



# ORGANIC OUTLOOK

APRIL 28 - MAY 5, 2017



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## ORGANIC STONE FRUIT OUTLOOK

Fresh crop **Organic Stone Fruit** is on its way!

Mexican **Organic Peaches** continue in steady supply on 60sz and 70sz fruit.

California **Organic Yellow Peaches** start in early May, with **Organic White Peaches** following soon after.

**Organic Cherries, Apricots, and Nectarines** are expected to arrive in mid-May.

Storage crop **Organic Black Plums** out of Chile will finish up for the season this week, and will gap until the California crop begins in late May or early June.



### OG PEPPERS

**Organic Green Peppers** are increasing in supply out of Florida and Mexico. Quality seems to be better out of Florida, but some bruising issues are apparent on Mexican product.

**Organic Red Peppers** out of Mexico are in abundant supply. Organic Yellow and Orange Peppers are much more limited.

Holland reports good supplies of **Organic Red, Yellow, and Orange Peppers**.

**Organic Jalapeño Peppers** are in limited supply from Mexico with higher prices. **Organic Mini Mix Sweet Pepper** bags are in adequate supply from Mexico.



### OG BROCCOLI & CAULIFLOWER

Overall, **Organic Cauliflower** and **Broccoli** are coming down in price, but the Have vs. Have-Not's shipper by shipper will make for an up and down volume/price situation in May.

More **Organic Cauliflower** is available this week. The price has come down some, but it's still high. Product has arrived a little cleaner this week.

The **Organic Broccoli** market still remains somewhat tight, but some shippers have volume this week. Next week (beg of May) they will not have supply. So some shippers are lower than others, but prices will be up/down until mid-May.

**Organic Broccoli Crowns** are in better supply, and less expensive, but will follow the 14ct up/down period as well.



### OG BERRIES

**Organic Strawberry** supplies out of Mexico and California are generally promotable with some regions being severely affected by rain, and others picking their peak season fruit.

Florida and Georgia **Organic Blueberry** volume has improved, but the season is only expected to continue for a few weeks. Mexican and California **Organic Blueberry** supplies are starting to ramp up. Prices should start to come down later in May.

**Organic Blackberry** supplies have tightened significantly. Expect rising prices and supply gaps.

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





## OG HASS AVOCADOS

**ALERT!** The **Organic Hass Avocado** market is going crazy right now with Cinco de Mayo fast approaching and volumes nowhere near enough to supply demand! Prices will push even higher next week! 60 and 70ct fruit is extremely tight and 40 sz and larger is where most of the volume being harvested is falling.



## OG GREEN BEANS

**Organic Green Beans** are increasing in supply out of Florida and California. Prices have begun to drop, quality remains very good. It's time to promote.



## OG WATERMELONS

Mexican **Organic Watermelons** will be in very good supply this week. Look for promotable pricing on both full size and mini melons. "Lady Moon Farms" is expecting to get started with their fruit by early May.



## OG CELERY

**ALERT!** **Organic Celery** is in a very tight market, and most shippers have fair to poor quality. Blight, discoloration, and thin stalks are seen fairly often. Pricing has moved up this week and it will be later in May until conditions improve

**Organic Celery Hearts** are very tight and have the same quality conditions as the Organic Celery.

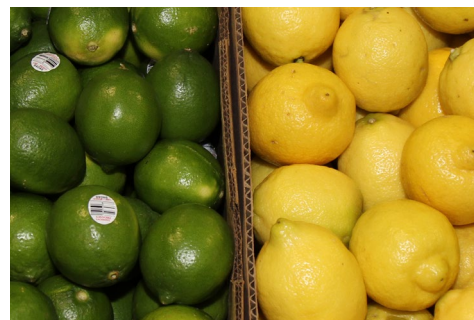


## OG LETTUCE

Georgia has begun harvesting **Organic Romaine, Red Leaf, Green Leaf, and Boston**. Quality is expected to be excellent. Prices remain elevated.

CA **Organic Lettuce** is not expected to improve on quality or availability until mid-May.

**Organic Romaine Heart** supplies are less limited, but there are some discoloration issues. Pricing is high but steady.



## OG LEMONS & LIMES

**ALERT!** California **Organic Lemon** supplies have become extremely limited and prices are poised to spike for the next few months.

Mexican **Organic Lemon** supplies are expected to begin in early May with a larger crop expected and high prices due to the limited domestic fruit.

**ALERT!** **Organic Lime** supplies have become very limited. Expect prices to increase.



## OG CUCUMBERS

Lady Moon Farms in Florida has started with strong **Organic Cucumber** harvests. Product is adequately supplied right now.

**Organic Cucumbers** are increasing in supply out of Mexico, making it a good time to promote. Organic Persian Cucumbers are in adequate supply as well.

