

ORGANIC MARKET NEWS



OUTLOOK FOR MARCH 31 - APRIL 7, 2016

CA ORGANIC CARROT SHORTAGES



ALERT! **Organic Carrot** shortages have popped up again in California. Growers are warning of severe pro-rates and shortages on cell-bag **Organic Carrots** AND even some lighter volume on **Organic Baby Peeled Carrots** through mid to late April.

Shippers are finished with production out of the desert, and typically Bakersfield, CA growing area **Organic Carrot** farms would be ready to harvest at this time. 2016 is shaping up differently.

Due to unusual weather through the winter (including the El Niño) **Organic Carrots** in northern California have not sized up. Most of the carrots are in the “pencil thickness” stage and need more time to size up. This is true for all three major CA **Organic Carrot** shippers.

Due to the size of the **Organic Carrots** at this time, jumbos, table cellos, 2lbs, and baby carrots will be limited. Stores may want to put up signage to let customers know.

Organic Bunch Orange and **Rainbow Carrots** are expected to be in adequate supply.



OG FLORIDA GREENS

Florida organic growers, like Lady Moon Farms, continue with strong supplies of **Organic Red Leaf**, **Green Leaf**, and **Romaine Lettuce**. **Organic Kales**, **Collards**, and **Chards** are all in good supply as well. **Organic Green Butter** and **Red Butter Lettuces** are limited, however.

Organic Lacinato, **Red Kale**, **Parsleys**, and **Bunch Beets** are now in more adequate supplies. Quality is nice.

Organic Mustard, **Dandelion**, and **Cabbage** are in more limited supply.

Organic Fennel is in abundant supply.



OG BERRIES

Mexican **Organic Blackberry** supply continues in firm supply with sporadic arrivals.

ALERT! **Organic Blueberries** out of Chile taken are virtually finished for the season. Quality is weak. California **Organic Blueberry** supplies are slowly ramping up. We should start to see regular arrivals in mid-April. Florida **Organic Blueberry** supplies are expected to begin by the end of next week.

Organic Strawberry supply out of all regions are less abundant but supplies are expected to improve over the next 1-2 weeks.

Organic Raspberry supplies are much tighter this week but are expected to hit more of peak season supply in mid-April.



OG PEARS & APPLES

Both Argentinean **Organic** and **Fair Trade Organic Green Bartlett Pears** continue in excellent supply. **Organic Red Bartlett Pears** are in better supply this week.

New crop Argentinean **Organic Abate**, **Bosc**, **Anjou**, and **Packham Pears** become available this week.

Import **Organic Gala Apples** have arrived with a smooth transition from Washington. Prices remain high. **Organic Granny Smith Apples** should be next up in 1-2 weeks. Large fruit, on all varieties, are expected to be very strong with a smaller crop this season.



OG GREEN BEANS

Florida **Organic Green Beans** are in limited supply right now, but that should increase going into April.

Packaged **Organic Green Beans** from Peru are now available again and in good supply out of Florida.



OG LEMONS

California Fancy Grade **Organic Lemon** supply has taken a decline and prices are taking a steep increase. Expect large fruit to be in very light supply. 140/165 count fruit will be the new normal. We expect to see some Mexican fruit in May.

Organic Meyer Lemons are also dwindling down very quickly and are finish for the season over the next couple of weeks.



OG ASPARAGUS

There is a bumper harvest of CA and Mexican **Organic Asparagus** with varying levels of quality. The market is scattershot.

We do expect to have good supplies next week of mainly large and x-large **Organic Asparagus**. The best quality is from California and that's what we'll be promoting.



OG HASS AVOCADOS

Larger **Organic Hass Avocados** continue to be in good supply, with great prices. Supplies on 60ct **Organic Hass Avocados** have been slightly less than the larger fruit but there is still ample supply in the marketplace.



OG SPINACH

ALERT! **Organic Bunched Spinach** is in very limited supply for next week. Prices are very high when product is actually available.



OG PINEAPPLES

Organic Pineapples remain in steady supply with prices stable. Promo opportunities are available on 9 ct fruit.



