



ORGANIC OUTLOOK

MARCH 31 - APRIL 7, 2017



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ORGANIC FIELD CUCUMBERS SHORT, HOTHOUSE OPPORTUNITIES

ALERT! **Organic Cucumbers** are in extremely tight supply out of Mexico at this time and prices have moved up. Quality is getting weak. Florida **Organic Cucumbers** are just coming into season, but supplies are quite limited. Expect heavy pro-rates and occasional out-of-stocks until mid-April.

Organic Hothouse Seedless Cucumbers are in excellent supply out of both Mexico and Spain. Smart retailers can take advantage with in-store special pricing and offer an alternative to the field-grown cucumbers during that supply gap.

Organic Mini Cucumbers are also in good supply out of Mexico.



OG LETTUCE

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 through the beginning of April.

Organic Romaine Lettuce is in better supply this coming week out of Florida.

Organic Red Leaf, Green Leaf, Red Butter, and Green Butter Lettuces from Florida all have excellent quality. Prices are consistent with previous weeks.

CA reports adequate 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.



OG BLUEBERRIES

New crop **Mexican** and **California Organic Blueberry** supplies continue to be very limited this week and priced high. Supplies should improve in mid-April.

Old crop **Chilean Organic Blueberry** supplies have tightened significantly and season is expected to end in April with higher pricing.

A small Florida **Organic Blueberry** crop is expected in a couple of weeks for a short period. Pricing will be high.



OG BERRIES

Organic Strawberry supplies out of Mexico and California are beginning to improve. Prices continue to ease off. Sizing is large. Time to begin promoting!

Organic Blackberries are in reasonable supply. Driscoll's product is priced higher but is very nice.

Organic Raspberry volume continues to be extremely tight and is expected to remain this way through April at the least.

Columbian **Organic GoldenBerries (Cape Gooseberries)** are in tighter supply this week due to rain. A small gap should be expected.



OG SALADS

ALERT! Organic Salad supplies are steadily improving, but quality has still remained an issues in the midst of transitioning crops. Expect random shorts and prorates to continue for the next few weeks at least on products with Arugula and Baby Spinach.



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 BROCCOLI

ALERT! Organic Broccoli is still limited in supply from California. Pricing is still on the higher side with no indication that it is coming down soon.

Organic Broccoli Crowns are in very tight supply.



OG MANGOS

Organic Ataulfo Mangos will be in promotable supply through mid-April.

Organic Tommy Atkins Mangos from Mexico remained tight this week. Many shippers were crossing fruit towards the end of this week and that should open things up over the course of the next few weeks. It will take a little while for pricing to follow.



OG HASS AVOCADOS

The **Organic Hass Avocado** market remains active and 48ct fruit continues to remain tight. Other sizes have good availability. Pricing will be trending up a bit for next week.

We will see the first shot of California fruit this week. The crop is expected to be considerably smaller this year in volume.



OG PEARS

Organic Abate, Green Bartlett, Fair Trade Green Bartlett, Red Bartlett, and Bosc Pears out of Argentina continue in good supply. Promotional opportunities are available, especially on Bartlett.

Washington **Organic Anjou Pears** have finished for the season, but a smooth transition to import fruit has happened.



OG LEMONS & LIMES

Organic Lime supplies have improved, but size and light color will continue to be an issue.

California **Organic Lemon** supplies continue to tighten with prices continuing to rise. Mexican **Organic Lemon** supply is expected to begin in early April with a very large crop expected.

California **Organic Meyer Lemons** are winding down for the season. Expect sporadic supplies until the crop ends in the next couple of weeks.



OG TOMATOES

Organic Grape Tomatoes are in good supply from both Florida and Mexico, but the Mexican market did move up some this week. Organic Gold Grape Tomatoes are limited as well.

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 and remain affordable.

Organic Roma Tomatoes prices are up out of Mexico.



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. Pricing out of Mexico is generally up but spot deals may pop up from time to time.

Organic Mini Sweet Peppers are available.



OG PINEAPPLES

Organic Pineapples are in good supply. Quality has been good and pricing is reasonable.



OG BRUSSELS SPROUTS

ALERT! Organic Brussels Sprouts are more limited in supply this week out of Mexico. Pricing has moved up. Microwave pouch bags are done for the season.



