



# ORGANIC OUTLOOK

APRIL 6 - APRIL 13, 2018



WWW.FSPRODUCE.COM 11 LB

## ORGANIC ASPARAGUS PROMOTABLE

Great news for stores looking to promote a seasonal hit.

**Organic Asparagus** supplies are abundant out of Mexico. Prices continue at historic lows.

California grower will also be shipping good volumes through April, making this first month of spring the best time of the year to promote!



### OG MANGOS

**Organic Honey (Ataulfo) Mangos** from Mexico remain in steady supply. April is an excellent time to promote this flavorful variety!

**Organic Tommy Atkins Mangos** crossing from Mexico came to a screeching halt during Easter week, causing supply gaps across the country. The ripple effect of trucks not crossing has caused vendors to be out of stock in the US.

The supply chain is expected to refill for mid-April promotions on **Organic Mangos**.



### OG BERRIES

Driscoll's **Organic Blackberries** continue in good supply with steady pricing. Other brands of **Organic Blackberries** continue with steady supplies out of Mexico.

Driscoll's **Organic Raspberry** prices have taken a steep increase due to rain and cooler weather. Expect this to last for the rest of April with sporadic arrivals. Other brands of **Organic Raspberries** are gapping for the same reasons.

**ALERT!** **Organic Strawberry** supply out of all regions cannot keep up with them demand and prices are staying elevated.

With more rain expected in California growing regions, more demand will shift to Baja, Mexico harvests for April.



### OG TOMATOES

**Organic Campari Tomatoes** are in season for April promotion.

Growers out of Mexico report abundant supplies of **Organic 2-Layer Tomatoes**.

**Organic Cluster Tomatoes** are increasing in supply and prices are beginning to drop. More volume will be available for Mid-April. **15lb Organic Hothouse Tomatoes** are in adequate supply.

**Organic Cherry, Rainbow Cherry, and Grape Tomatoes** are in good supply out of Florida. **Organic Grape Tomatoes** are abundant from Mexico with cheap prices.

**Organic Roma Tomatoes** are in adequate supply. Quality on arrival has been ok.





## OG GRAPES

South African **Organic Red and Green Seedless**, and **Black Seeded Grapes** continue in good supply this week in 10lb cases and are expected to continue until new crop out of Mexico begins in May.



## OG BANANAS

Good news! The supply chain on **Organic Bananas** is returning to normal this week and will be caught up on color fruit. Expect steady supplies and better availability of color.



## OG HASS AVOCADOS

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

**Fair Trade Organic Hass Avocados** from Equal Exchange will also be available for Mid-April in 48ct size, along with some limited supplies of 60s available.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in adequate supplies out of Mexico. Pricing has moved up now that some shippers have finished up. Good supplies are expected through Mid-April.



## OG PINEAPPLES

**Organic Pineapple** supplies will be steady in April. Sizing has been more limited in the smaller 7 and 8ct size fruit. Be sure to ask your sales associate for an excellent deal on 6ct fruit.



## OG BLUEBERRIES

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

California **Organic Blueberry** supplies are limited this week due to heavy rains and cooler weather. Supplies out of Mexico and California are expected to improve in April. Prices are higher this week out of the Oxnard, CA area.



## OG CAULIFLOWER & BROCCOLI

**Organic Broccoli** is in adequate supply this week as growers transition up north. Prices are up slightly.

**Organic Broccoli Crowns** are more limited in supply. Discoloration is an issue on product from some fields.

**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 LEMONS

**ALERT!** California **Organic Lemon** supplies continue to dwindle and prices are on the rise due to the rain and a gap in Mexican supply.

**Organic Meyer Lemons** continue but supplies are continuing to firm, causing higher prices as the end of the season is around the corner. This season is expected to wrap up later in April.



## OG CITRUS

**Organic Murcott Mandarin Blood Oranges, Cara Cara Oranges, Kumquats, Grapefruit, Minneola Tangelos, and Golden Nuggets** are limited due to rain and cooler weather in California. Prices are higher.

**ALERT!** California **Organic Navel Oranges** are becoming increasingly limited with prices on the rise as an early end to the season is expected in April. **Organic Valencia Oranges** should begin without a gap.