OG MANGOS

Organic Ataulfo Mangos from Mexico are in good supply for next week with deals on small to medium size fruit available. Large **Organic Ataulfo** sizes continue to demand a premium.

ALERT! **Organic Tommy Atkins Mangos** from Mexico continue to be very tight with little to no fruit crossing from Mexico this week for next week's shipping. In general, shippers are expecting fruit to remain in a tight position through March and into April. Things should pick up to mostly normal levels by May and June.



OG TOMATOES

PA growers are reporting steady supplies of **10lb. Hothouse Organic Tomatoes**, while **Organic Cluster Tomatoes** are available out of Mexico in good supply.

Mexico is reporting adequate supplies of **Organic Hothouse** and **2-Layer Tomatoes**, but color is low.

20 lb. **Organic Round Tomatoes** are in limited supply out of FL.



OG SUMMER SQUASH

Florida is reporting limited supplies of **Organic Yellow Squash** and adequate supplies of **Organic Zucchini**. **Organic Zucchini** is abundant out of Mexico, while **Organic Yellow Squash** is in adequate supply.

Quality of **Organic Yellow Squash** from both regions is tenuous. Expect growing supplies over the next few weeks out of FL while Mexico should slow down on volume soon.



OG BROCCOLI

The **Organic Broccoli** market has moved up this week. Shippers had very little left in the cooler after the Easter holiday pull, and are harvesting fresh and moving the price up. Quality on **Organic Broccoli** has been very good.

Organic Broccoli Crowns are in good supply.



OG HARD SQUASH

Organic Hard Squash is in limited supply this week as we are awaiting new crop arrivals out of Mexico on **Organic Butternut, Kabocha** and **Spaghetti Squash**. They are expected to begin out of Mexico in mid-April.

Organic Acorn Squash is available out of Mexico in adequate supply.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts will be in limited supply moving forward. Mexico has slowed down and there's limited availability out of CA. Prices are up.

Organic Microwave Brussels Sprouts bags are finished for the winter.



OG CA CITRUS

Organic Blood Orange supply is starting to tighten up with markets following. **Organic Cara Cara Orange** supplies have tightened up and are expected to wrap up for the season over the next couple of weeks.

Organic Navel Orange crop is showing some strength with higher prices and tightening supplies. Flavor remains excellent! **Organic Valencia Oranges** are steady with promotional opportunities.

Organic Tango Mandarins are back, but are extremely limited in supply. **Organic Gold Nugget** are back in decent supply this week.

Organic Minneola Tangelos are back in decent supply this week.



OG POTATOES

We will see our last arrival of **Organic Red Potatoes** out of Canada next week and supply could potentially last for one week after that. Quality is weak. We will make the transition over to new crop CA desert grown **Organic Red and Yellow Potatoes** as soon as they are available, likely mid-late April.

The **Cinacia Organic Potato** 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!

We will see another two week gap on the **Tasteful Selection Organic Ruby Sensation** and **Medley Potatoes** due to frost damage early in the growing cycle.



OG ROOTS

Organic Rainbow Carrots, Black Radish, and **Watermelon Radish** are all available out of Tuscarora Growers in Southeastern PA.

Organic Sack Gold Beets and **Red Beets** are in adequate supply out of CA and FL.

Organic Turnips are in good supply out of CA.

Organic Daikon, Horseradish, Rutabagas, are all in adequate supply out of CA.

Organic Parsnips are in very limited supply out of CA.

Organic Burdock Root is limited out of Wisconsin, and soon Washington.

OTHER STORIES:

- California **Organic Grapefruit** supplies firmed up this week, causing some increase in prices. Florida **Organic Grapefruit** is done for the season.

- **Organic Lime** supply has tightened and prices continue to take some pretty big increases. Smaller sizing will prevail.

- **Organic Salads** should be in good supply over the next few weeks.

- **Organic Young Thai Coconuts** could see prices increase slightly Young Thai Coconuts could see prices rise slightly over the course of the next few weeks. Supply on both Organic and Conventional are steady.

