



# ORGANIC OUTLOOK

MARCH 30 - APRIL 6, 2018



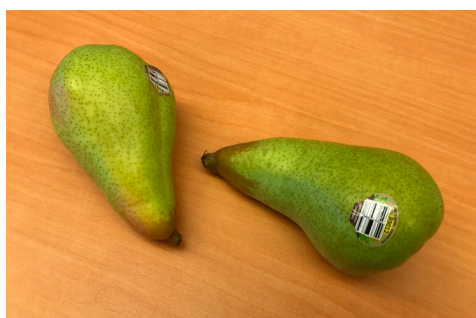
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## ORGANIC GRAPE UPDATE

South African grown **Organic Red** and **Green Seedless Grapes** and **Black Seeded Grapes** are in good supply for April in 10lb cases.

A small amount of late-season 18lb. **Organic Red Seedless Grapes** are available out of Peru.

Fresh crop **Organic Grapes** from Mexico will come into season during early to mid-May.



### OG PEARS

New crop **Organic Abate, Anjou, and Bosc Pears** have arrived from South America. Steady supplies are expected for our spring (their fall).

Import **Organic Green** and **Red Bartlett Pear** are now in excellent supply. Prices continue to come down, making the item favorable for promotion.

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



### OG BLACKBERRIES & BLUEBERRIES

Driscoll's **Organic Blackberries** continue in good supply. Flavor is excellent and sizing is larger. Prices are easing and big promotional opportunities are expected in a couple weeks.

Other brands of **Organic Blackberries** continue with steady supplies out of Mexico.

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

Chilean **Organic Blueberry** supplies are finishing for the season.

Fresh crop **Organic Blueberries** from California are currently limited due to heavy rains and cooler weather. Supplies out of both Mexico and California are expected to improve in mid-April.



### OG STRAWBERRIES & RASPBERRIES

**ALERT!** **Organic Raspberry** prices have increased sharply due to rain and cooler weather. Expect this to last for April with sporadic arrivals.

**Organic Strawberry** supplies out of all regions have been hampered by weather. Expect erratic supplies and slightly higher prices until conditions improve in mid-April.



## OG PEPPERS

**Organic Green Peppers** are in adequate supply out of Florida, but will be more limited in early April. Product out of Mexico is in good supply.

**Organic Pepper** quality out of Israel continues to be very good. Holland has started and Israel will go by the wayside soon. Mexico growers report limited supplies on all **Organic Color Peppers**, but they're still cheaper than product out of Israel and Holland. Quality is good, with a few arrival issues noted.



## OG BANANAS

Following a challenging late March, **Organic Bananas** should be in better supply in early April.

As additional containers of fruit fill the ripening pipeline, color and fill-rate should get back to normal by April 4/5.



## OG CUCUMBERS

**Organic Cucumbers** are in better supply this week out of Mexico. Pricing is down a bit. Florida growers are reporting low yields on their new plantings of **Organic Cucumbers**.

**Organic Hothouse Cucumbers** are in abundant supply out of Mexico. **Organic Mini Cucumbers** are in good supply.



## OG SPINACH

**ALERT!** **Organic Spinach** is much more limited in supply this week. Transition between growing regions has a lot to do with the limited supply this week. Prices are up.



## OG MANGOS

**Organic Mangos** are in full swing! Great deals on **Organic Tommy Atkins Mangos** from Mexico will be available. Quality has been great to start the season.

**Organic Honey (Ataulfo) Mangos** from Mexico remain in steady supply.



## OG HASS AVOCADOS

**Organic Hass Avocados** from Mexico and California are in good supply for early April. Pricing should remain steady.

48ct & 60ct **Fair Trade Organic Hass Avocados** from OKE will also be available for early April.



## OG GREEN BEANS

**Organic Green Beans** are in slightly better supply out of Mexico this week. Prices are still high.

Florida growers report quality issues in the fields and expect harvests to begin again after Easter.



## OG SQUASH

Mexico continues this week on **Organic Zucchini** and **Yellow Squash**. Prices dropped, signaling and increase in quantity.

Florida growers report abundant supplies of **Organic Zucchini**, but are more limited on **Organic Yellow Squash**.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** is more limited this week as harvests transition up north. Prices are up slightly. **Organic Broccoli Crowns** are more limited in supply.

**Organic Cauliflower** is still in tight supply out of CA. Some shippers are significantly cheaper than others, but all are showing some light discoloration.



## OG ASPARAGUS

**Organic Asparagus** supplies are abundant out of Mexico. CA has begun shipping product and will continue through April.

This is an excellent item to promote in spring displays at aggressive pricepoints.



## 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** prices are stable for now, but there's still not a lot of supply in the pipeline. Product is still loading in the south, but some epidermal peel is on some of the ribs.



## OG SALADS

**Organic Packaged Salads** should be back in supply next week with the **exception** of **Organic Baby Arugula** in the Olivia's Organic Brand.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in abundant supply out of Mexico. Quality has been very good. Prices are steady.



## OG CA CITRUS

**ALERT!** **Organic Citrus** pricing is on the rise.

**Blood Oranges, Cara Cara Oranges, Grapefruit, Murcott Mandarins, Kumquats, Minneola Tangelos, and Golden Nuggets** have all been affected by rain and cooler weather. Supplies are limited and erratic.

