

ORGANIC MARKET NEWS



OUTLOOK FOR APRIL 21 - APRIL 28, 2016

OG CANTALOUPE OUTLOOK

Organic Cantaloupes are coming into peak season!

Mexican supplies are ramping up quickly with an arrival here to Four Seasons on 4/26. Look for promotable volumes around the beginning of May.

California growers are expecting to begin shipping their **Organic Cantaloupes** around the middle of May.



OG BERRIES

Mexican **Organic Blackberry** supplies will be steady this week. This is the only berry that is promotable right now.

California **Organic Blueberry** supplies are slowly ramping up. Expect better volume by the first week of May. Florida **Organic Blueberry** supplies remain very limited.

ALERT! **Organic Strawberry** supplies continue to be a challenge due to weather, but the outlook is bright. We expect supplies to ramp up by the beginning of May.



OG LEMONS & LIMES

California **Organic Lemon** supplies continue to decrease, causing prices to increase. Expect to see very limited supplies of 95/115ct fruit. 140/165ct fruit will be the new normal. We expect to see some Mexican fruit in late May or early June.

Organic Meyer Lemons are gapping for 1-2 weeks, but we expect a couple more sporadic arrivals before the season wraps up for good.

ALERT! **Organic Lime** supplies are extremely limited. Fruit is small and prices are on the rise.



OG CARROTS

ALERT! **Organic Carrots** are expected to be in better supply by the beginning of May. While shippers are still prorating orders this week, indications are that they will begin to fill orders at a higher percentage next week.

For this week though, **Organic Loose, Cello, and 1 lb. Baby Peeled Carrots** will remain limited.

There are **Organic Rainbow Baby Peeled Carrots** available in good supply.



OG BROCCOLI

Organic Broccoli supply will be steady this week. Prices moved up slightly, but seem to be holding for this week.

Organic Broccoli Crowns are in adequate supply out of CA.



OG HASS AVOCADOS

The **Organic Hass Avocado** market is tightening up just a bit, especially on 6Oct fruit. The season has been excellent!

Expect prices to creep upward from now until the end of the Mexican season. Supplies for Cinco de Mayo should be ample.



OG SALADS

ALERT! Due to quality issues and field transition, **Organic Salads** may hit a rough patch. There is a chance for some slight prorates and shortages from all **Organic Salad** shippers.



OG MANGOS

Organic Tommy Atkins Mangos from Mexico are finally starting to fill the pipeline. Expect prices to drop slightly as supplies catch up to demand.

Keep promoting **Organic Ataulfo Mangos** from Mexico - supplies are great!



OG CELERY

Organic Celery supply is tightening up this week out of CA. Multiple shippers are reporting smaller yields to harvest this week.

Organic Celery Hearts in particular have shot up in price, but appear to be in adequate supply.



OG PEPPERS

Organic Green Peppers out of Mexico and Florida are in good supply. Price is still holding steady. Quality has been very good.



OG CUCUMBERS

Organic Cucumbers remain abundant from Mexico. Now is a good time to promote!

Hothouse Cucumbers are in good supply out of Mexico and Spain.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts continue to be in short supply out of Mexico. Pricing is steady and the quality has been very good. Supply will only decline from here on the Mexican crop.

Maine is expected to have some **Organic Brussels Sprouts** in mid-May.



OG TOMATOES

Organic Grape, Cherry, and Rainbow Cherry Tomatoes are in abundant supply out of FL, but **Organic Gold** and **Orange Cherry Tomatoes** are limited.

Florida **Organic Tomatoes** are ramping up with light supplies available. Mexican **Organic Round Tomatoes** are in good supply.

Organic Roma Tomatoes are in abundant supply out of Mexico.



OG POTATOES

New Crop California **Organic Red** and **Gold Potatoes** are here and the quality is outstanding!

ALERT! Tasteful Selections brand of **Organic Red** and **Yellow Bagged Potatoes** will be in a 4 week gap due to freeze damage to the crop early in the growing cycle.



OG PEARS

Argentinean **Organic Abate, Anjou, Bartlett, Red Bartlett**, and **Packham Pears** are now in good supply.

Organic Forelle Pears will gap for a couple of weeks but future arrivals are expected to be limited.



OG PEACHES

The first Mexican **Organic Peaches** have arrived and look fantastic. Sporadic volumes of small fruit will prevail.

The first California **Organic Peaches** are expected in early May.



OG ONIONS

Organic Vidalia Onions are back! Our first arrival is scheduled to be here on 4/27.

Organic Yellow Onions out of Washington will last roughly one more week at which point we will transition over to California. We could potentially see a couple day gap between these two crops.

Organic Red Onions will transition this week over to new crop Argentinian product, which should last into May. New crop CA **Organic Red Onions** will get started around the middle of May. We should not see any supply gap on this item.



OG GREENS

Growers have begun planting **Organic Kale** and **Lettuce** in PA. Local season is almost here!

