



ORGANIC OUTLOOK

APRIL 14 - APRIL 21, 2017



WWW.FSPRODUCE.COM 15 LB

ORGANIC TOMATO OPPORTUNITIES

Organic Hothouse Tomatoes are increasing in supply from Mexico and Canada in 15lb flats. **Organic Tasti-Lee Tomatoes** are in limited supply from Mexico.

Field grown **Organic Vine Ripe Tomatoes** are in lighter supply out of Florida and Mexico at this time.

Organic Grape Tomatoes are in good supply out of both Florida and Mexico. The Mexican market did move up some this week. It's a good time to promote Florida **Organic Grape Tomatoes** from Lady Moon Farms!

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

Organic Cherry Tomatoes are in good supply out of 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.

ALERT! Florida **Organic Roma Tomatoes** are finished and supplies out of Mexico will be limited until late April. Fill rates will be poor.



OG LETTUCE

ALERT! **Organic Lettuce** is more limited in supply out of Florida this week, particularly on **Organic Romaine** and **Red Leaf Lettuces**.

Organic Green Leaf Lettuce is in adequate supply. **Organic Red** and **Green Butter Lettuce** is in limited supply. **Organic Lettuces** will finish up harvests by mid-April in Florida.

Georgia is expected to begin in mid to late April on all **Organic Lettuces**. If there is a gap between Florida and Georgia harvests, we will have to rely on the very limited product that is available out of California, but the quality is not great at this point. CA **Organic Lettuce** is not expected to improve on quality or availability before May.

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



OG PEPPERS

Organic Green Peppers are in limited supply from Florida and Mexico. Florida in particular has not seen good yields off the plants.

Organic Red, Yellow, and Orange Peppers are in good supply out of Israel.

Organic Red Peppers are in good supply out of Mexico, but **Organic Yellow** and **Orange Peppers** are more limited. The price is up on all.

Organic Habaneros are in limited supply from Mexico.

Organic Mini Mix Peppers are back in stock.



OG BERRIES

Organic Strawberry supplies out of Mexico and California are beginning to improve. Prices continue to ease down. Now is a good time to promote!

Organic Blackberry supplies are steady with best of the season flavor and promotional opportunities available.

Mexican and California **Organic Blueberry** supplies are more limited this week with higher prices. Florida **Organic Blueberry** crops have begun with limited fruit, but are not yet promotable.

ALERT! **Organic Raspberry** volume continues to be extremely tight and is expected to remain this way for the next few weeks at the least.



OG HASS AVOCADOS

The **Organic Hass Avocado** market continues to be slightly volatile with inconsistent supplies and fruit crossings from Mexico. Pricing seems to be holding for next week with good 48ct supply.

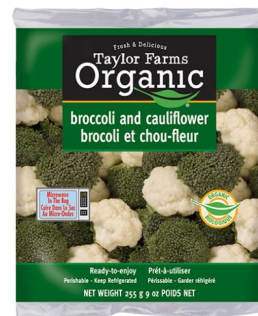
California fruit will continue to be available in 48ct sizing for next week.



OG MANGOS

Organic Tommy Atkins Mangos from Mexico are starting to open up just a bit. Look for some great deals on 1 2ct Tommy Atkins fruit in mid-April.

Organic Ataulfo Mangos will be in steady supply over the next few weeks as well.



OG CUT VEG & SALADS

ALERT! Organic Cut Veg supplies are being cut drastically due to the extreme vegetable shortages that the industry is facing right now.

Organic Salad prorates continue as well, although supplies seem to be much better than in previous weeks.



OG BROCCOLI

ALERT! Organic Broccoli is still in limited supply out of California. Prices are still on the higher side and there's no indication it is coming down soon.

Organic Broccoli Crowns are in very tight supply.



OG RHUBARB

Organic Rhubarb is now available out of Washington and Oregon, and supplies should be good until late April. Pennsylvania will also start at the end of April.



OG STONE FRUIT

The first fresh crop Mexican **Organic Yellow Peaches** of the season have arrived. Supplies are limited, but for stores with a broad selection of organic products, this is a great addition to the shelf for late April and May.

Organic Black Plums out of Chile continue in extremely limited supply.