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



## OG CALIFORNIA CITRUS

**Organic Navel Oranges** continue to tighten this week. Most shippers have already finished for the season, and limited supplies are expected to continue for the next month with rising prices. Smaller sizing 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 mid-May.

**Organic Valencia Oranges** from California are expected the first week of May.



## OG MELONS

Mexican **Organic Cantaloupes** have begun. Expect steady supplies to continue for the next month and transition smoothly into California. Prices should ease off week after week as supplies ramp up.

The first Mexican **Organic Honeydew** are expected early next week. Supplies are expected to be steady.





## OG PINEAPPLES

**Organic Pineapples** are in great supply. Pricing also remains promotable as growers are looking to push big sized fruit - (6ct & 5ct).



## OG MANGOS

**Organic Tommy Atkins Mangos** continued to be fairly tight in supply as growers were scrambling to catch up from a week off of picking during Easter break, and trying to get fruit picked in time for Cinco de Mayo demand. Supplies are projected to pick up in early May.

**Organic Ataulfo (Honey) Mango** supplies are starting to firm up a bit.

Haitian "Francique" Fair Trade **Organic Mangos** will be available the beginning of May. Sizing will be 10/12ct and the fruit is beautiful. Be sure to get some of the first Haitian organic fruit!



## OG FORMOSA PAPAYAS

**Organic Formosa Papayas** are tightening up a bit. Pricing will be on the rise over the next few weeks. Quality continues to be excellent.



## OG ONIONS

**Organic Vidalia Onions** have now started and this is a great item to promote! Peak season is here.

New crop Mexican **Organic Red Onions** have started this week and we have only seen a couple day gap in supply on this item. New crop **Organic Red Onions** out of California should start in early to mid-May.

New crop **Organic Yellow Onions** will get started out of California this week and we won't see a gap in supply on this item.

Mexican and California onions are both "**Short-Day Onions.**" Short-day onions are planted in the fall and their growing patterns are matched to days with shorter periods of sunlight. They are thinner and lighter colored skins, have more mottled appearance, are softer, and have a shorter shelf-life.



## OG SWEET CORN

Some Mexican **Organic Clipped White Corn** has begun to ship at 48ct. No packaged **Organic Sweet Corn** is available yet.



## OG TOMATOES

Mexico reports good supplies of **Organic Hothouse Tomatoes** for the beginning of May, but a few 20lb packs are available at this time. **Organic Tasti-Lee Tomatoes** are in limited supply from Mexico.

**Organic Cherry Tomatoes** are in limited supply out of Florida at this time. Pricing is steady. Mexico has very limited supplies. **Organic Rainbow Cherry Tomatoes** are limited out of Florida. **Organic Heirloom Cherry Tomatoes** from Mexico are steady.

**Organic Grape Tomatoes** are in good supply from Florida and Mexico. It's a good time to promote **Organic Grape Tomatoes** from Lady Moon Farms in Florida.

**Organic Roma Tomatoes** are hit or miss until mid-May, but then will settle in steadier supply.

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

**Organic Campari Tomatoes** are currently in limited supply. **Organic Heirloom Clamshell Mix** and **Gold Grape Tomatoes** are in adequate supply.

## OTHER STORIES:

- **Organic Green and Red Cabbage** is in abundant supply out of Florida. CA reports limited supplies of **Organic Green Cabbage**, but **Organic Red and Savoy Cabbage** are virtually nonexistent. **Organic Napa Cabbage** is very limited and expensive. Florida quality is superior to CA at this time.

- **Organic Rhubarb** is continues to be available out of Washington and Oregon. Supplies will be good until early May, at which time PA will also start.

- Now shipping out of Georgia: **Organic Kales, Chards, Parsleys, Tat Soi, Mustards, Collards, and Dandelions.**

- **Organic Eggplant** is very limited from Mexico. Florida reports good supplies with some skin scap-ing from the winds. Color is excellent.

- All bag and sack **Organic Carrots** are in good supply, but the tops of **Organic Bunch Carrots** are **(ALERT!)** thin and some discoloration is present.

- California **Organic Grapefruit** supplies have become much tighter now that the Mexican crop has wrapped up. Expect some fruit with lighter flesh as we get into a mix of varieties. Sizing will remain small and prices are rising.

- **Organic Yellow and Zucchini Squash** are in excellent supply out of Mexico this week and some deals are available.

- **Organic Zucchini** is in excellent supply and quality from Lady Moon Farms in Florida at this time. **Organic Yellow Squash** is more limited in supply. GA **Organic Squash** begins next week.

# EARTH DAY



# THANK YOU

for helping make the 2017 Earth Week Campaign a success!