OG SWEET POTATOES

We will have nice ad pricing on **Organic Jewel** and **Garnet Sweet Potatoes** for Easter starting the second week of April.



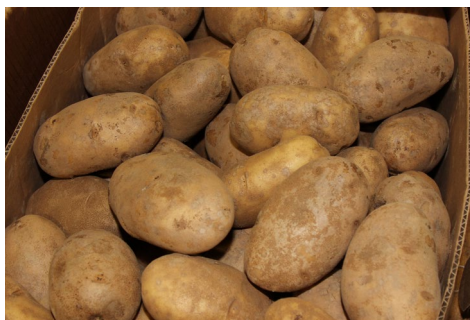
OG ONIONS

Organic Onions are starting to become more limited as we head into the month of April.

Nevada is now completely done on all Organic Color Onions, and the Pacific Northwest is becoming increasingly limited on good quality **Organic Onions**.

Organic Red Onions are done out of both regions for the most part, and **Organic Yellow Onions** are available out of CA and WA for the time being, but are becoming increasingly more limited.

We will have **Organic Red** and **White Onions** out of Mexico, but the market is expected to jump on these products in April as demand will likely increase to these onions.



OG POTATOES

As we head further into the storage season for **Organic Russet Potatoes**, we will see prices start to increase as we head into the month of April. Quality should remain steady.

Organic Yellow Potatoes out of Manitoba, Canada will increase in price this week, and storage costs have caused the price to increase. **Organic Red** and **Yellow Potatoes** from this area should last though the month of April.

Organic Fingerling Potatoes are becoming more limited as well, but we will begin to carry a new variety called "Anya". This variety will be available in 20lb bulk boxes the first week of April.

Tasteful Selections 1-Bite Organic Potatoes will have spotty availability for the next two months due to heavy rains in Bakersfield, CA during the growing cycle.



OG CALIFORNIA CITRUS

Organic Tango and **Murcott Mandarins** are in steady supply this week.

Organic Moro Blood Oranges continue in excellent supply.

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

California rain has caused **Organic Navel Oranges** to become snug this week and some shippers have already finished for the season. Supplies are expected to be limited for the next couple of months with rising prices and small sizing.

Organic Kumquats are in extremely limited supply and are gapping this week. Limited quantities are expected until the end of the season.

OTHER STORIES:

- **ALERT! Organic Radishes** are experiencing both supply and quality issues during late March and early April. Expect out-of-stocks.
- **ALERT! Organic Cilantro** quality is sub-par right now. All growers are experiencing yellowing on leaves and general discoloration, making April a difficult time.
- **ALERT! Organic Green Beans** out of Florida are unavailable until next week and product from out west is very limited and expensive.

- **Organic Formosa Papayas** are in great supply and quality is excellent. The crop is sizing larger, averaging 10-12 per box and fruit is very promotable.
- **Organic Red Plums** out of Chile and Argentina are winding down for the season.
- The first new crop Mexican **Organic Peaches** are expected to begin in early to mid-April.
- **ALERT! Organic Cauliflower** is in limited supply, priced high, and has fair quality.



2017 Passover & Easter Merchandising Notes

PASSOVER



Passover begins April 10th, starting at sundown, and runs through Tuesday April 18th.

All foods consumed during this period must be Kosher.



Important Passover Holiday Items:

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

Take Orders Now For 50 Lb. 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 & Red Potatoes, Walnuts (in-shell and meats) Kosher for Passover dried fruits & honey

CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS?

Dole - YES	Attitude/Veg Pro - NO	Taylor Farms/Green Giant - YES
Fresh Express - YES	Olivia's State Garden - NO	organicgirl - YES
		Earthbound - NO

Easter

Easter is April 16, 2017

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 crazy business 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 CHECK LIST:

VEGETABLES:

- Asparagus and Asparagus Tips
- Green Beans
- Broccoli
- Artichokes
- Celery
- Green Cabbage
- Snow & Sugar Snap Peas
- Cole Slaw Mix
- Salad Mixes
- Mushrooms
- Cauliflower
- Baby Peeled Carrots
- Colored Peppers
- Field-Grown & Euro Cucumbers
- Garlic
- Herbs, especially Parsleys
- Shallots
- Fennel/Anise
- Broccoli Rabe
- Savoy & Red Cabbage
- Beets
- Brussels Sprouts
- Butternut & Acorn Squash
- Parsley Root & Celery Root
- Eggplant
- Leeks
- Fresh Greens
- Romaine & Leaf Lettuces
- Endive
- Escarole
- Bunched Radishes

MISCELLANEOUS:

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

HARD GOODS:

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

FRUITS:

- Golden Pineapple
- All Berries
- Kiwifruit
- Red & Green Seedless Grapes
- Cantaloupe
- Honeydew
- Mini-Seedless & Regular Watermelons
- Mandarins
- California Navel Oranges
- Lemons & Limes (essential for all seafood dishes that will be consumed through Easter)



2017 Easter Schedule

Monday 04/10/17 through Saturday 04/15/17 – Standard delivery schedule.

Easter Sunday 04/16/17 – No deliveries. Offices Closed. No voicemail or online ordering available for order revisions.

OFFICE HOURS

- **Saturday 4/15 sales office hours extended:** 8:30am to 1:30pm. 1-800-422-8384
- **Order Cut-off Deadline for Monday 4/17:** before 1:30pm on Saturday 04/15

Happy Easter!



CONVENTIONAL OUTLOOK

MARCH 31 - APRIL 7, 2017

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GREENHOUSE PRODUCE PEAK SEASON COMING



GREENHOUSE TOMATOES:

New crop Canadian Cluster Tomatoes quality is **EXCELLENT**. They are promotable with very aggressive pricing this week.

15lb **Beef Tomatoes** are in great supply, steady to lower pricing, and excellent quality from the US and Canada.

Campari (cocktail), **Blended Flavors** (mini mix snacking), and **Sun Bliss** (gold grape) **Tomatoes** are all very promotable.

Cherry Tomatoes are promotable with good supplies.

GREENHOUSE CUCUMBERS

Cello Wrapped Euro Cucumbers remain plentiful and promotable. This is a display builder deal opportunity!

12/6ct **Mini Seedless Cucumbers** are steady.

GREENHOUSE BELL PEPPERS

11lb **Red, Yellow, and Orange Pepper** quality is stellar right now. New crop Canadian product is excellent with nice sizing and steady prices.



CV STRAWBERRIES

Florida **Strawberries** are finished for the season and demand has shifted to California.

While volumes are increasing in California, pricing won't drop just yet with the increased demand, as well as the Easter pulls about to begin.

Look for pricing to hold steady the first two weeks of April. Quality is nice and berry sizing is large.



CV BERRIES

We should see supplies improve this week on both **Raspberries** and **Blackberries**. Driscoll's has started to ship their "**Season's Finest**" **Blackberries**. Ask your sales rep for more info about this amazing berry!

Florida and Mexico **Blueberry** volumes will continue to increase this week. Demand is also going to strengthen as most of the Chilean fruit should be out of the market. Look for prices to stay higher for most of April.



CV WATERMELONS

We are about a week away from Mexico really ramping up their volumes on both **Mini** and **full-size Watermelons** for early April.

Florida has just started to pick in the southern Imokalee, FL region. Strong volumes out of Florida are a few weeks away. Prices will hold steady this week but are expected to ease down as more fruit becomes available.

Now is the time to begin selling whole (each) and cut (quarters, halves by pound) as customers think spring.



CV TOMATOES

Vine Ripe and **Roma Tomatoes** (2-layers & 25 lb) are in good supply. Pricing is steady and promotable.



CV SPINACH

All **Spinaches** are in good supply.

If you haven't tried the "Ocean Mist" 12/10 oz **Spinach** yet, please ask your sales rep for a sample. This is a great item, with good shelf life and no expiration date.



CV SQUASH

Zucchini and **Yellow Squash** are plentiful from Mexico and the Southeastern US. Quality is nice, with steady to lower pricing this week.

All **Hard Squashes** are plentiful and promotable!



CV ASPARAGUS

The Mexican **Asparagus** deal is expected to wrap up this week. Look for pricing to increase quickly in April as the deals on Mexican crop finish.