OG SQUASH

Organic Yellow and **Green Zucchini** 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** is more limited.



CV CABBAGE

Organic Green and **Red Cabbage** is in abundant supply out of Florida.

CA reports good supplies of **Organic Green, Red,** and **Savoy Cabbage**, while **Organic Napa Cabbage** is very limited and expensive.

Florida quality is superior to California at this time.



OG CUCUMBERS

Organic Cucumbers and **Persian Cucumbers** are in adequate supply from Mexico. **Organic Hot-house Cucumbers** are abundant from Mexico.

Florida has started with strong harvests and product is in decent supply right now.



OG ASPARAGUS

Organic Asparagus is more limited in supply this week. Some shippers have dropped out due to quality issues. Pricing is up, quality appears to be consistent, and mostly larger sized now available.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are more limited in supply this week out of Mexico. Prices have moved up.



OG PINEAPPLES

Organic Pineapples are in great supply. Quality has been great and pricing will be promotable in late April.



OG CAULIFLOWER

ALERT! **Organic Cauliflower** is still in limited supply for this week, and for the foreseeable future.

Although there have been some nice, warmer days in the northern CA harvest areas and some growth is reported, this commodity could be priced very high and limited until mid to late April. Quality was somewhat better this week.



OG ONIONS

Organic Onions are becoming more limited and prices are starting to really raise as we get deeper into the month of April.

Organic Red Onion have really spiked this week and availability is extremely limited. They are expected to gap in the next few weeks until new crop short day onions start towards the beginning of May. **Organic White Onions** are also limited.

Organic Yellow Onions are in slightly better supply this week, but prices have started to increase as well as supplies are decreasing.

Organic Vidalia Onions will get started toward the middle of this week. Pricing is expected to remain steady on this item for a few weeks.



OG PEARS

Argentinian **Organic Abate** and **Anjou Pears** are now in steady supply.

Organic Green and **Red Bartlett Pears** out of Argentina are winding down. Expect firm pears with some breaking color going into May, and then expect prices to move up as we move into larger **Williams Bartlett/Packham Pears**.

Import Organic Bosc Pears have arrived in limited supply.

OTHER STORIES:

- **Organic Green Beans** are in limited supply from CA, AZ, and Mexico. Supplies are hit or miss.
- California **Organic Lemon** supplies continue to tighten with prices continuing to rise. Mexican **Organic Lemons** are set to begin in late April with a larger crop expected and high prices due to the limited domestic fruit. California **Organic Meyer Lemons** are winding down for the season. Expect sporadic supplies until the crop ends as we head into May.

- California **Organic Grapefruit** supplies have become much tighter now that the Mexican crop has finished up. Expect some fruit with lighter flesh as we get into a mix of varieties. Prices are rising.
- **Organic Lime** supplies continue to fluctuate up and down drastically with prices ticking up.
- **Organic Formosa Papayas** are in good supplies. Pricing is back up a bit as the flush of large nice fruit that was available has returned to normal supply levels. Quality continues to be excellent.

- **Organic Young Thai Coconut** supplies are back to normal levels! Expect pricing to be promotable for the rest of April with a price drop of a few dollars per case.
- **Organic Eggplant** is very limited in supply out of Mexico. Florida reports good supplies, with some skin scraping from the winds. Color is excellent.
- **Organic Broccoli Rabe** is in adequate supply out of California and pricing is steady.

