK

ORGANIC LETTUCE & GREENS OPPORTUNITIES



Organic Chards (Green, Red, and Rainbow), have been beautiful out of Florida. Lady Moon Farms will continue to have excellent supplies moving forward.

Organic Leaf Lettuces will be in excellent supply from Lady Moon out of Florida. Quality has been beautiful on **Organic Green, Red, and Romaine Lettuce**.

12/3ct **Organic Romaine Hearts** from California will definitely be at promotable levels this upcoming week. Now is the time to push!

Organic Iceberg Lettuce will be in excellent supply this week. It will be a great time to promote, and the majority of our volume will be on 12 ct!



OG SQUASH

Organic Green Zucchini and Yellow Squash will be in excellent supply from Lady Moon out of Florida. Quality has been absolutely beautiful.

Mexican growers are now starting in new growing areas and supplies will be ramping up. Look for pricing to drop quickly on all Mexican soft squash.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is in good supply this week. This is the last week of harvest in El Centro, CA and we're now moving north into Salinas. Quality has been excellent on all 14's and crowns.

Organic Cauliflower will be in much tighter supply this week. Growers had a nice flush this past week, however they'll be in another small gap going forward. Quality have been nice on all 9's, 12's, and 16's.



OG CUCUMBERS

Organic Cucumbers have now started out of Florida with Lady Moon. Supplies will be lighter to start, but they'll ramp up steadily heading into April. Our first arrival was beautiful!

Supplies out of Mexico will be at peak levels over the next couple weeks. This will be an excellent time to promote **Organic Cucumbers!**



OG WASHINGTON APPLES

Organic Gala Apples are in excellent supply this week with some promotional opportunities available.

Storage crop **Organic Autumn Glory, Braeburn, Fuji, Gold Delicious, Granny Smith, Jazz, Kanzi, 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 until we begin to transition to imports in early May.

Organic Kiku, Opal, Honeycrisp, and Envy Apples are finishing for the season.



OG MANGOS

ALERT! Organic Round Mangos continue to be very tight as the transition to Mexican crop has been much slower than anticipated. Very sporadic availability has been available in the Tommy Atkins variety over the past few weeks. This is expected to last until the beginning of April.

Organic Ataulfo "Honey" Mangos have also been affected since these are, in many cases, the only **Organic Mangos** available to load. This has driven more demand for the fruit.



OG PEPPERS

Organic Colored Bell Peppers will be finishing for the season from Israel. We'll be making the switch to Holland over the next couple weeks. Supplies look to be solid for this upcoming season.

ALERT! Organic Green Peppers are still in extremely short supply. Mexico just doesn't have the crop they expected, and Florida is currently the main source. Look for higher than usual pricing for the next couple weeks.



OG HASS AVOCADOS

ALERT! The **Organic Hass Avocado** market has tightened up during March with 60ct fruit being very limited. 40 and 48ct supplies are also down a bit as product crossing the border was down due to holiday, and growers intentionally not picking to try to manipulate pricing.



OG ASPARAGUS

Organic Asparagus remains promotable and quality is good. Continue to sell away for March since prices will rise in April.



OG MELONS

All **Organic Melons** are still limited at this time with very sporadic availability. **Organic Watermelons, Honeydews, and Cantaloupes** are expected to start up beginning in mid-April with better volumes.



OG PEARS

Argentinean **Organic Green & Red Bartlett Pears** are available with excellent quality and supply.

Argentinean **Organic Anjou Pears** are expected to arrive in early April.

Washington storage crop **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 CITRUS

Organic Tango and Murcott Mandarins are available in both bulk and pouch bags with a new block. This should continue for a few weeks.

Organic Blood Oranges continue in excellent supply. **Organic Cara Cara Oranges** continue in steady supply. **Organic Navel Oranges** are still in firm supply. With most shippers finished for the season, prices are on the rise. We expect to transition to **Organic Valencia Oranges** in early April.

Organic Valencia Oranges out of Mexico are in excellent supply with promotional opportunities available.



OG GRAPES

South African **Organic Red "Sweet Celebration", Green "Thompson" Seedless, Black Seeded "Dan Ben Hannah", and Black Seedless "Melody" Grapes** are available in firm, but steady supply.

Peruvian **Organic Red Seedless and Sweet Sapphire Black Grapes** are done for now. There may be a surprise arrival in a few weeks.

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



OG PINEAPPLES

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



OG LEEKS

Organic Leeks will be in better supply this week. Supplies were much tighter this past week, but numbers are finally starting to increase. Quality is solid.



OG BOK CHOY

ALERT! **Organic Bok Choy** and **Baby Bok Choy** will be in short supply for late March. Florida is finished, and we've transitioned to Lamont and Salinas, CA areas. Product just isn't ready to be harvested. Supplies will improve by the beginning of April.