- **Organic Formosa Papayas** are available! Quality has been good.

- South African **Organic Red Seedless Grapes** have made one last final appearance for the season and will finish over the next week.

- **Organic Watermelons** are expected to be available later this week.

2016 PASSOVER MERCHANDISING NOTES

Focus and sound planning will help you be ready for this important Jewish holiday and the traditional produce items needed to delight your customers.

PASSOVER – 4/22/16 (Lasts 8 Days)

Passover begins at Sundown on Friday April 22nd and ends at Sundown on Saturday April 30th.

No leavened products are to be consumed during the week and any products with yeast. No beans are consumed. All foods consumed during this period must be Kosher.

Traditional “Must-Have” and other important Passover holiday items include:

- Bitter Herbs, Dill, Parsley, Romaine Lettuce, Endive, Escarole, Spinach
- Horseradish, Parsley Root, Ginger, Beets, Carrots, Sweet Potatoes, Yams, White Potatoes
- Kirby Cucumbers, Celery, Scallions, Leeks, Onions, other Green Vegetables
- Apples, Oranges, Berries, Melons, Grapes and other fresh fruits
- Kosher for Passover Dried Fruits, Honey, Walnuts



Smart Tip: Pre-book 50 lb. bags of horseradish or 12ct cases of Parsley Root in advance with your sales person to make sure you're in stock.

These Dole products will be coded as Kosher for Passover during April:

- 3949 CV Dole Classic Salad 12/12oz
- 3945 CV Dole Shredded Iceberg 12/8oz
- 3961 CV Dole Coleslaw 12/14oz

These Fresh Express products bearing the Star K certification symbol are Kosher for Passover:

- 3895 CV Fresh Express 3 Color Cole Slaw 12/14oz
- 3864 CV Fresh Express Garden Salad 12/12oz
- 3888 CV Fresh Express Hearts of Romaine 6/9oz

The following organicgirl products are certified Kosher for Passover:

- 41755 OG Organicgirl Baby Arugula 6/5oz
- 41854 OG Organicgirl Baby Kale 6/9oz
- 41752 OG Organicgirl Baby Spinach 6/5oz
- 41753 OG Organicgirl Baby Spinach 6/1lb
- 41750 OG Organicgirl Spring Mix 6/5oz
- 41751 OG Organicgirl Spring Mix 6/1lb



Passover Seder

***Olivia's and Earthbound are not certified Kosher for Passover.**

FARMS + FOOD PEOPLE + PLANET

Four Seasons Produce will donate **\$.25 to PASA**
(Pennsylvania Association for Sustainable Agriculture)
for **EVERY** case of organic produce and dairy products
sold during **Earth Week - April 16 - April 22.**



\$\$\$ for PASA



Help us make a difference by supporting sustainable agriculture!

****MORE DETAILS COMING NEXT WEEK!****

NEW ITEMS OR BACK IN SEASON



CONVENTIONAL:

- 00483 - CV Green Beans Pouch Bag 24 lb.
- 10150 - CV Blackberries "Season's Finest" by Driscoll's 12/6 oz.
- 17942 - CV Pineapples Gold Ripe 4 ct
- 23233 - CV Tomato "UglyRipe" 10 lb.

ORGANIC:

- 42855 - OG Mandarin Gold Nugget CA 12/2 lb.
- 43220 - OG Pear Abate Fetel 35/40 ct Argentina 22 lb.
- 43285 - OG Pear Bosc 80/90ct Argentina 40 lb.
- 43193 - OG Pear Bosc 100ct Argentina 40 lb.
- 44092 - OG Orange Navel Fancy CA 48 ct
- 41322 - OG Tomato Cluster PA 11 lb.



CONVENTIONAL MARKET NEWS

OUTLOOK FOR MARCH 31 - APRIL 7, 2016

CA CHERRY OUTLOOK: GOOD CROP, MID-APRIL START



Peak season California **Cherry** volume is expected for first 3 weeks of May.