**\$28,966.25**



**\$11,678.00**



**\$1,470.00**



**\$430.00**



**\$447.50**



**\$158.00**

# \$43,149.75 for



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# NEW! OR BACK IN SEASON

## ORGANIC



42844 - OG Blueberries Mexico	12/6 oz
41804 - OG Watermelon Bin Seedless Bin 18# Avg	36 ct
43805 - OG Watermelon Mini Seedless 6 ct	30 lb
43696 - OG Cantaloupe Mexico	12 ct
43699 - OG Cantaloupe Mexico	18 ct
43754 - OG Honeydew Mexico	6 ct
44450 - OG Honeydew Mexico	9 ct

44318 - OG Peaches Yellow 60s Mexico	18 lb
43839 - OG Peaches Yellow 70s Mexico	18 lb
43141 - OG Avocado Hass Mexico	70 ct
44174 - OG Mango Haitian Fair Trade	10/12 ct
44577 - OG Mango Tommy Atkins Mexico	7 ct
43826 - OG Pineapple Gold Dole	6 ct
40496 - OG Beets Gold Sack	25 lb
40484 - OG Beets Gold Bunch	24 ct
40514 - OG Bok Choy Baby Red	20 lb
40575 - OG Carrot Bunch Purple	24 ct
40521 - OG Corn White	48 ct
40530 - OG Greens Brocco Leaf	24 ct
41006 - OG Greens Mizuna	24 ct
41279 - OG Radish Daikon Purple	10 lb
40965 - OG Turnips Bunch Baby	24 ct
40193 - OG Tomato Round Tray	12/1 lb
41541 - OG Onion Vidalia Sweet Jumbo	40 lb
41540 - OG Onion Vidalia Sweet Giro Bag	16/3 lb

## CONVENTIONAL

13959 - CV Clementines Peru	10/3 lb
14077 - CV Clementines Peru	15/2 lb
10100 - CV Blueberries Pints	12/1 pt
10211 - CV Strawberries	4/2 lb
11591 - CV Melons Galia	12 ct
15648 - CV Peach Tree Ripe Florida	8 lb
17615 - CV Mangos Haitian	10/12 ct
17904 - CV Pineapple Golden Ripe Jumbo	5 ct
02170 - CV Rhubarb Western	20 lb



## LOCAL LIST

### CONVENTIONAL

#### FLAM FARMS - VINELAND, NJ

01032 - CV Cilantro NJ 60 ct
01034 - CV Cilantro NJ 30 ct
01041 - CV Cilantro NJ 15 ct
01170 - CV Dandelion Bunch NJ 12 ct
01478 - CV Leeks Bunched NJ 12 ct
03042 - CV Lettuce Boston NJ 24 ct
03028 - CV Lettuce Boston Red NJ 12 ct
03050 - CV Lettuce Green Leaf NJ 24 ct
03065 - CV Lettuce Red Leaf NJ 24 ct
03097 - CV Lettuce Romaine 35 lb NJ 24 ct
01510 - CV Mint Box NJ 12 ct
01700 - CV Parsley Curly NJ 60 ct

01704 - CV Parsley Curly NJ 30 ct
01702 - CV Parsley Curly NJ 15 ct
01715 - CV Parsley Italian Flat Leaf NJ 30 ct
01713 - CV Parsley Italian Flat Leaf NJ 15 ct
03127 - CV Radish Red Bunch NJ 24 ct
03205 - CV Scallions NJ 48 ct
02200 - CV Spinach Bunched NJ 24 ct

#### EASTERN FRESH GROWERS - CEDARVILLE, NJ

00357 - CV Asparagus NJ 28 lb
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#### SAM FISHER - CHRISTIANA, PA

02165 - CV Rhubarb PA 20 lb
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### ORGANIC

#### TOIGA ORGANIC FARMS - CARLISLE, PA

41322 - OG Tomato Cluster PA 11 lb
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## CONVENTIONAL OUTLOOK

APRIL 28 - MAY 5, 2017

WWW.FSPRODUCE.COM 28 LB

# NEW JERSEY VEG OUTLOOK FOR MAY



### ASPARAGUS:

New Jersey **Asparagus** is in season. They had a slow start due to cool, rainy weather, but weather looks better and supplies should ramp up quickly.

### LETTUCE:

**Green Leaf, Red Leaf, and Boston Leaf Lettuces** are available from New Jersey this week. Quality is good. **Romaine Lettuce** will be available May 1st or 2nd. Prices are higher than normal on the NJ **Lettuce** due to the extreme shortages in California, but supplies are better and pricing will lower by mid to late May.

### ALSO AVAILABLE FROM NJ:

South NJ growers are harvesting their spring crop herbs like **Cilantro, Parsleys, and Mint**. **Leeks, Radishes, Dandelion Greens, and Scallions** are also now in season.

### NEXT UP?

**Kale, Collards, and Kohlrabi!**



## CV LETTUCE

**Romaine, Green Leaf, and Red Leaf Lettuces** are available from California this week. Pricing has eased as the Salinas product picks up. Quality is good.

