

MARKET NEWS ORGANIC OUTLOOK

ORGANIC STRAWBERRIES RAMPING UP

Driscoll's **Organic Strawberry** supply continues to improve. Expect steady supplies with improving quality. April should see better fill-rates and price points, followed by profitability in June.

Other brands of **Organic Strawberries** are very limited this week due to continued quality issues, but are expected to improve in mid-April.

Non-Driscoll's **Organic Blackberries** to be steady in supplies and pricing. Driscoll's **Organic Blackberry** volume will improve in mid-April and prices will likely drop then.

Driscoll's **Organic Raspberry** supplies did not increase as expected during late March and prices remain higher. Expect this to continue for early April. Other brands continue to be firm, but steady.

ALERT! Driscoll's **Organic Blueberries** have transitioned over to Mexican and California fruit. Prices have increased sharply. Driscoll's fruit is the large, delicious proprietary varieties. Old crop **Organic Blueberries** from Chile will finish by the beginning of April and quality is fair.



OG HASS AVOCADOS

ALERT! The **Organic Hass Avocado** market continues to see sharp increases in price as availability and harvest yields are down from Mexico.

Growers are also intentionally slowing down harvests to drive pricing up. The cost increases have been almost daily during the end of March.

Unfortunately, this higher cost trend is expected to last through April and into May. Stay tuned for more info.



OG TOMATOES

Organic Hothouse Beefsteak and Cluster Tomatoes are very promotable this week from Canada. Quality and sizing have been excellent. Quality continues to be outstanding.

Organic Grape Tomatoes are very promotable this week from Lady Moon farms! The premium Florida grower is experiencing a flush and are promoting their premium **Organic Grape Tomatoes** this week.

Organic Roma Tomato prices are coming down a bit this week. Supplies are steady with good quality coming out of Mexico.

Organic Heirloom Tomatoes will also start again this week. Quality will be good with tighter supplies to start out as fields are slowly harvesting.



OG SQUASH

Organic Green Zucchini and Yellow Squash will be very promotable this week from Lady Moon Farms. This flush should last no longer than early April, but now is the time to promote. Quality is excellent.

Organic Acorn and Spaghetti Squash are now available. We've loaded a few pallets of each now that it's started again for the spring season. Volumes will gradually increase over the next couple weeks.

Organic Delicata and Kabocha Squash are just around the corner.



OG KALE

Organic Green and **Lacinato Kale** are in excellent supply from Lady Moon Farms in Florida.

This is a great time to promote Florida **Organic Kale**, as California supplies are more limited. Quality from Lady Moon is beautiful.



OG CAULIFLOWER

Organic Cauliflower is in better supply this week; however, growers are stating that we'll head into another gap for early to mid-April. Look for pricing to increase slightly, but this should be temporary. Quality has been nice.



OG CUCUMBERS

Organic Cucumbers are in excellent supply from Mexico, and now is a great time to promote. We'll have plentiful supplies on all 22lb 36ct, along with 12 ct **Organic Seedless Cucumbers**. Quality has been really nice.



OG ASPARAGUS

Organic Asparagus prices will be coming up a bit this week as shippers and growers prepare the upcoming Easter Holiday. Volume and quality however still remain promotable.



OG WATERMELONS

Organic Mini Watermelons will be back in-stock this week. New fields from Mexico began to harvest after much delay due to weather issues. Quality will be strong on this new crop!



OG BROCCOLI

Organic Broccoli is tighter this week as supplies are lighter than expected. There are still growers harvesting the last of the crop in Yuma, AZ, but the majority of growers are just not ready in Salinas, CA.

Quality has been very nice on both crowns and 14's.



OG APPLES

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

Organic Braeburn, Envy, Gold Delicious, Honeycrisp, and **Opal Apples** are winding down for the season and are expected to finish in early April.

Organic Fuji, Granny Smith, Jazz, Kanzi, Kiku, 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 through April as we begin to move into imports in early May.