OG BERRIES

Supplies of Driscoll's **Organic Blackberries** out of Mexico are improving each week. Prices have begun to slide off. Other brands continue to be steady in supply and pricing.

ALERT! Chilean **Organic Blueberries** will finish in late March. Driscoll's **Organic Blueberries** have transitioned over to Mexican and California fruit. Prices have increased steeply as we are in large proprietary varieties.

Driscoll's **Organic Raspberry** supplies are expected to improve by the beginning of April and prices should finally ease down. Some promotional opportunities should arrive in April. Other brands continue in firm, but steady supply.

Driscoll's **Organic Strawberry** supply continues to improve. Expect another price drop here in late March. Other brands are steady.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms are always available with superior flavor and steady supply. **Organic Grape Tomatoes** from Mexico and Florida will be promotable this week with good quality. **Organic Cherry Tomatoes** however are coming in light supplies right now.

Organic Roma Tomato prices will hold with most volume still coming from Mexico. Quality continues to remain strong with beautiful color.

Organic Heirloom Tomatoes continue to gap as weather continues to be cool and shady on farms. Some product might start to trickle by the beginning of April. Volumes are expected to be light to start.

Organic 2-layer Round Tomatoes will be available in light supplies from Mexico. Quality is good and prices are high due to the light supplies.



OG HOTHOUSE TOMATOES

Organic Campari Tomatoes will be back in this week! Quality will be excellent on this new crop.

Organic Hothouse Beefsteak Tomatoes will be very promotable again this week. Quality from Canada has been outstanding, and pricing is strong. Sell with confidence.

Organic Cluster Tomatoes will rise in price a bit this week. Quality remains very good from Canadian hothouses.

OTHER STORIES

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

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

- **Organic Lime** supplies are slowly improving. We should start to see better supplies and a slowly easing market heading into April.

- **ALERT!** Weather continues to impact **Organic Salads**. **Organic Baby Arugula** is showing signs of mildew, and **Organic Butter** and **Romaine Let-**

tuces have also shown signs of rust and browning in the field, which is affecting harvest yields and finished product.



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PLEASE NOTE: Glory Foods' products have been discontinued at Four Seasons Produce. Below you will find the discontinued Glory Foods ordering codes and the NEW codes for Nature's Greens.



Discontinued Glory Foods Code: 1307

NEW CODE: 218819

CV Greens Collard Chopped 8/1 lb

UPC: 6-88962-00101-5



Discontinued Glory Foods Code: 1317

NEW CODE: 218820

CV Greens Kale Chopped 8/1 lb

UPC: 6-88962-00201-2



Discontinued Glory Foods Code: 1337

NEW CODE: 218821

CV Greens Mustard Chopped 8/1 lb

UPC: 6-88962-00301-9



Discontinued Glory Foods Code: 20602

NEW CODE: 218822

CV Greens Turnip Chopped 8/1 lb

UPC: 6-88962-00401-6



Discontinued Glory Foods Code: 1332

NEW CODE: 218823

CV Greens Trio Chopped 8/1 lb

UPC: 6-88962-02131-0



Discontinued Glory Foods Code: 44670

NEW CODE: 218824

OG Greens Kale Chopped 8/12 oz

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Bountiful Kits™

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Code: 219036
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6/10 oz
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Dole Bountiful Blend™ of edamame, black beans, red rice and sesame seeds in a FRESH POUCH, paired with fresh chopped iceberg, green leaf, carrots and Dole's Sweet Thai Chili Dressing.



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6/10 OZ
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MARKET NEWS CONVENTIONAL OUTLOOK

UPCOMING STONE FRUIT SEASONS

It's now officially spring - time to start thinking about **Stone Fruit!**

On **Peaches** from the Southeast (Georgia, South Carolina), there was a little scare a couple weeks ago as temperatures got down to the mid 20's, but luckily it didn't get cold enough for a long enough period, and it looks like many growers escaped with very little damage – we'll know more in the coming weeks.

Southern **Peaches** are on schedule to get started by mid-May, but we will keep you posted as we get closer! There will also be a brief tree-ripe **Peach** program from Florida starting in mid-April.



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Out in California's Central Valley, the majority of **Cherry** orchards are filled with blossoms. Warmer weather has arrived which will provide bees the opportunity to pollinate following bloom. A few orchards already have small green fruit on the trees, while others are starting to drop their flowers. Seeing orchards at different stages of bloom is an encouraging indicator of steady availability throughout the season.



CV HASS AVOCADOS

NOTE: The Mexican **Hass Avocado** market continues to increase. There are less orchards to harvest from, and that gives the growers more leverage with prices.

Quality has been a big issue in the fields and growers are spending more time sourcing good fruit.

48ct and bigger fruit is in decent supply, but 60ct and smaller fruit will see the biggest price increases. Prices have been increasing daily and will continue to increase throughout the rest of March.