As of the last 10 days, California has had a lot of weather - wind, rain, and the return of cooler weather. February was very dry with only 2 days of measurable rain and was very warm, hence a lot of the **Cherry** trees bloomed and set their fruit.

All of this fares very well for this season's early **Cherry** season in Northern California. The crop did see some thinning from the winds but the thoughts are they are in very good shape for such an early start. The best estimate for the start of the **Cherries** is the middle of April for the very early fruit and a late April start with volume and prices that will make your ads and displays work and sell fruit.

Shippers are of the opinion at this time they should have a good size **Cherry** crop with good sized fruit running heavy to 10 1/2 row and larger. The only thing they have to be concerned about going forward would be a frost, but the long term forecasts do no show that. The California reservoirs are filling up. They had one of the mega reservoirs that has two legs totaling 50 miles go up 22 feet in just 4 days. Growers are optimistic and looking forward to a very good 2016.



SOUTHERN/EASTERN PEACHES: CROP LOOKS GOOD!

The **Peach** crop looks good in Georgia - currently in full bloom and expected to start shipping by mid-May and should continue through mid-August. The state escaped some cold temperatures earlier last week as temperature got as low as 34 degrees Tuesday morning, but no damage was reported. The long range forecast looks good.

The South Carolina crop looks good too. They are also in full bloom and expected to get started by mid-May, continuing through most of August. The long range forecast looks promising, and although it would help if temperatures could get down to the 40's at night, we are still looking at close to a full crop.

The **Peach** crops in Georgia and South Carolina are looking very nice - and growers could have one of the biggest crops we have ever had in the month of May!!! Promotable volumes are expected for Memorial Day!





CV WATERMELONS

Mexican **Watermelon** supplies will continue to increase this week. We could also see the first Florida fruit by the end of the week! Florida volumes will be very limited for another week to ten days. However, prices will continue to ease down.



CV STRAWBERRIES

California **Strawberry** production will be down slightly this week. The berries are sizing a little smaller than last week's jumbos, and this is causing fewer packages. Prices will be up slightly this week.



CV RASPBERRIES & BLACKBERRIES

Prices and supplies will be steady this week on **Raspberries** and **Blackberries**. More promotable volumes on both are expected in mid to late April.



CV ARTICHOKEs

There continues to be excellent supply of outstanding quality jumbo 12ct **Artichokes**.

We will also have some 24ct this week, and will continue to have the 24ct **Red (Sangria) Artichokes**.



CV GREEN BEANS

There is good supply of fresh new crop Florida **Green Beans**. Pricing will be steady to lower this week, with very nice quality and promotable volumes. The pouch bags are now consistently available as well!



CV CUCUMBERS

There is finally more supply of Mexican **Cucumbers** with lower pricing this week. Quality is nice.

Cello-wrapped Cucumbers are limited with higher pricing this week.



CV CAULIFLOWER & BROCCOLI

Cauliflower is in good supply with steady pricing and nice quality from Santa Maria, CA and Salinas, CA.

There is decent supply of California **Broccoli Crowns** with nice quality and lower pricing this week. Eastern supply is in a skip, for about two weeks.



CV BLUEBERRIES

ALERT! The Chilean **Blueberry** season is all but finished at this point. Any fruit remaining will have some quality concerns.

Florida could start picking towards the end of the week, but those numbers will be extremely minimal. Better volumes are expected in mid to late April. There is a good possibility of a supply gap this week until Florida really gets going.



CV ASPARAGUS

The Mexican **Asparagus** season will finish this week. There will still be some product from Mexico, but most of it will stay out west.

California volumes will be limited as acreage is not that significant. Peru has started to export **Asparagus** into South Florida. We will be sourcing both CA and Peru for the next few weeks.

Depending on weather, we could see New Jersey product before the end of April.

CV MANGOS: LIGHT VOLUMES TO START MEXICAN SEASON

The market is starting to have very good availability on **Ataulfo Mangos (and Champagne brand)**, but is still very dry on **Round Mangos**. The situation is set to improve each week moving forward, at least on sizes 10s, 12s, and 14s.