NEW! OR BACK IN SEASON

ORGANIC



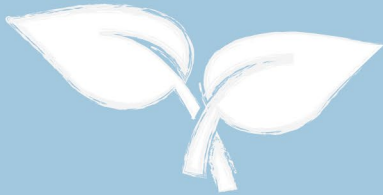
40277 - OG Bolthouse Caesar Vinaigrette Dressing	6/12 oz	43839 - OG Peach Yellow 70s Mexico	18 lb
40274 - OG Bolthouse Avocado Ranch Dressing	6/12 oz	42045 - OG Avocado Hass Fair Trade Mexican	32/36 ct
40275 - OG Bolthouse Blue Cheese Dressing	6/12 oz	43820 - OG Pineapple Gold	5 ct
40276 - OG Bolthouse Raspberry Balsamic Dressing	6/12 oz	40816 - OG Rhubarb	15 lb
42124 - OG Pear Anjou Red 80ct Argentina	40 lb	44470 - OG Tomato "Tasti-Lee"	15 lb
43285 - OG Pear Bosc 80/90ct Argentina	40 lb	40193 - OG Tomatoes "Tasti-Lee" Vine Ripe Pack	12/11lb
43193 - OG Pear Bosc 100ct Argentina	40 lb	44467 - OG Tomato Cherry Orange	12/1 pt
42125 - OG Grapes Globe Peru Clamshell	10/2 lb	41398 - OG Tomato Grape Gold	12/1 pt
43788 - OG Watermelon Bin Seedless 15# Avg	45 ct	41322 - OG Tomato Cluster PA	11 lb
43806 - OG Watermelon Bin Seedless 11# Avg	60 ct	41541 - OG Onion Vidalia	40 lb
43805 - OG Watermelon Mini Seedless 6 ct	35 lb	41540 - OG Onion Vidalia	16/3 lb
41434 - OG Watermelon Mini Seedless 8 ct	30 lb	44910 - OG Potato Fingerling "Anya"	20 lb
43780 - OG Watermelon Mini Seedless 9 ct	30 lb	44911 - OG Potato "Apache"	20 lb
43763 - OG Watermelon Mini Seedless 11 ct	32 lb		

CONVENTIONAL



05029 - CV Apples Pink Lady Eastern	12/3 lb	10840 - CV Grapes "Sweet Celebration"	18 lb
05976 - CV Apples Cameo 56ct WXF	40 lb	15648 - CV Peach Tree Ripe Florida	8 lb
05715 - CV Apples Honeycrisp 36sz USXFCY	36 lb	17615 - CV Mangos Haitian	10/12 ct
05716 - CV Apples Honeycrisp 48ct USXFCY	40 lb	03077 - CV Lettuce Romaine	10 ct
12227 - CV Grapefruit Red California Choice	56 ct	01478 - CV Leeks Bunched NJ	12 ct
12231 - CV Grapefruit Red California Choice	8/5 lb	02120 - CV Rapini NJ	24 ct
13083 - CV Lemons California	95 ct	23031 - CV Tomato VR XLG	25 lb
13042 - CV Lemons SK/Green Bee	18/2 lb	04105 - CV Onions Vidalia Jumbo	40 lb
13154 - CV Stem & Leaf Mandarin Bulk	22 lb	04166 - CV Onions Vidalia	16/3 lb

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!

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

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CONVENTIONAL OUTLOOK

APRIL 14 - APRIL 21, 2017

WWW.FSPRODUCE.COM 16/3 LB

VIDALIA ONIONS ARE HERE!



Our first arrivals of genuine Georgia **Vidalia Sweet Onions** are available in both high graphic 3lb bags as well as 40lb bulk jumbo. Quality is nice.

Pricing is at promotable levels right out of the gate, though slightly higher than the Texas Sweet Onions.

On **Yellow** and **Red Onions**, old crop product from Mexico is ending, new crop from Texas pricing is higher, and premium desert crop from California will begin in May.

White Onions are climbing in price, as supplies are no longer available from growers in Washington.

MAJOR GAPS ON VEGETABLES CONTINUE

ALERT! The week leading up to Easter has not brought any relief on the extreme **Vegetable** shortages in California. In fact, some items are even less available than last week.

April into May will remain 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. Prices are so high that some retailers are choosing to not carry select items.

Cauliflower and **Broccoli** are in extremely short supply and costs have skyrocketed.

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 SWEET CORN

White, Yellow, and Bi-Color Sweet Corn are in good supply with steady pricing.



CV LEEKS

New Jersey **Leeks** are in full swing! Quality is very nice with steady pricing.



CV BRUSSELS SPROUTS

Brussels Sprouts are limited as we transition from Mexico to Salinas, CA. Pricing will be higher this week.



CV CUCUMBERS

Cucumbers are limited overall. Mexico supplies are limited, with most supply coming from Florida right now. Pricing is steady.

12/6ct Mini Seedless Cucumbers are in good supply and promotable.

12ct Cello Wrapped Cucumbers are great to promote with aggressive pricing again this week.



