



ORGANIC OUTLOOK

APRIL 7 - APRIL 14, 2017



WWW.FSPRODUCE.COM 35 LB

ORGANIC WATERMELON OUTLOOK

Organic Mini Seedless Watermelons started this week in a limited way. Volumes should increase during mid-April.

Pricing will hold steady until more fruit becomes available, though there may be some better price-points on smalls - 11 ct or 12 ct.

Full size **Organic Seedless Watermelons** are going to start out of Mexico in very small way later in April. Supplies should be more promotable headed into May.



OG BROCCOLI & CAULIFLOWER

ALERT! **Organic Broccoli** is in very limited supply out of CA. Pricing is extremely expensive and there's no indication that it is coming down until new fields start in later April. Quality is fair to weak.

Organic Broccoli Crowns are in very tight supply.

ALERT! **Organic Cauliflower** remains in limited supply for April. Prices are way up and there may be supply gaps.

Although there have been some nice, warmer days in the Northern CA harvest areas, and some growth is reported, this commodity could be highly priced and limited until early May. Quality was somewhat better this week.



OG BERRIES

Organic Blackberry supplies are improving and so is flavor. Promotional opportunities are available for April and into May.

Organic Strawberry supplies out of Mexico and California are beginning to improve. Prices continue to ease.

Mexican and California **Organic Blueberry** supplies continue to be very limited this week with very high prices. Supplies are expected to improve in late April. Chilean Organic Blueberry supplies are finished for the season.

Florida **Organic Blueberry** crop has begun with limited fruit and high prices. They are expecting the crop to last until early May.

ALERT! **Organic Raspberry** volume continues to be extremely tight and is expected to remain this way through April.



OG LETTUCE

Organic Lettuce from Lady Moon Farms in Florida is more limited this week, particularly on **Organic Romaine** and **Red Leaf**. **Organic Green Leaf Lettuce** is in adequate supply. **Organic Red** and **Green Butter Lettuces** are in limited supply.

ALERT! Harvests should finish up in mid April from Florida. Georgia is expected to begin in mid to late April on all **Organic Lettuces**. A gap between Florida and Georgia is expected. We will have to rely on the very limited product that's available from CA, and the quality has been weak. CA **Organic Lettuce** is not expected to improve on quality or availability until late April or early May.

ALERT! **Organic Romaine Heart** markets are much tighter this week as less supply is available. Quality has been ok to good. Markets are expected to be very tight through the end of April.



OG CUCUMBERS

Organic Hothouse Cucumbers are in abundant supply out of Mexico. This is the best time of the year to promote.

Organic Cucumbers are in adequate supply right now out of Mexico. Expect prices to moderate in mid-April. Florida has started with a strong harvest and product is in decent supply as of now.



OG PEARS

Organic Abate Fetel, Green Bartlett, and Red Bartlett Pears out of Argentina continue in good supply. Some promotional opportunities are available.

Organic Bosc Pears are gapping, but new arrivals are expected closer to Easter in larger sizes only.



OG GREEN BEANS

ALERT! **Organic Green Beans** from CA, AZ, and Mexico are in light supply. Quality is fair.

Product from Florida is still unavailable.

Washed & Trimmed Microwave Pack **Organic Green Beans** are in an out-of-stock or pro-rate situation for mid-April due to quality issues.



OG HASS AVOCADOS

The **Organic Hass Avocado** market remains active and 48ct fruit continues to remain a bit tight. Other sizes have good availability.

Pricing will be going up for the 2nd week in a row. More California fruit will be available in 48ct sizing this week as Mexican availability continues to be volatile.



OG GREENS

These **Organic Greens** are in good supply out of Florida: **Organic Red Kale, Chard (Red, Green, & Rainbow), Collards, Green Kale, Green Dandelion, and Parsleys.** **Organic Lacinato Kale and Fennel** are more limited in supply.

California is alternately supplied or not supplied at all, depending on what has enough size in the fields to harvest.



OG MINI POTATOES

We are back in better supply this week on **Tasteful Selection Organic Mini Potatoes.**

Availability could still be spotty in the next couple weeks but we have had two solid weeks of arrivals to build up some current inventory.



OG SALADS

ALERT! **Organic Salad** quality remains an issue as growers transition crops from southern desert regions back up north.

Excessive rain in the north prevented many growers from getting their crops into ground in time, which means we are in for a challenging beginning of the 2nd quarter for value added salads.



OG SQUASH

Supplies of **Organic Yellow** and **Zucchini Squash** are in good supply out of Mexico this week. Some deals are available.

Organic Zucchini from Florida is in excellent supply and quality at this time.

Organic Yellow Squash out of Florida is more limited in supply.



OG ONIONS

Organic Yellow Onions are in decent supply this week. **Organic Red White Onions** continue to be limited this week. Expect the pricing on all three colors to increase over the next few weeks.

Organic Sweet Onions out of Washington are now completely done and we will see a one week gap in supply until Florida flat **Organic Sweet Onions** become available. **Organic Vidalia Onions** begin in May.