## OG CUCUMBERS

**Organic Cucumbers** are in better supply this week out of Mexico. Pricing is down somewhat. Florida grower are reporting low yields in their new plantings of **Organic Cucumbers**.

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



## OG PEARS

New crop import **Organic Abate, Anjou, Bartlett, Red Bartlett,** and **Bosc Pears** have arrived and steady supplies are expected.

New crop **Organic Packham Pears** are expected to begin in Mid-April.



## OG SQUASH

Florida product is abundant on **Organic Zucchini,** but more limited on **Organic Yellow Squash.**

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



## OG PEPPERS

Holland is now fully supplied on **Organic Peppers.** Mexican growers are limited on **Organic Colored Peppers,** but their product is still cheaper than Holland. Quality is good with a few arrival issues.

**Organic Green Peppers** are in adequate supply this week out of Florida, but will be more limited for Mid-April. Supplies are good out of Mexico.



## OG APPLES

New crop Argentine and Chile **Organic Gala Apples** continue in steady supply. Predominately larger fruit is expected since the remaining Washington organic storage Galas are.

Washington **Organic Golden Delicious, Honeycrisp, Piñata,** and **Pink Lady Apples** are extremely limited with high prices on all sizes.

Washington **Organic Braeburn, Cameo, Fuji, Gala, Granny Smith, Lady Alice, Pacific Rose,** and **Red Delicious Apples** are steady. Higher prices continue on larger fruit.



## OG LETTUCE

**Organic Red Butter, Green Butter, Green Leaf,** and **Romaine Lettuces** are in good supply out of Florida. Quality is excellent from Lady Moon Farms.

CA growers report good supplies of all varieties of **Organic Lettuce,** but all are showing some brown discoloration. Some aphids are reported as well in CA product.

**Organic Romaine Heart** prices are stable for now, but there's still not a lot of supply in the pipeline. Product is loading in the southern part of CA, but product still has some epidermal peel on the ribs lingering issues from the earlier cold and rain.

## OTHER STORIES:

- **ALERT:** **Organic Lime** supplies have tightened up significantly due to the cold weather and rain. Prices are skyrocketing and smaller fruit should be expected.
- Good News! **Organic Baby Arugula** is back in stock from State Garden's Olivia's brand, as well as other procedures.
- **Organic Bunch Spinach** is more limited in supply this week. Transition in growing regions has a lot to do with the limitations of supply this week. Prices are up.

- Florida growers report increasing supply of **Organic Kales** this week. **Organic Kale** is in tighter supply out of CA this week.
- **Organic Eggplant** is limited out of Florida and unavailable out of Mexico.
- **Organic Green Beans** are in slightly better supply out of Mexico this week. Prices still high. Florida is harvesting this week.

- **Organic Formosa Papayas** have been in steady supply with excellent quality. Sizing has been perfect, ranging from 12-16 per case.
- CA reports adequate supplies of **Organic Red, Green,** and **Napa Cabbage.** Florida growers report adequate supplies of **Organic Red** and **Green Cabbage.** GA will start in mid-April.



# CONVENTIONAL OUTLOOK

APRIL 6 - APRIL 13, 2018

WWW.FSPRODUCE.COM 40 LB

## VIDALIA SWEET ONION SEASON OUTLOOK



Genuine Georgia grown **Vidalia Sweet Onion** season will officially begin on April 20. This popular fresh crop onion will be available in stores for late April with peak season promotion time being May and June.

The outlook for the crop is very promising with a size profile of mostly jumbos. Mediums and larges will be packed in 3 lb and 5 lb bags.

For more information on Vidalia Sweet Onions visit [www.vidaliaonion.org](http://www.vidaliaonion.org)

During early and Mid-April fresh crop **Sweet Onions** are coming from Mexico - the Millenium 10-15 variety.



### CV ASPARAGUS

Early to Mid-April supply of fresh **Asparagus** exceeds demand so growers are lowering pricing to help move extra volume. Take advantage and push **Asparagus** in your department at reasonable prices!

Mexico will have **Asparagus** through Mid-April. California will continue with their steady supplies. Quantities out of Peru will start to increase with Mexico finishing.

There are great **Asparagus** deals this week across the board this week. This should continue into Mid-April and then adjust back to more normal levels following the end of Mexico.