ALERT! The **Round Mango** sizing is very small, peaking on 12s. Sizing will improve somewhat in late April, but the peak is still expected to be on 10s and 12s for the foreseeable future.

The Haitian export season is delayed but should start by April 11th with the Madame Francis variety.

We see the volume getting very heavy out of Mexico starting in late April. Mexico is the driving force on most of that volume.



CV HASS AVOCADOS: SPRING & SUMMER OUTLOOK



Large volumes and good pricing on **Hass Avocados** from Mexico are expected to continue through April. Pricing is likely to go up in May. **Hass Avocados** sales continue to be very strong. Ask your sales rep about promotional opportunities on large size fruit!

California **Hass Avocados** are now in season. Much of this product will be kept on the West Coast of the US.

Peru will begin harvesting their peak season **Hass Avocados** during late April and heavy arrivals to the US are slated for late May and into June.

CV GRAPES: END OF SEASON UPDATE

This **Green Grape** deal has become dismal.

Crimson Grapes are in their prime with good condition and quality. There will be a flush of fruit starting to arrive by the end of March and into April. April will be a great month to promote **Crimson Grapes**! Chile is down slightly this year on **Crimsons**.





CV ICEBERG LETTUCE

There remains good supply of **Iceberg Lettuce** as there is still Yuma product available, and there is also new crop from Huron, CA and Santa Maria, CA. We are sticking with Huron and Santa Maria product as quality is nicer. Pricing is steady with promotable volumes.



CV LEAF LETTUCE

Romaine, Green Leaf, and Red Leaf Lettuces remain in good supply with promotable volume. Pricing is steady to lower.

Romaine Hearts are in very good supply with steady pricing and very nice quality from Santa Maria, CA



CV BRUSSELS SPROUTS

ALERT! Brussels Sprouts remain very limited with high pricing this week.

Expect out-of-stocks and prorates during early April.



CV PEPPERS

15lb Red Peppers are flush with lower pricing, nice quality, and promotable volumes this week!

11lb Red, Yellow, and Orange Peppers will be lower in pricing this week as there is good supply from both Mexico and Canada.

Mini Mixed Sweet Peppers are in great supply with nice quality and promotable volumes.

ALERT! Green Peppers remain very, very limited from Mexico and Florida with higher pricing this week. New crop California product should start within a few weeks.



CV POTATOES

Count Russet Potatoes out of Idaho continue to increase in price this week due to strong demand and poor pack outs on storage russets. Larger count russets are jumping higher as pack outs have been favorable to the smaller potatoes.

The **Red Potato** market has increased this week across the board on all FL sizes as well as 5lb Green Giant bags.

White Potatoes out of PEI are starting to wind down and will be done in the upcoming weeks. Quality has decreased significantly and could cause an abrupt end on the whites out of PEI. Be very careful on any future commitments on **White Potatoes** out of PEI.



CV TOMATOES

Beef and Cluster Tomatoes will be lower in pricing this week with nice quality from Mexico and Canada.

Vine Ripe 25lb and 20lb Tomatoes are more available from Mexico with lower pricing this week.

Roma Tomatoes are in good supply from Florida and Mexico with lower pricing this week.

Grape Tomatoes are limited with steady pricing. **Cherry Tomatoes** are in good supply with promotable volumes.

Campari Tomatoes remain promotable with steady pricing. **Zima and Wild Wonder Tomatoes** remain in good supply.

OTHER STORIES:

- **Cantaloupes** and **Honeydew** are in steady supply and pricing this week.

- There are good promotable supplies of all **Celery** sizes from Oxnard, CA. Quality is nice and pricing is steady to lower.

- Promotable volumes are available on **Green Zuc-**

chini from Mexico. Pricing will be steady to lower. **Yellow Squash** is limited. All **Hard Squash** is steady.

- **Eggplant** is limited from Mexico and Florida. Quality is decent with higher pricing this week.

- **Cabbage** supplies are about steady with lower

pricing this week. Quality is nice from Florida.

- **Sweet Corn** supplies are steady with steady pricing from Florida.

- There is good supply of **Fennel** with lower pricing this week.