**Organic Navel Oranges** are becoming increasingly limited with prices on the rise, and an early end to the season is expected. **Organic Valencia Oranges** are expected to begin in the next couple of weeks.

**Organic Lemon** supplies continue to dwindle and prices are on the rise due to the rain and a gap in Mexican supply. **Organic Meyer Lemon** supplies are continuing to tighten, causing higher prices. The end of the season is just around the corner.



## 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.

**ALERT!** **Organic Round Tomatoes** are finished out of Florida. The next Lady Moon Farms Organic Tomatoes will be available in July.

## OTHER STORIES:

- **Organic Lime** supplies have tightened significantly due to the cold and rain with prices skyrocketing. Smaller fruit should be expected.

- We should be in better supply on **Organic Bananas** in early April and should really see improved supply on color fruit by the beginning to middle of next week.

- **Organic Celery** is showing some signs of blight as growers from old crop regions in the south to new crop regions in the north. Rain and cold are taking their toll.

- California growers have adequate supplies of **Organic Red, Green, and Napa Cabbage**. Florida growers are limited on both **Organic Red and Green Cabbage**. Georgia starts the first week of April.

- **Organic Eggplant** is limited out of Florida and no supply is available from Mexico.

- Good quality **Organic Kale** is in abundant supply out of California and Florida.

- **Organic Pineapple** supplies will be steady for early April. Sizing has been more limited in 7ct & 8ct fruit.

- The first import **Organic Gala Apples** have arrived. Steady supplies are expected with predominately larger fruit to fill the shortage in Washington.



# CONVENTIONAL OUTLOOK

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## FLORIDA SWEET CORN OUTLOOK



### EARLY APRIL:

**ALERT!** Spring crop Florida **Sweet Corn** will be very tight during the first week or two of April as growers have run into a gap in production. The gap was caused due to cooler weather weeks ago.

Look for higher than usual pricing for the next week until supplies improve.

### MID-APRIL TO MAY:

New plantings will be coming on strong out of Florida from mid-April on. Stay tuned for updates as **Sweet Corn** comes back into peak season with excellent volume!



### CV STRAWBERRIES

After a frustrating week of no **Strawberry** supplies leading up to Easter, things should start to get back to normal for the beginning of April.

The quality concerns and supply shortages caused by rain and cold should be finished, but it is going to take some time to refill the pipeline.



### CV BLUEBERRIES

Florida & California **Blueberries** are expected to be available in limited volumes this week. **Blueberries** from Mexico are steady with excellent quality from Driscoll's. Pricing will firm up during this transition from Chile to domestic and Mexico.

Chilean **Blueberries** will be ending in early April.



### CV TOMATOES

**2-Layer Vine Ripe Tomatoes** are in steady supply and most growers have been harvesting mostly XLG fruit. We'll have solid supplies on **4x4** and **4x5 Tomatoes** all week.

**Grape Tomatoes** will be a solid item to promote this upcoming week. Growing conditions have been ideal in Florida, and growers are in a flush of product at the current time.



## CV GREEN PEPPERS

**Green Peppers** are in lighter supply right now out of Florida, and pricing will remain higher for this upcoming week.



## CV HOTHOUSE PEPPERS

**Hothouse Red, Yellow, and Orange Peppers** from Canada are in excellent supply as this crop has just begun. These new crop peppers are beautiful for the first of the season.



## CV LETTUCE

The **Lettuce** transition out of the desert will be complete in early April. Quality in the new fields are already showing improvement.

Prices will remain high this week but will start to come down as more product hits the market.



## CV MELONS

**Cantaloupes** and **Honeydews** are expected to be available in larger sizes this week. Off-shore growers started harvesting new fields which is causing the shortage of smaller size melons.

Prices are expected to ease down following the Easter demand.



## CV CAULIFLOWER

**Cauliflower** supplies are expected to improve as shippers transition out of the desert. Look for prices to start easing down following Easter demand and better volume.



## CV BROCCOLI

**Broccoli** will be promotable this week as good supplies are expected across all growing regions.



## CV CUCUMBERS

Canadian growers are in a complete flush right now on all **Euro** and **Mini Seedless Cucumbers**. Pricing is extremely promotable. All of the **Mini Seedless Cucumbers** are packed on trays at this time. Quality is excellent on both items.



## CV WATERMELONS

The first Florida **Watermelons** of the year have arrived. Volume will increase in April. Mexican production is also increasing.



## CV SQUASH

**Zucchini** and **Yellow Squash** out of Mexico and Florida are in excellent supply. This week will be a great time to promote. Quality out of both regions has been very nice.



## CV ONIONS

Demand in the **Onion** market remains light but has seen some pick-up in the weeks before Easter. Supplies are available out of most storage areas as well as Mexico.

Looking ahead, Georgia **Vidalia Sweet Onions** will begin shipping on April 20, but will really ramp up by May.



## CV GRAPEFRUIT & LEMONS

**Grapefruit** will transition out of Texas and into new crop California fruit the first week of April.

The **Lemon** market is steady and quality is very nice on choice and fancy fruit, and showing no signs of dryness.



## CV MINNEOLA TANGELOS

**Minneola Tangelos** will start to wind down with some growers done but should run through the third or fourth week of April. The eating quality and flavor is off the charts.

