



ORGANIC OUTLOOK

APRIL 27 - MAY 4, 2018



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ORGANIC BLUEBERRIES EXPECTED TO BE PROMOTABLE IN MAY

California **Organic Blueberry** supplies are transitioning from 6 oz clamshells to pints. Expect heavy promotional opportunities in May!

Driscoll's **Organic Blueberry** supplies have begun to improve. Expect steady supply increases each week and prices to come down slightly.



OG BERRIES

Driscoll's **Organic Blackberry, Blueberry, and Raspberry** supplies have begun to improve. Expect steady supply increases each week and prices to come down slightly.

Other brands of **Organic Blackberry** supplies also continue to improve. Other brands of **Organic Raspberries** continue to gap.

Organic Strawberry supplies out of all regions are improving. Prices are steady.



OG TOMATOES

Organic Cluster Tomatoes are in abundant supply out of Mexico. It's a good week to promote! Quality has been very good.

Organic Grape Tomatoes are in good supply out of Florida. Pricing is steady. **Organic Grape Tomatoes** from Mexico are in abundant supply, with cheap prices.

Organic Cherry Tomatoes will be in limited supply out of Florida going forward. This will also be their last week of **Organic Rainbow Cherry Tomatoes**.

15lb **Organic Hothouse Tomatoes** out of Mexico are in adequate supply. **2-Layer Organic Tomatoes** out of Mexico will not be available until early May.

Organic Roma Tomatoes are available from Mexico, but quality has been fair at best.



OG LETTUCE

Organic Romaine Lettuce out of Georgia has started from Lady Moon Farms, but their **Organic Red** and **Green Leaf Lettuces** have not begun due to sizing.

CA growers report good supplies of all **Organic Lettuces**, and pricing is steady.

Organic Romaine Heart prices are stable for now, but better supplies and quality will be apparent in early May.



OG KALE

Lady Moon Farms has started their Georgia new crop **Organic Green, Red, and Lacinato Kales**. Product from their Florida farm is now decreasing in availability.

Organic Kale is in tighter supply out of CA this week. Prices have moved up on all varieties.



OG GRAPES

South African **Organic Black Seedless Grapes** are in decent supply and some promotional opportunities are available.

South Africa **Organic Red Grapes** are in tight supply and are expected to finish up in early May. There will be a gap until Mexican fruit starts in mid-May.



OG RHUBARB

Organic Rhubarb is now in good supply out of Oregon and Washington. The quality of the north-west **Organic Rhubarb** is spectacular. This season should last through mid-May, weather dependent.

We will have some local Pennsylvania **Organic Rhubarb** in mid-May, but color will be lighter.



OG MELONS

Mexican **Organic Cantaloupes** are available in 9, 12, 15, and 18 ct sizes. Supplies will continue to improve, along with sugars, heading into May.

Organic Honeydew are expected to begin in early May.



OG PEPPERS

Holland is fully supplied on **Organic Colored Bell Peppers** and prices are steady.

Mexican growers report limited supplies on all **Organic Color Bell Peppers**. Prices are up sharply.

Florida has finished up its **Organic Green Pepper** harvests for the season. Mexico has very limited supplies of **Organic Green Peppers**.



OG SQUASH

Mexico continues this week on **Organic Zucchini** and **Yellow Squash**. Prices have firmed up slightly this week.

Florida has better supplies of **Organic Zucchini** this week, with GA set to begin in early May.



OG BROCCOLI & CAULIFLOWER

More **Organic Broccoli** volume is available this week. Pricing is reasonable. Some regions still have discoloration issues, other areas have nice appearance. **Organic Broccoli Crowns** are in better supply.

Organic Cauliflower is increasing in supply and prices are lowering. Quality has improved. It's a good week to promote!



OG ONIONS

Organic Vidalia Onions are available and a great item to promote!

We will get started with new crop **Organic Red and Yellow Onions** out of the desert of California this week. Price will spike up over what we were seeing for old crop product, but the quality should be a lot nicer.