OG GRAPES

South African **Organic Red "Sweet Celebration"** and **Black Seedless "Melody" Grapes** are back in firm but steady supply.

South African **Organic Green Seedless** and **Black Seeded Grapes** are finished for the season.

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



OG PEARS

Argentinean **Organic Green Bartlett** and **Red Bartlett Pears** have arrived with excellent quality and supply. Some significant promotional opportunities on green of all sizes!

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

Washington **Organic Red Anjou, Green Anjou,** and **Bosc Pears** are in steady supply this week with the season expected to wrap up for good in mid-April.



OG GRAPEFRUIT

Organic Grapefruit continues in excellent supply with promotional opportunities available.



OG PINEAPPLES

Organic Pineapple quality is excellent. Supplies, however, are expected to tighten through Easter. Expect pricing to increase as supplies decrease.



OG LEMONS

Organic Lemons out of California and Mexico continue in excellent supplies and quality. **Organic Meyer Lemons** are finished for the season.



OG MANGOS

Organic Ataulfo "Honey" Mangos should be in good availability for next week as Tommy Atkins volume will take pressure off of the demand for its "yellow skinned" counterpart.

Organic Round Mangos from Mexico are finally starting to make a breakthrough in availability as the pipeline is slowly filling. **Organic Tommy Atkins Mangos** quality so far from Mexico has been good.



OG PEPPERS

Organic Colored Bell Peppers are now finished from Israel for the season. The first inbound from Holland is here and quality is excellent for new crop **Organic Peppers**. Pricing will be slightly higher as we make this transition, but we'll have value opportunities on **Organic Red Peppers** from Mexico as well.

Organic Green Peppers continue to in extremely short supply from the west. We have plenty of supply from Lady Moon Farms in Florida going forward.

Organic Mini Sweet Peppers are tighter this week as supplies are beginning to drop for the season. One of the main growers from Mexico is now finished for the season. Look for pricing to increase into next week, but quality has been solid.



OG POTATOES & ONIONS

ALERT! **Organic Gold Potatoes** continue to be in extremely tight supply this week. We expect to see a gap in supply during April until California new crop **Organic Potatoes** start. It will be until the beginning of April until the start of desert grown **Organic Red** and **Gold Potatoes** out of California – price will spike upwards at that time.

Storage **Organic Red** and **Yellow Onions** will continue for the next couple weeks and we shouldn't see any gaps in supply on that product.

ALERT! We will see a gap on **Organic Sweet Onions** for a few weeks until supply get started out of Georgia.



OG SALADS

There is cautious optimism for **Organic Salads** next week as **Organic Baby Arugula** availability and quality has improved. In general, early April would be pretty safe with shorts and out of stocks in all organic value added lines.

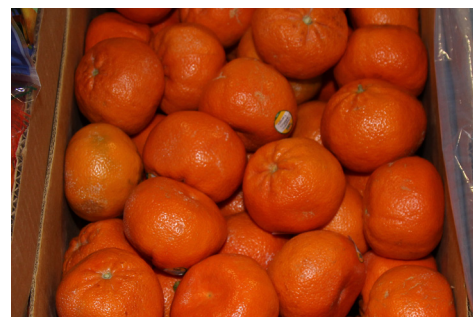


OG ORANGES

Organic Blood and **Cara Cara Oranges** are in excellent supply.

Organic Navel Oranges also have great volume in the supply chain, but with most shippers finished for the season, prices are on the rise.

The transition to **Organic Valencia Oranges** is expected in early April.



OG MANDARINS

Organic Murcott and **Tango Mandarins** are available in bulk and bags. Organic. **Golden Nugget Mandarins** are in excellent supply.

Organic Minneola Tangelos are gapping but expected to return for April.



NATURIBE ORGANIC BLUEBERRY DISPLAY CONTEST WINNERS!