NOW AVAILABLE OUT OF GEORGIA:

- OG Kale
- OG Lacinato Kale
- OG Collards
- OG Bok Choy
- OG Baby Bok Choy

COMING THE BEGINNING OF MAY OUT OF GEORGIA:

- OG Red, Green, and Romaine Lettuce
- All varieties of OG Chard
- OG Red Kale
- OG Mustard
- OG Dandelion
- OG Red Baby Bok Choy
- OG Red and Green Boston Lettuce

A lot of the Organic Greens/Lettuces have finished up in Florida.



OG ORANGES

Organic Blood Oranges are wrapping up for the season. A sporadic arrival may surprise us over the next couple of weeks.

Organic Cara Cara Oranges are gapping but we do expect at least one arrival early next week.

Organic Navel Oranges are showing some strength with higher pricing and tightening supplies with a shift in size to larger fruit. Small fruit has become very tight.

OTHER STORIES:

- **Organic Zucchini** remains in decent supply out of Mexico and Florida. Quality has been very good. It's a good time to promote!

- **Organic Young Thai Coconuts** could have a slight price increase over the course of the next few weeks. Overall, supply should remain steady.

- **ALERT!** **Organic Bunch Spinach** remains very limited out of CA.

- **Organic Formosa Papaya** supplies should be steady going forward. Quality has been good.

- The first Mexican **Organic Grapes** are expected to arrive in late May. A good crop is expected if they can escape any major weather events.

- **Organic Honeydews** have come and gone. More fruit is expected in a couple of weeks.

- Ask your sales rep about **Organic Specialty Citrus** that is back in stock this week from Buck Brand:

- OG Meiwa Kumquats
- OG Pink Variegated Lemons
- OG Sweet Limes

NEW ITEMS OR BACK IN SEASON

ORGANIC

43167 - OG Apple Gold Delicious Chile	100 ct
43696 - OG Cantaloupe Mexico	12 ct
43692 - OG Cantaloupe Mexico	15 ct
43763 - OG Watermelon Mini SDLS 11ct	32 lb
44379 - OG Mango Tommy Atkins Mexico	9 ct
44190 - OG Mango Tommy Atkins Mexico	10 ct
40487 - OG Beets Chioggia	25 lb
40501 - OG Broccoli Premium	14 ct
40143 - OG Cauliflower Green	12 ct
40235 - OG Cucumber Mini	12/6 ct
40951 - OG Jicama	20 lb
41182 - OG Lettuce Romaine Cal-O	24 ct
40788- OG Peppers Mini Mix Bag	12/1 lb
40902- OG Tat Soi	14 lb
41398- OG Tomato Grape Gold	12/1 pt
41541- OG Onion Vidalia	40 lb



BUCK BRAND SPECIALTY ORGANIC CITRUS:

42075 - OG Buck Kumquat Meiwa	10 lb
43664 - OG Buck Sweet Lime Palestinian	20 lb
45357 - OG Lemons Pink Variegated	10 lb



CONVENTIONAL

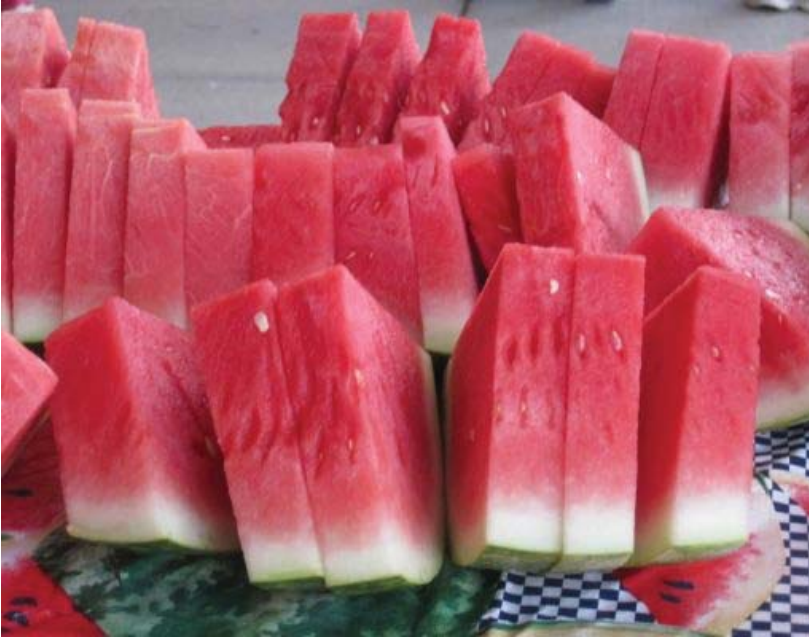
05231 - CV Apples Honeycrisp 100 ct	40 lb
13222 - CV Limes Mexico	110 ct
15012 - CV Cherries Bag 11 Row	12/1.33 lb
15014 - CV Cherries Bag 12 Row	12/1.33 lb
00485 - CV Beans Fava	28 lb
04105 - CV Onions Vidalia Jumbo	40 lb
04166 - CV Onions Vidalia	16/3 lb



CONVENTIONAL MARKET NEWS

OUTLOOK FOR APRIL 21 - APRIL 28, 2016

CV WATERMELON UPDATE



Watermelons are in steady supply this week out of Immokalee, FL and Mexico.