OG CUCUMBERS

Organic Cucumbers are in better supply out of Mexico. Pricing is down a bit. Florida growers are reporting low yields on their new plantings of **Organic Cucumbers**.

Organic Hothouse Cucumbers are in abundant supply out of Mexico.



OG GREEN BEANS

Organic Green Beans are in slightly better supply out of Mexico this week. Prices are still high. Florida growers are harvesting but prices are up.



OG ASPARAGUS

Organic Asparagus supplies are tighter for late April. Mexico is reporting some quality issues. CA product remains strong, but supply is beginning to dwindle.



OG SPINACH

Organic Spinach is in decent supply this week out of California.



OG HASS AVOCADOS

Organic Hass Avocados from Mexico and California are in good supply for a BIG week of shipping next week. 48 ct and 60ct, along with some limited amounts of larger size fruit, will be available. Take advantage of the pre-conditioned 48ct program for last minute sales leading up to a fun Cinco De Mayo weekend!

Fair Trade Organic Hass Avocados from Equal Exchange will be out of stock for the foreseeable future. Equal Exchange is working on a Fair Trade option to ship and we will have more details if and when they are available.



OG CA CITRUS

Organic Valencia Oranges have arrived and good supplies are expected with a market advantage over navels.

Organic Navel Oranges are becoming increasingly limited with prices on the rise. An early end to the season is expected in May.

Organic Minneola Tangelos are more limited this week. Expect erratic supplies for the remainder of the season, which will be in early May.

Organic Golden Nugget and **Murcott Mandarins** have all been affected by rain and cooler weather. Expect sporadic gaps and higher prices to continue. **Organic Kumquats** and **Blood Oranges** are finished for the season.



OG APPLES

New crop **Organic Gala Apples** out of Chile and Argentina continue in excellent supply. The fresh crop has a really good market advantage and quality is excellent.

New crop import **Organic Fuji** and **Granny Smith Apples** will arrive in early May. Expect a gap on **Organic Braeburn** and **Golden Delicious Apples** until the new import crop arrives.

Washington **Organic Fuji, Gala, Granny Smith, Lady Alice, Pacific Rose,** and **Red Delicious Apple** prices continue to increase as the end of the season draws near and some shippers are finishing up.

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

OTHER STORIES:

- The **Organic Celery** market and quality are all over the board. Some shippers report insects and blight. Other shippers have clean product. **Organic Celery Hearts** are in tighter supply this week with higher prices.

- **Organic Brussels Sprouts** are in adequate supply out of Mexico. Prices have moved up now that some shippers have finished up. Good supplies are expected for early May.

- California **Organic Grapefruit** are now back in excellent supply with promotional opportunities available.

- California **Organic Lemon** supplies continue to dwindle and prices are still rising.

- **Organic Lime** supply has loosened ever so slightly. Expect prices to begin coming off in May.

- Import **Abate, Anjou, Red Anjou, Bartlett, Red Bartlett,** and **Bosc Pears** are available and in steady supply. New crop **Organic Packham Pears** are expected to begin in early May.



CHILEAN GRAPE MADNESS CONTEST WINNERS

March 11 - April 2, 2018



THANK YOU TO EVERYONE WHO PARTICIPATED IN THIS DISPLAY CONTEST!



Flaim Farms
Vineland, NJ

- 205 - CV Arugula 24 ct
- 1320 - Greens Kale 18 ct 18 lb
- 2120 - CV Rapini NJ 24 ct
- 2200 - CV Spinach Bunched 24 ct





CONVENTIONAL OUTLOOK

APRIL 27 - MAY 4, 2018

WWW.FSPRODUCE.COM 15 LB

CHERRY SEASON OUTLOOK



We are getting very close to the start of the 2018 California **Cherry** season, and some **Cherries** will be picked here at the end of April.

California has had almost every kind of weather this year that they could have - from wet to drought, to cold and then warm. **Dark Sweet Cherries** are expected to have a smaller crop compared to last year.

A huge rain storm went through the San Joaquin valley and really damaged a lot of the earlier varieties. They are sure the damage will be in almost all that fruit as there were many spots that had hail too. The weather going forward looks to be excellent.