From February 4th to March 4th we ran our organic blueberry display contest in a partnership with Naturipe. We had some incredible entries with fantastic displays. Thank you to everyone who helped participate in this event. Check out the winners below!

LARGEST DISPLAY

River Valley Co-op - Northampton, MA	Mother Earth - Kingston, NY	Crop's Marketplace - Downingtown, PA

BEST DESIGN

Dutch-Way Market - Myerstown, PA	Brattleboro Food Co-op - Brattleboro, VT	Silver Spring Food Co-op - Takoma, MD

MOST CREATIVE

Fiddleheads Food Co-op - New London, CT	Burkholders Country Market - Spring Mills, PA	Weavers Way Co-op - Ambler, PA





OCEAN MIST ARTICHOKE DISPLAY CONTEST WINNERS!

From February 11th to March 3rd we ran our jumbo artichoke promotion contest in a partnership with Ocean Mist Farms. We had some incredible entries with fantastic displays. Thank you to everyone who helped participate in this event. Check out the top five winners below!



Lexington Co-op - Buffalo, NY



Honest Weight Food Co-op - Albany, NY



River Valley Co-op - Northampton, MA



Brattleboro Food Co-op - Brattleboro, VT



Caravia Fresh Foods - South Abington, PA

Check out some of the other displays below!





CONTEST WINNERS!

VINTAGE SWEETS HEIRLOOM NAVEL ORANGES

From February 11th to March 1st we ran our heirloom navel orange display contest in a partnership with Vintage Sweets. We had some incredible entries with fantastic displays. Thank you to everyone who helped participate in this event. Check out the top winners below!



Honest Weight Food Co-op - Albany, NY



Kennie's Market - Gettysburg, PA



Greenbelt Co-op Supermarket - Greenbelt, MD



Mussers - Lebanon, PA

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MARKET NEWS CONVENTIONAL OUTLOOK

GREENHOUSE VEGETABLE SEASON

Greenhouses across the Great Lakes region in the US and Canada are ramping up their new crop production for 2019. April will be an excellent time to promote greenhouse grown vegetables and tomatoes.

Canada's new crop **European Seedless Cucumbers** are promotable for early April at deep discounts. Prices will stabilize for peak season volume for the rest of the month.

Tray pack **Mini Seedless Cucumbers** have gone up in price a bit for early April due to the cloudy weather but should return to promotability in late April.

Campari Tomatoes are very promotable this week. Crops from Texas and Canada are flushing at the same time, leading to very promotable markets.

Cluster Tomatoes are in excellent quality from Canadian and USA Greenhouses. **Beefsteak Tomatoes** are also still promotable this week with fair pricing and great quality.



CV RASPBERRIES & BLACKBERRIES

Raspberries and **Blackberries** will be promotable for the entire month of April from Driscoll's. Now is the time to promote both.

The **Blackberries** in particular have excellent flavor at this time. Yum! In prior years, Driscoll's had packed some of their special varieties in the "Season's Finest" brand, however this year they plan to put that fruit into their regular Driscoll's **Blackberries** packs.



CV STRAWBERRIES & BLUEBERRIES

ALERT! Strawberries will be in short supply for the end of March and the first week of April at higher than usual prices. However, harvests are set to ramp up throughout the month.

We're switching to California fruit as Florida is now finished for the season and Mexico is winding down. Look for great quality on this new California crop.

ALERT! Blueberries will continue to be very tight for the beginning of April. Volume from Mexico is still limited, and Florida is still a few weeks away from better volume. We will have both 6 oz and pints, but prices remain expensive.



CV HASS AVOCADOS

ALERT! Hass Avocado growers in Mexico have slowed harvests down. There is less fruit available to pick but growers are taking the opportunity to pick even less, driving the market higher.

We are seeing prices nearly double of what we saw in late February, and it will go higher.

With 3 months to go before we see new crop from Mexico, there is no telling how high these prices could go. Stay tuned.