California **Asparagus** has started to arrive. The price will be higher, but product should be very nice for Easter.



CV MELONS

Keep promoting **Honeydews** and **Cantaloupes** as supplies and pricing are steady this week. Central American fruit is expected to run through the end of April.

Mexico is expecting to get started the end of April or early May.



CV PEPPERS

Mini Mixed Sweet Peppers are lower in price, quality is nice, and are very promotable this week.

15lb Red Peppers are limited with steady pricing. Quality is excellent from Baja, California. Sizing is big.

Green Peppers are limited, but pricing is steady. Quality is nice from Florida.



CV CALIFORNIA CHERRIES

The **Cherry** bloom is complete throughout the state of California. Excitement is high as current projections indicate an overall normal crop with promotable volumes and great quality!

The projected start is April 24th with the "Brook" variety, followed by "Corals" on the 26th, "Tulares" on the 28th and "Bings" by May 10th.

Now all we need is Mother Nature to cooperate.



CV PINEAPPLE

Though **Pineapple** supplies have improved on fruit from Central America, demand still exceeds supplies.

Through the month of April, we will see much of the same. In May supplies will increase dramatically, especially on large fruit (mostly 5ct), and we expect some great spot deals then.



CV GRAPEFRUIT

We will be winding down on Florida and Texas **Grapefruit** as those seasons are coming to the end.

The last shipment of Florida **Grapefruit** will arrive early next week. As we sell through this fruit, we will transition into California fruit by the second week of April.



CV GREEN BEANS

Good News! **Green Beans** are plentiful this week with nice quality and lower pricing.

Pouch bag fresh bulk **Green Beans** are back in stock for the spring.



CV SWEET CORN

White, Yellow, and Bi-Color Sweet Corn is in good, peak season supply from Southern Florida.

The weather is getting warmer in the Northeast... time for **Sweet Corn!** Flavor has been good!



CV CUCUMBERS

Super Cucumbers are very limited this week, especially out of Mexico. Our main supply will be from Florida this week where quality is nice.



CV ONIONS

New crop Texas **Onions** have increase slightly in price this week, but quality continues to be very nice.

Sweet Onions will get started this week out of northern Florida and will be slightly higher in price than **Sweet Onions** out of Mexico and Texas.

With all three growing regions going at the moment, we could see some competitive pricing out of Mexico and Texas as shippers in these regions attempt to clean up before Georgia **Vidalia Onions** really get started in the middle of April.



CV LETTUCE

ALERT! **Romaine Hearts, Romaine, Iceberg, Red Leaf, and Green Leaf Lettuces** all remain limited, with **Romaine** and **Romaine Hearts** being the tightest.

Green Leaf Lettuce is getting stronger with higher pricing this week.

Iceberg Lettuce pricing will increase this week with most production from Huron, CA this week (Salinas is a few weeks away). Quality has been decent, but prices are steep.



CV HASS AVOCADOS

The **Hass Avocado** volume coming from Mexico is down significantly. With less fruit in the orchards, increased demand from other markets, and more fruit being kept in Mexico, there will be short supplies through the month of April, leading into Cinco de Mayo.

Keep in mind, Sunday April 9th begins Holy Week and many will not work that week, choking volume throughout the week.

There will be some fruit arriving this week from Chile and the Dominican Republic with Peru by the end of April or Early May. Looks like short supplies and strong prices heading into May.

OTHER STORIES:

- The count **Russet Potato** market has continued to increase by a few dollars this week. The size profile is heavy to small sizes at the moment and has caused prices to really jump. Shippers are reported that they are oversold on a daily basis.
- **Broccoli Rabe** is limited with steady to higher pricing this week. Quality is nice.
- The abundant **Brussels Sprouts** flush is over. Pricing is higher as the Mexican supply is winding down. Quality remains nice.
- **Cabbage** is plentiful from South Florida with nice quality and aggressive pricing.

- **ALERT!** **Broccoli Crowns** are in tight supply with an increase in pricing this week. East coast supply is available.
- **Cauliflower** remains limited and expensive.
- **Artichokes** remain limited with high pricing. The spring crop is not ready.
- **Celery** is steady on quality and pricing from Oxnard, CA.