The **Bing Cherry** crop is looking to be very light. Although growers were hopeful, the weather this winter drastically affected the trees and numbers have decreased.

Look for higher volumes the end of May and into early June. Early prices are expected to be high.



CV BERRIES

Strawberries will continue to be in good supply as we approach Mother's Day. Look for prices to firm up with the increased demand.

Blueberry volume will continue to increase as Georgia has started to harvest fruit. Look for prices to ease down with the increase supplies.



CV ONIONS

Vidalia Sweet Onions are here and quality is very nice!

The **Onion** market has remained steady, with the exception of **White Onions**, which have shown strength. Finding quality **White Onions** has been difficult in recent weeks. Despite **White Onion** quality, there are ample supplies of **Yellow** and **Red Onions** available from multiple growing areas.

Growers in Texas and California are now distributing new crop **Onions**. We will see our first arrival of new crop California **Onions** this week.



CV ASPARAGUS

Mexican **Asparagus** production is finished for the season. They will still have some supply, but that product will mostly stay out west.

California product continues to look very nice.

New Jersey is expected to start **Asparagus** in a very limited way this week. Look for prices to increase quickly with the completion of the big Mexican deal.



CV LETTUCE

We are starting to see better volumes across the board on **Iceberg**, **Leaf**, and **Romaine Lettuce**. Look for prices to come down as supplies improve.



CV WATERMELONS

Rain in Florida has slowed **Watermelon** production. Demand is starting increase in the Northeast. Look for prices to firm up and hold as we head into May.



CV BROCCOLI

Promote **Broccoli** this week! Good supplies expected from both the East and West coasts.



CV RUSSET POTATOES

The **Russet Potato** market remains relatively unchanged. Although demand has slowed, it appears that the larger-sized cartons are gaining a bit of ground price-wise.

Consumer bags and the smaller-sized **Russet Potatoes** continue to be very steady with minimal price movement. Overall, growing areas are trying to maintain movement in order to maintain supplies through the summer.



CV SQUASH

Zucchini and **Yellow Squash** are extremely limited at this time. Volumes should improve as we head into the first week of May as some growers in Mexico will begin to harvest in newer growing areas.

This should bring more supply to the market, and hopefully allow market pricing to slide down.



CV GREEN PEPPERS

Green Peppers will begin to tighten this week as supplies in Florida begin to drop. This could be short lived as California is ramping up.

We'll look to shift to California product as pricing is close to matching the East Coast. California growers pack in 25 lb. cases and row pack all sizes.



CV RED PEPPERS

15 lb. **Red Peppers** are basically finished for the season out of Mexico, and we're making the transition to California.

Pricing does remain higher at the current time, but should begin to slide as production improves out of California.



CV GRAPES

The price on good storage **White Grapes** keeps climbing, with cheaper priced boxes having defects and need to move quickly.

Although the market on **Red Seedless Grapes** is showing a little strength with increased demand due to the price on whites, it hasn't changed yet as there is plenty of good product. Depending on how inventory moves, that could change quickly.



CV CUCUMBERS

Supplies on **Cucumbers** have improved this week out of Mexico and Florida, and pricing has fallen slightly.

Growers have had more opportunities to quote plains, small supers, and selects, which has kept at the demand from supers.



CV GREEN BEANS

Green Beans will remain in tighter supply this week out of Florida. Pricing will remain higher this week once again. Quality has been excellent.



CV TOMATOES

Tomatoes across the board continue to be extremely promotable. We have excellent supplies on all **Round, Roma, Grape, and Specialty Tomatoes**. Quality has been excellent on all **Tomatoes**.



CV CABBAGE

Cabbage is in good supply right now out of Georgia. Growers also have good supplies on all **Red, Savoy, and Napa Cabbage**.



CV STONE FRUIT

A few smaller-sized **Nectarines** were packed this week and more growers will start next week.

The start of **Apricots** was delayed from cool weather, but we should see the first shipment by the first week of May. **Peaches** are beginning this week.