OG ROMA TOMATOES

ALERT! **Organic Roma Tomatoes** have finished from Florida. No Mexican product is available this week. This supply gap may continue until the end of April when Mexico begins harvesting again.



OG RHUBARB

NEW! **Organic Rhubarb** is now available out of Washington and Oregon. Good supplies will be available until early May. Pennsylvania should start towards the end of April.



OG ASPARAGUS

Organic Asparagus production has slowed due to rain. Some shippers are experiencing quality issues. Pricing is on the rise for mid-April and beyond.



OG APPLES

Storage crop Washington **Organic Gala Apples** are in good supply. New crop Argentinian product is available, so expect pricing to remain relatively promotable. The import crop is good on large fruit, but smaller fruit will be tighter.

Washington **Organic Gold** and **Granny Smith Apples** are expected to wrap up for the season in mid to late April. Import product is expected to be limited this season with extremely high prices, beginning with first arrivals in late April.

Washington **Organic Pink Lady Apples** are expected to continue for the next couple of months in firm supply with elevated prices.

Washington **Organic Cameo, Fuji, Opal, and Red Delicious Apples** are expected to continue for the next 4-5 weeks but expect prices to rise with sporadic packing.



OG TOMATOES

Organic Cluster Tomatoes are in abundant supply out of Mexico and PA. It's a good time to promote!

Organic Round Tomatoes are finished for the time being out of Florida. Mexico reports increased supplies of **Organic Hothouse Tomatoes**, but now 20lb packs are available at this time. **Organic Tasti Lee Tomatoes** are in limited supply from Mexico.

Organic Cherry Tomatoes are in good supply from Florida at this time. Pricing is steady. Mexico has had good supplies, but now less product is available to load. Organic Rainbow Cherry Tomatoes are in good supply out of Florida.

Organic Grape Tomatoes are in good supply out of both Florida and Mexico. Mexico prices did more up this week. It's a good time to promote the **Florida Organic Grape Tomatoes**.



OG CITRUS

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

Organic Cara Cara Orange supplies continue to be very limited this week with prices on the rise.

Organic Navel Oranges continue to tighten up a bit this week. Some shippers have already finished for the season. Limited supplies should be expected for the next couple of months with rising prices. Smaller sizes will prevail.

Organic Golden Nuggets continue with some of the best tasting fruit of the season. Make sure to grab these before they disappear in the next few weeks!

OTHER STORIES:

- **Organic Broccoli Rabe** is in adequate supply out of CA. Pricing in steady.
- **Organic Formosa Papayas** are in good supplies. Pricing is trending up for next week as product as tightened just a bit. Quality continues to be excellent.
- **Organic Lime** supply has improved again, but size and color will continue to be an issue. Prices are coming off slowly.

- California **Organic Grapefruit** supplies are much tighter now that the Mexican crop has wrapped up. Expect some fruit with lighter flesh.
- **Organic Tommy Atkins Mangoes** from Mexico are starting to open up just a bit. **Organic Ataulfo Mangoes** will be in steady supply over the next few weeks.
- **Organic Pineapples** are in great supply. Quality and pricing are good.

- **Organic Kumquats** continue in extremely limited supply and are gapping this week. Limited quantities are expected until the end of the season in the next couple of weeks.
- **Organic Minneola Tangelos** are here now will finish up by mid-April.

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
- White & Russet Potatoes
- Sweet 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.

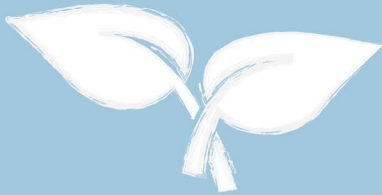
Easter Sunday 04/16/17 – No deliveries. Offices **CLOSED**. No voicemail or online ordering available for order revisions.

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!

EARTH DAY



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

HELP US MAKE A DIFFERENCE BY
SUPPORTING SUSTAINABLE AGRICULTURE!



\$.25/cs (on ALL Organic cases sold)



\$1.00/cs (on Lady Moon Farms products sold by Four Seasons Produce)



\$.50/cs (on Mother Earth Mushrooms products sold by Four Seasons Produce)



= \$\$\$\$ for PASA

For more information on PASA, check out their website www.pasafarming.org and follow Four Seasons online for fun & informational posts!



facebook.com/fourseasonsproduce



[@fsproduce](https://twitter.com/fsproduce)

If your store would like to consider other ways to contribute & participate in this event, contact Lauren Smith at PASA:

Lauren Smith

Director of Development

Pennsylvania Association for Sustainable Agriculture PASA

Millheim, Centre County, Pennsylvania

(814) 349-9856, ext 22



CONVENTIONAL OUTLOOK

APRIL 7 - APRIL 14, 2017

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MAJOR GAPS ON VEGETABLES THIS APRIL



ALERT! Mid-April is going to be an extremely challenging time on **Romaine Hearts, Iceberg, Green Leaf, Red Leaf, and Romaine Lettuce**. Some shippers are simply out of product for a week to two weeks. Growers are reporting a dismal outlook on these crops though mid-May.