CV ASPARAGUS

Asparagus will remain promotable through this week. Optimal growing conditions have crops still flushing. Prices will start to come up in the beginning of April as growers and shippers prepare for the Easter pull in the coming weeks.



CV SWEET CORN

Bi-Color Sweet Corn is ready to promote for the spring season. Florida remains in excellent supply with great quality. Don't get caught short on a beautiful day!

White Sweet Corn has been planted in lighter volume, but we'll carry it in **Yellow** when it's available.



CV ARTICHOKES

Larger sized (12/18ct) **Artichokes** are in steady volume from Salinas, CA. Some product will show some minor frost damage, but quality is excellent.



CV PINEAPPLES

ALERT! The major players are very short on **Pineapples**. Going into Easter, demand is very strong but volume coming from Costa Rico is down with some vendors losing up to 50 loads due to fruit being too green to ship.

Most vendors will struggle to cover their contract and add commitments for Easter. The spot market will climb with the price going up another couple of dollars for the beginning of April.



CV GRAPES

Promote **Red Seedless Grapes!** There is ample fruit far exceeding demands and prices are down even on the better varieties.

ALERT! **Green Grapes** are getting stronger and will get to be a challenge, with Mexico pushing their start date to early May due to cooler temperatures.

There still may be some **Green Grapes** by the middle of April from a grower that started planting **Grapes** in Southern Mexico. This will be their first time to harvest from this district and they will have a better idea in a couple of weeks on what production will be. This would be nice because the varieties planted are **Sweet Globes** and **Cotton Candy!**



CV WATERMELONS

New crop Florida **Watermelons** will be available this week. Supplies are short with high prices as both Texas and Mexico are short on supplies right now. Quality is excellent – continue to push your cuts with the weather getting warmer!

Mini Watermelon markets have tightened as supplies become scarce. Mexico again is having cold weather, creating a gap until Texas begins. Product will be available sporadically this week.



CV CHERRIES

Cooler weather continues up and down California, causing the start time of the **Cherry** crop to trend later. The projected start date is the end of April, with promotable volumes for Memorial Day ads. Growers are seeing good sets and uniform blooms.



CV LETTUCE

Iceberg Lettuce will start in Huron, CA the first week of April, and will also start in Salinas, CA for April. Quality is very good, but box weights are a little lighter than is typical. Prices are coming down.

Leaf Lettuce is in excellent supply in Yuma, AZ and Santa Maria, CA. A smooth transition to Salinas, CA over the next few weeks is expected.



CV CELERY

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



CV SQUASH

Green and Yellow Squash prices from Mexico are higher this week, but volume is steady.



CV CAULIFLOWER

The desert Cauliflower deal is finished, but there is promotable volume in Salinas and Santa Maria, CA. Quality is very good.



CV CUCUMBERS

Florida has started on Cucumbers. Volume and quality are excellent.



CV PEPPERS

Colored Bell Pepper markets are active. Canadian and Mexican volume is decent, but healthy demand is holding markets a higher level than expected.

Green Bell Peppers are steady out of Florida. Acreage is down significantly compared to previous years, which will keep prices elevated.



CV POTATOES

New crop Potatoes are in full swing out of Florida. Yellow and White Potatoes are in more limited supply, while Red Potatoes are in good supply.

The Russet Potato market remains steady with some pricing increases on the larger sized Russet Potatoes. Movement of product from all shipping regions remains slow.

Bagged White Potatoes are still in excellent quality and supply out of NY.



CV TOMATOES

Roma Tomatoes are very promotable again from Mexico and Florida. Markets are very weak as a recent flush moves through the pipeline. Quality is excellent.

Round Tomatoes are also very promotable this week. Markets are flooded from Mexico and Florida. Sizing and quality have been very good from both regions.

Grape Tomatoes remain promotable as well this week. Quality is strong while markets are flush.



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