Demand in the Northeast should increase as the nice weather has arrived (hopefully the snow is over).

Florida growers from the Clewiston area will look to begin harvesting some time the last week of April.

Some of the Central Florida growers did see some field damage caused by rain and winds in March. This could cause the market to remain strong leading into Memorial Day.

Northern Florida areas (like Lake Wales) and Southern Georgia typically begin shipping prior to Memorial Day, but this will be dependent on any major weather events.



CV BLUEBERRIES

Mexico will continue to ship **Blueberries** this week with California looking to get started. However, these two regions can't handle all of the demand caused by the Florida harvesting delay.

Florida volume is expected to increase this week however, prices will remain strong until the pipeline gets refilled.



CV CHERRIES

The California **Cherry** season is officially off and running! The first arrivals to the East Coast hit over the weekend.

This early fruit shipping domestically is mostly 11-12 row. More growers will start ramping up this weekend making more fruit and better sizes available.

Prices will also start showing a downward trend with the increased volume, eventually getting to a promotional level around the middle of May.



CV ASPARAGUS

The California **Asparagus** deal is winding down for the season with limited supply and high pricing.

Washington has started shipping product in a limited way this week. We will source some of this product until New Jersey gets started the beginning of May.



CV BROCCOLI & CAULIFLOWER

Cauliflower is more plentiful with lower pricing and good quality this week.

Broccoli Crowns are steady from California.



CV STRAWBERRIES

CA **Strawberry** shippers are expecting their harvesting to drop by 30-40% for the rest of the week due to anticipated rain and cooler weather.

We are heading right into the Mother's Day pulls, which will keep supplies tight and prices firm.



CV LETTUCE

Iceberg Lettuce is steady from Salinas, CA and Santa Maria, CA. Rain is expected 4/22 which could slow harvesting and bump up the price, but we'll see what happens. Quality is nice and pricing is steady.

Romaine Hearts, Green Leaf, Red Leaf, and Romaine Lettuces are steady.



CV SWEET CORN

Sweet Corn will be lower in price this week with nice quality and promotable volumes on all colors.



CV BERRIES

Steady supplies this week on both **Raspberries** and **Blackberries**. Look for great promotional opportunities on both as we head into the month of May.



CV CUCUMBERS

Cucumbers are in good supply from Mexico. Quality is nice and pricing is very promotable. Florida shipping as well, but we will likely stock the premium Mexican product as there is not a significant price advantage.



CV GREEN PEPPERS

Green Peppers are in good supply from California and Florida. We will most likely be stocking the California premium **Peppers** (25lb versus the Florida 22 lb). Quality is outstanding, with good thick walls and nice green color.



CV SQUASH

Florida, Georgia and Mexico are all in a flush of **Zucchini**. Pricing will be lower this week – promote away! We will stick with premium Mexican product.

Yellow Squash is plentiful and promotable.



CV ONIONS

Vidalia Onions will be here by 4/27. Look to promote **Sweet Onions** going into May.

Red, Yellow, and White Onions continue to increase in price this week. The abrupt end to the Mexican crop, and the heavy rains down in Texas, are causing this market to rise.



CV TOMATOES

Grape and **Cherry Tomatoes** are plentiful and promotable. **Campari, Medley, and San Marzano Tomatoes** are in excellent with promotable volumes.

Cluster, Beef, and Vine Ripe Tomatoes are steady.



CV GREEN BEANS

Green Beans are steady with promotable volume. We will have 25lb. loose and pouch bags available.



CV MELONS

Steady supplies on both **Cantaloupes** and **Honeydew** this week. Mexico has started in a limited way on some **Honeydew**.



CV CA ORANGES

The **Navel Orange** market continues to improve as demand is very good and pricing is trending upward. Over the next few weeks growers will be finishing up our regular **Navels** and increasing the spring and late **Navel** volume.

Cara Cara Oranges, depending on demand, will run through May.



CV GRAPES

The finish of the Chilean **Grape** season is looking pretty dismal. 6 straight days of rain in Chile probably put the finish on any more **Grapes** being shipped.

Besides the quality issues we've seen on **White Seedless Grapes**, now we will be looking at much higher prices with the limited supplies available through the end of the season. We may actually see a gap between the finish of the Chilean season and the start of new crop **Grapes** from Mexico.

It will be the middle to latter part of May before we see real volume from Mexico, with Southern California not far behind.



CV STONE FRUIT

We should see first of the season California **Stone Fruit** the middle to end of next week.

Apricots will be available for shipping this week-end, mostly small sizes with several growers starting **Yellow Nectarines** and **White Peaches**.

The start of **Yellow Peaches** from Georgia and South Carolina got pushed back a little because of the cold snap from about ten days ago. We should see the first arrivals from the East Coast around the middle of May. Growers are still expecting a big crop this season.

DISPLAYS OF THE WEEK