Quality has been decent on the little product being harvested, but supplies are just not there. There may be out-of-stocks from day to day on any of these items. The extreme pricing will be going higher and we are looking at least another two to three weeks of tight supplies - it could go longer.

Cauliflower is in extremely short supply and costs have skyrocketed.

Broccoli and **Broccoli Crowns** are very tight. Pricing will be higher this week.

WHY? These total harvest gaps are due to delays in planting fields in the Salinas, CA during this February and March's heavy rains.



CV BERRIES

Driscoll's "Season's Finest" **Blackberries** are in stock for promotion during April!

Raspberries are not yet abundant but the supply situation should improve during mid to late April.

Strawberry volume out of California will continue to increase this week. We will see increased demand due to Easter, but we don't expect any supply challenges.

Florida and Mexico will be in better supply on **Blueberries**. Prices are expected to be lower as demand slowed due to higher retail price-points in early April.



CV PEPPERS

Mini Mixed Sweet Pepper supplies are flush with steady pricing this week and nice quality.

Jumbo and **XLG Green Peppers** are somewhat limited with an up-tick in pricing.

15lb Red Peppers are more plentiful with lower pricing this week. Time to promote these beauties!

Supplies of **11lb Red, Yellow, and Orange Peppers** are more plentiful out of Canadian hothouses with lower pricing this week.



CV TOMATOES

Grape Tomatoes are more limited with an up-tick in pricing. Quality is outstanding from greenhouse production.

Cherry, Campari, and Blended Favor Tomatoes are promotable and priced well.

15lb Beef and **Cluster Tomatoes** are steady and promotable.

Vine Ripe 2-Layer, 25lb Tomatoes, and Roma Tomatoes are more limited and higher priced.



CV GREEN ONIONS

Green Onions are in good supply with steady pricing. Quality has been nice.



CV ARTICHOKES

Artichokes are still limited heading into Easter. Pricing will be steady to higher.



CV GREEN BEANS

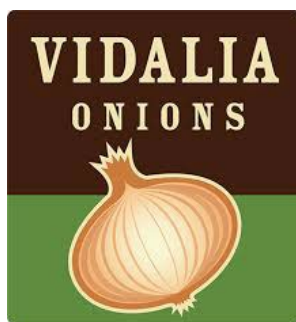
Green Bean quality is very nice and demand is good heading into Easter. Pricing will be steady to higher versus this week.



CV SQUASH

Zucchini and **Yellow Squash** are moving this week and pricing is in an up-tick.

All **Hard Squashes** are tighter with an up-tick in pricing.



CV ONIONS

We will see our first arrival of **Vidalia Sweet Onions** on Thursday 4/13. This will be a great item to promote!

New crop Texas **Onions** have increased slightly in price again this week but quality continues to be very nice. We could see the Texas **Onion** market increase again as good quality supplies appear to be more limited.



CV CUCUMBERS

Cucumbers are limited from Mexico. Our main supply will be from Florida this week, which are limited as well, but more supply than Mexico. Pricing will be steady to higher.

Cello Wrapped Cucumbers are still plentiful, but off the floor price-wise, although still very reasonable.



CV BRUSSELS SPROUTS

Brussels Sprouts are very nice quality right now, but supplies are going down even though Easter demand is kicking in. Pricing will be higher this week.



CV WATERMELONS

Look for Florida and Mexico **Watermelon** volumes to increase this week and continue to get better over the coming weeks.

Get ready to build your bin displays as the warm weather approaches. Flavor and quality has been good so far on this new crop fruit!



CV POTATOES

We have seen some very nice quality on **White Potatoes** out of Maine in a Dole label and they are priced at an advantage over **Green Giant White Potatoes**.



CV EGGPLANT

Eggplant quality remains very nice. Pricing will be higher this week as industry demand has increased.



CV SWEET CORN

Florida spring crop **Sweet Corn** supplies and pricing are steady with very nice quality right now.



CV CABBAGE

Cabbage supplies and pricing are steady with very nice quality right now.



CV ASPARAGUS

Mexico will finish up this week on **Asparagus** and demand will shift to California and Peru.

California acreage is not large enough to cover all of the demand. Prices are up and will go higher this week headed toward Easter.

Most case packs will transition back to all 11lb with the volume decrease.



CV GREEN GRAPES

ALERT! Green Grape prices continue to climb on better quality fruit as storage lots from Chile dwindle.

There are cheap **Green Grapes**, but the quality is fair to poor.



CV RED GRAPES

Red Grapes (Crimson variety) have been arriving in nice shape with good color and crunch, and the sugars are starting to reflect the middle of the harvest.

The best **Red Grapes** have been the "Sweet Celebration" which are winding down and the "Timco" **Red Grapes** now in better supplies. These are more money, but with the size and color, they are well worth it.