CV EASTERN PEACHES

The Eastern **Peach** crop is not looking good. May is pretty much wiped out in both Georgia and South Carolina. Growers are hoping to salvage at least part of the season and expect to maybe have sporadic supplies by the middle of June.

Right now it looks like we won't see a steady supply of Eastern **Peaches** until we get into July when Pennsylvania and New Jersey begin.



CV CA STONE FRUIT

Counting down - there are two weeks until the start of California **Cherries**. Supplies will be light the last week in April, with peak volume projected by the 10th of May.

Apricots are looking to start about the same time with **Nectarines** and **Peaches** starting in May.



CV PEPPERS

15lb Red Peppers are plentiful with aggressive pricing and nice quality.

Green Peppers are limited. Mexico supplies are limited, with Florida supplies being about steady. Pricing is steady to higher this week and quality has been nice.

Mini Mixed Sweet Peppers are plentiful and promotable. **8/3ct Rainbow Bell Peppers** are a great bargain right now.



CV CUT VEG & SALAD

ALERT! Taylor Farms (Green Giant) is heavily prorating or outting **Broccoli & Cauliflower Floret** products.

ALERT! Ready Pac Chef and **Cobb Salads** may be unavailable through the end of April.

ALERT! Dole and Fresh Express are having trouble filling orders of **Iceberg** and **Romaine** based salads.



CV ASPARAGUS

California has very limited **Asparagus** acreage and New Jersey is still about two weeks away from starting. Pricing will be strong and hold there until Jersey gets rolling.

Mexico **Asparagus** is finished for the season.



CV SPINACH

4lb, 4/2.5, and 12/10oz Spinaches are in steady supply. 12/10oz Spinach is a great opportunity to promote right now due to steady supplies and pricing, and given the facet how tight other salad items are.



CV TOMATOES

Campari Tomatoes are plentiful, beautiful, and promotable.

Hothouse 15lb Beef and **Cluster Tomatoes** are in steady supply and are nice quality. Promote!

2-layer and **25lb Vine Ripe Tomatoes** have had an up-tick in pricing with nice quality.

Roma Tomatoes are more limited and have had an up-tick in pricing.

Grape Tomatoes are steady with very nice quality and are promotable.

Cherry Tomatoes are tight with higher pricing this week. Quality is nice.



CV HASS AVOCADOS

Hass Avocado supplies are lighter and prices remain elevated. This trend is expected to continue through June.



CV BLACKBERRIES

Overall, **Blackberries** are in decent supply and flavor remains good from most growers.

NOTE: Driscoll's Seasons Finest Blackberries are finishing earlier than expected and will end in late April.



CV MELONS

CANTALOUPE & HONEYDEWS

Central American **Melons** is expected to run through the end of the month, but overall numbers are declining.

Mexico has started on **Cantaloupes**, with **Honeydews** expected in late April. Prices will remain steady this week.

WATERMELONS

Mexico and Florida will be in good supply this week on **Watermelons**. Prices will be slightly lower.



CV GREEN BEANS

Green Bean quality is very nice right now. Post-Easter demand will drop, likely causing pricing to go down as well. Florida is the main supply right now.



CV BERRIES

STRAWBERRIES

Good **Strawberry** supplies are expected this week out of CA. Pricing will adjust down slightly as more fruit is available and demand has eased following the Easter pull.

Don't forget to get your pre-orders in for Mother's Day **Stem Strawberries**.

BLUEBERRIES

Florida **Blueberries** will be in good supply this week. Mexico will also have steady supplies. Look for prices to ease down as demand has come off slightly and Georgia is going to start in the next few weeks.

OTHER STORIES:

- **Collards** and **Kale** are steady in supplies, pricing, and quality.

- **Zucchini**, **Yellow Squash**, and **Hard Squashes** are steady from Mexico.

- **Eggplant** is steady in pricing and quality with from Mexico.

- **Cabbage** is in good supply from North Florida and Georgia. Pricing will be steady to lower this week with very nice quality. This is a great item to promote.

- **Artichoke** supplies are limited with steady to higher pricing this week.

- **Anise** supplies are limited with steady to higher pricing this week.

- **Green Onions** are in good supply with nice quality on both iced and iceless. Pricing will be steady to lower.