**Romaine Hearts** are lower in pricing this week with nice quality from Salinas, CA.

**ALERT! Iceberg Lettuce** seems to be the tightest item right now, with a slight ease in pricing and steady quality this week.



## CV MELONS

The Central American **Cantaloupe** and **Honeydew** deal is expected to continue until early May. New crop Mexican supplies are increasing. Prices will remain higher for another few weeks until Mexico gets into full production.

We expect to begin with Eastern "**Athena**" **Cantaloupes** by the second week of May from Florida.



## CV STRAWBERRIES

California **Strawberries** are in full production across all regions. Supplies will be good and priced very promotable.

Don't forget to order your Mother's Day **Stem Berries!**





## CV BERRIES

Florida and Georgia are in full **Blueberry** production. California and Mexico are also in good supply. **Blueberries** are a good item to promote.

**Raspberry** and **Blackberry** supplies will continue to be somewhat limited this week. We are a few weeks away from better supplies. Pricing will remain high until mid-May.



## CV WATERMELONS

**Mini Seedless Watermelons** are in peak season from Mexico.

Mexico and Florida **Watermelon** supplies (in bins) will be good this week and prices will be down slightly. This won't last as growers expect higher prices and more limited supplies as we head into Memorial Day.



## CV TOMATOES

11 lb **Cluster Tomatoes** and 15lb **Hothouse** are great to promote again this week. Pricing is very aggressive and quality is excellent. Big displays anyone?

**2-layer** and **25lb Vine Ripe Tomatoes** are in good supply from Mexico.

**Grape Tomatoes** are more limited and pricing increase a bit. **Cherry Tomatoes** are limited, but pricing is steady.

**Campari Tomatoes** remain a great item to promote. **Blended Flavors** and **Gold Tomatoes** (both in 12/1pt packs) remain great to promote and are aggressively priced!



## CV BRUSSELS SPROUTS

**Brussels Sprouts** are limited overall but pricing is steady.

**ALERT!** Ocean Mist **Micro Brussels Sprouts** will be unavailable until mid-June due to quality issues from bug damage.



## CV SQUASH

**Zucchini** and **Yellow Squash** are plentiful from Mexico and Florida - great week to promote! Quality is very nice.

All **Hard Squashes** are steady, except Kabocha Squash, which is tight with higher pricing



## CV PEPPERS

**Green Peppers** from Florida are in good supply with steady to lower pricing.

**15lb Red Peppers** will have an up-tick in pricing this week and very nice quality.

**11lb Red, Yellow, and Orange Peppers** are steady.

**12/1lb Mini Mixed Sweet Peppers** are in great supply and promotable. **8/3ct Rainbow Peppers** remain a great value and good to promote.



## CV ARTICHOKES

We will have a nice deal on jumbo 12ct **Artichokes** this week- please ask your sales rep for details.

**Sangria "Red" Artichokes** are available this week (24ct).



## CV CUCUMBERS

**Cello Wrapped Cucumbers** are steady. 12/6ct **Mini Seedless Cucumbers** are in good supply and promotable.

**Cucumbers** remain limited from Mexico and Florida. **Select Cucumbers** are a great value right now with steady to lower pricing.



## CV VIDALIA ONIONS

It continues to be a great time to promote **Vidalia Sweet Onions!**

Growers are packing freshly dug **Sweet Onions** in Georgia and also putting product into storage for early summer shipping. w

16/3 lb Giro bags and 40 lb Jumbo are prime for ad specials.





## CV GREEN BEANS

**Green Beans** are limited from Florida with an up-tick in pricing and nice quality.



## CV BROCCOLI & CAULIFLOWER

**Good News!** **Broccoli Crowns** and **Cauliflower** will be lower in price this week as supplies have significantly increased. Quality is nice.



## CV CELERY

**Celery** is limited with steady pricing and quality.



## CV AVOCADOS

**Hass Avocado** prices from Mexico are remaining high and are not showing signs of falling until Peruvian new crop fruit arrives in larger volumes in June and July.

Demand is strong in spite of the higher price-points.



## CV STONE FRUIT

Some growers will start shipping the beginning of May with early **Apricots** (with good color and size) and **Spring Fire Nectarines**.

It has been an amazing spring season leading into early summer **Stone Fruit** harvesting. What that means is there have been no untimely rains, and temperatures have been in the 70s with some 80s, giving the fruit all the time it needs to develop good size and good flavor.



## CV CHERRIES

Weather is looking good for early May, and California **Cherry** growers are very optimistic about having a good season.

Some **Cherry** growers are packing their early dark sweet varieties, but just scratching the surface. A handful of fruit is available for the domestic market with **Prelude** and **Hazel** varieties.

Of course prices are very high, but as the volume starts to increase next week to the third week of May, when real volume is expected, we should hit promotional levels.