### CV WATERMELONS

Fresh crop Florida **Watermelons** will be in good supply this week and continue to get better. New harvests from Mexico will also continue to increase.

Central American **Watermelons** will still be in the market for the next few weeks. Look for pricing to continue to adjust downward as volumes go up.



### CV CUCUMBERS

**Hothouse Cucumbers** are in excellent supply right now out of Canada as all growers are at peak production. Prices are rock bottom! This is also the time to promote all 12ct **Seedless** and 6 pack **Mini Seedless Cucumbers**.

**Cucumbers** are beginning to wind down for the season out of Mexico, but Florida growers are now beginning to ramp up. We will begin to make the transition into Florida this upcoming week on all **Super, Select, and Carton Cucumbers**.





## CV PEPPERS

**Hothouse Colored Bell Peppers** are in steady supply for Mid-April, but out of all colors, **Yellow Peppers** will be the most promotable. There will be opportunities to promote xlg **Yellow Hothouse Peppers** this week from Canada.

Looking forward, **Hothouse Bell Peppers** will begin to tighten as production is forecasted to drop significantly.



## CV LETTUCE

The **Lettuce** growing transition out of the desert is just about complete. We are seeing better supplies and pricing will continue to adjust down accordingly.

The rain forecasted for California could cause a slight interruption in harvest so we will keep an eye on things. If there are any issues, they won't last long.



## CV STRAWBERRIES

**ALERT!** More rain in the forecast is expected to cause some more supply issues on the **Strawberry** front.

Supplies will remain limited and prices high as demand will continue to exceed supply. Improvements in supply will come later in mid-late April. It will take some time to refill the pipeline.



## CV BLUEBERRIES

New crop Florida, Mexico, and California **Blueberry** volumes are expected to continue ramping up. Prices will ease down later in April. New crop fruit is superior quality.

Chilean **Blueberries** will hang around until Mid-April. Pricing on this fruit will be lower than domestic, but quality will be a concern.



## CV SWEET CORN

**Sweet Corn** is in much better supply this week out of Florida. Look for steady supplies moving forward on all **White, Yellow, and Bi-Color Sweet Corn**. Quality and sizing is very good.



## CV GREEN BEANS

**Green Beans** are in a complete flush at the current time from all growers in Florida, and quality is outstanding. Pricing is affordable.

This week will be an excellent time to promote **Green Beans**.



## CV BROCCOLI

Good volumes and lower pricing will make **Broccoli** a great item to promote this week.



## CV SQUASH

**Zucchini and Yellow Squash** is in excellent supply out of both Florida and Mexico. Look for promotional pricing on both items for at least Mid-April.



## CV TOMATOES

All **Tomatoes** across the board are very promotable, and will continue to be this way for the next couple weeks. We're pulling out of both Mexico and Florida, and both areas are in full production.

Growing conditions have been ideal so quality has been very nice on all **2-Layer, Roma, Grape, and Cherry Tomatoes**.





## CV POTATOES

The **Russet Potato** market has seen minimal change in the past few weeks. The country had a respectable Easter holiday ad week that provided some high pulls.

Although Idaho still has a slight surplus, most growing areas appear to be firming up on price for smaller-sized Russet Potatoes. Supplies are stable and expected to make it through the remaining storage crop season.



## CV STONE FRUIT OUTLOOK

**Cherries** are still projected to start harvesting as early as last year – April 25th. Not as much volume will be available during the first couple of weeks though.

The 2018 California **Cherry** crop is taking shape, and beginning to show us what it will produce.

For most of the early varieties including **Brooks, Corals, and Tulare's**, the overall consensus is that it is much lighter volume than last year. Lack of winter chill, and a wet March contributed to the under performance of these varieties. This will equate to less **Cherries** available during the early part of the season.



**Bing Cherries** are now all bloomed out and we can now just start seeing its crop. The earliest **Bings** were the most affected and are lighter in set. The **Bing** orchards that bloomed later are expected to have a better crop but still under last year's.

Timing is later than the last few years, with the peaks of the season being more normal. That means anticipating **Bings** really not peaking until the first week of June!

### Apricots

**Apricots** are coming on too. We should see the first by the end of April to early May.