CV BERRIES

Blackberries and **Raspberries** will be in excellent supply this upcoming week. Forecasts from Driscoll's are showing that the entire month of April will be an excellent time to promote both berries. Pricing should allow for some attractive retails as supplies will be at peak levels.

ALERT! **Strawberry** supplies are still rather tight for the rest of March. Florida will be coming to an end for the season, and California shippers will begin to ramp up out of Oxnard, CA. Once April arrives, pricing should improve and remain steady going forward.

ALERT! **Blueberries** are in much tighter supply for the end of March. Chile has basically finished for the season, and Mexico is the main growing area at the current time. Florida has started in a small way but is still a couple weeks away until volumes really begin to ramp up. Pricing will jump up significantly the last week of March on all pints.



CV MELONS

Prices are higher on 9 and 12 ct **Cantaloupes**. Demand is good with lighter supplies. The spot buy is on jumbo fruit (6 counts at about half the price).

There's a good supply on **Honeydew** and prices are much cheaper than what we had seen a few weeks ago. Quality has been very nice



CV LETTUCES

Iceberg and **Leaf Lettuces** are steady this week. Some growers will start **Iceberg Lettuce** in Huron the last week of March, with **Leaf Lettuces** starting in Salinas over the next few weeks. The transition is expected to be smooth.



CV PINEAPPLES

Look for the **Pineapple** market to get active. The main players are sold out of fruit this week and will see a drastic decline in supplies going forward.

Demand will exceed supplies now through possibly two weeks after Easter (early May). Prices will be higher for the last week of March.



CV PEPPERS

ALERT! Florida **Green Pepper** markets are strong and prices are expensive. We expect those prices to ease by early April, but not dramatically.

Colored Bell Pepper prices are beginning to ease in Mexico and Canada, with real volume starting as early as the first week of April out of new crop Canadian greenhouses.



CV SQUASH

Green and **Yellow Squash** from Mexico is in steady volume, but soft demand has some shippers making deals.

Florida **Squash** is less volatile, but quality is marginal.



CV CUCUMBERS

Florida **Cucumbers** have just started and will be into good volume by the beginning of April.

Euro Seedless Cucumber and tray pack **Mini Seedless Cucumber** supplies are ready to be strong for April, but cloudy weather in March has slowed things down from Leamington, Canada.



CV CAULIFLOWER

ALERT! **Cauliflower** is active and supplies are light. Most shippers have finished their desert deal and will start in Salinas the last week of March.



CV ARTICHOKEs

Steady volumes of larger sized (12/18 ct) **Artichokes** from Salinas, CA are readily available. Some product will show minor frost damage, but quality is excellent.



CV CELERY

ALERT! **Celery** markets remain extremely active. Availability is limited on all sizes and all shippers are prorating heavily. No relief is expected until Salinas, CA starts in May.



CV BROCCOLI RABE

Look for an awesome spot deal for late March on **Broccoli Rabe!** Quality from Andy Boy is outstanding.



CV ASPARAGUS

Asparagus will be very promotable this week. Prices are coming down for brief period as Mexico is in a small harvest flush period. Quality continues to be excellent. This will be the week to promote.



CV WATERMELONS

New crop **Watermelons** from Florida will be available for the first week of April. Quality should be excellent on the crown fruit from fields to start off the season.



CV SWEET CORN

The **Sweet Corn** crop from Florida will be excellent quality. Harvests are expected to increase as the weather up north begins to heat up! Supplies should be excellent from now through mid to late May from Florida.



CV HOTOHOUSE TOMATOES

Campari Tomatoes continue to be promotable this week from Canada! Quality has been excellent with excellent pricing! Sell away.

Hothouse Tomato prices are rising up again. Some diseased fruit from Mexico is creating a level of uncertainties on **Cluster** and **Beefsteak Tomatoes**. With less shippers pulling from Mexico, it is putting more demand on the Ohio and Canadian crops, causing prices to rise. Promote the Ohio and new crop Canadian product. Quality is outstanding.



CV TOMATOES

Round Tomato markets are holding strong from Florida or Mexico. Product still seems to be on the tighter side creating the higher markets. Pricing should look to ease off this week as fields from Mexico and Florida start to produce more fruit. Quality remains strong from either region.

Roma Tomato prices markets are starting to drop again this week. Mexico is starting another flush from new fields. This will the pressure on Florida who is still short on product to lower markets as well. Quality and pricing should become more promotable after a brief spike in price.



CV GRAPE TOMATOES

Grape Tomato prices are holding but are expected to fall a bit due to Mexico coming on strong with new fields starting up.

Florida pricing is holding as quality is superior and still seeing supply shortages due to recent rainy cooler weather. Look for Florida pricing to come off a bit to compete with Mexico.

We have been selling mostly Florida product to ensure the best tasting product.

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