

ORGANIC MARKET NEWS



APRIL 24 - MAY 1, 2020

ORGANIC VEGGIES FROM LADY MOON IN GEORGIA



Lady Moon Farms new crop fields of **Organic Vegetables** in Bainbridge, Georgia are hitting their stride for late April and early May.

Organic Greens and **Leaf Lettuces** are seeing steady supplies to start the season, with excellent quality as always.

Organic Green Kale, Red Kale, Romaine Lettuce, Collard Greens, and Dandelion Greens are all coming in with great numbers in the early part of the season. Also, look for **Organic Bok Choy, Mustard Greens, Tatsio,** and many other great items.

Organic Zucchini Squash will also begin in Georgia in late April so look for supplies from both Florida and Georgia. Look for great pricing, steady supplies, and excellent quality throughout the entire Georgia season.



OG GARLIC & GINGER

ALERT! **Organic Garlic** will be in extremely short supply. This will include the Organic Peeled Garlic and Sleeved Garlic as well. This will last for the entire month of May at least.

ALERT! **Organic Ginger** is extremely limited late April and early May. Peru is in between crops and Mexican supply cannot keep up with demand. Cost has gone up as expected, as demand exceeds supply.

ALERT! **Organic Turmeric and Shallots** will be very short over the next few weeks.



OG BERRIES

Organic Strawberry supplies have increased in a big way with multiple growing regions coming on at once. Quality has improved and prices have come off significantly, making late April and early May a great time to promote **Organic Strawberries!**

Organic Blackberries out of California and Mexico are in good, steady supply and should remain this way through mid-May.

Organic Blueberries continue in excellent supply out of both Mexico and US in both 6oz and pints. Driscoll's brand also is in peak supply with promotable pricing. This is expected to continue through mid-May.

Driscoll's **Organic Raspberry** out of Mexico and California are in good steady supply. Other brands continue to gap.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** remain promotable this week out of Canada. Quality is excellent.

Also in season are **Organic Cherry Tomatoes on the Vine** and **Cocktail Tomatoes.**

Organic Grape Tomatoes will be promotable out of Mexico this week. Quality has been very nice.

Organic Mixed Mini Cherry Tomatoes, Heirloom Tomatoes, and "Darkloom" Tomatoes will be available for late April and early May.

NOTE: **Organic Roma Tomatoes** will be available this week. Prices will be high as Mexico is just starting production again and supplies are limited. Quality will be nice on this new crop.



OG GREEN BEANS

NOTE: Organic Green Beans from Florida are beginning to see light supplies as April concludes, as well as Mexican product that began to see a dip in harvest yields in early April. Expect pricing to be elevated and availability to be inconsistent in late April.

As consumers search for more pre-packaged product, be sure to try our 12oz fresh **Organic Green Bean Bags**.



OG BROCCOLI

Expect **Organic Broccoli** to see an increase of supplies and pricing to be much more promotable for late April and early May.

Organic Sweet Baby Broccoli is also becoming available again after a brief gap in supplies. Look for volumes to increase in May.



OG CITRUS

Organic Navel and **Cara Cara Orange** supplies are tightening and the season is expected to wrap up earlier than expected. New crop **Organic Valencia Oranges** will be available when the Navels finish in May.

Organic Golden Nugget Mandarins continue in season.

NOTE: Organic Moroccan Mandarins have come and gone. The season is over.



OG APPLES

Organic Apples in bags continue to be in strong demand due to changes in consumer behavior.

Grower shippers are somewhat limited in their staffing to meet their additional packing needs.

NOTE: Organic Honeycrisp Apple supplies continue to tighten as end of season draws near and prices continue to rise.

NOTE: Organic Pink Lady Apples have gotten extremely tight and are expected to remain tight for the remainder of the season.



OG CAULIFLOWER

ALERT! Organic Cauliflower remains extremely limited from California and pricing has remained elevated. This is a result of suppliers' transitional time, less than ideal weather conditions in new growing regions, and extra demand.

As weather improves and more product is able to be harvested, both availability and pricing will improve.



OG CUCUMBERS

Organic Euro Seedless Cucumbers and **Mini Cucumbers** remain in excellent supply with aggressive pricing. These are great items for consumers that are looking for a packaged product.

Organic Cucumbers from Mexico are in full production. Look for great quality, extremely aggressive pricing, and excellent supplies in late April.



OG ROMAINE HEARTS

Organic Romaine Hearts are seeing steady supplies in late April. Look for level pricing, steady supplies, and good quality as we close the month. This is a great item for consumers looking for pre-packaged items.



OG YELLOW SQUASH

Organic Yellow Squash from Mexico is flushing in supplies. Look for promotional opportunities here in late April with great supplies and aggressive pricing.



OG STONE FRUIT

NEW! The first California **Organic Peaches** and **Apricots** will begin in late April.

Organic Cherries from California will begin in May.



OG ASPARAGUS

Organic Asparagus prices are promotable this week. New crop California product is coming in very nice and quality has been excellent.



OG CELERY

Organic Celery continues to see plentiful supplies and as we head into late April, expect to see much improved quality. Pricing should be stable with potential promotional opportunities on **Organic Celery** and **Celery Hearts**.



OG HASS AVOCADOS

Organic Hass Avocados from Mexico are steady. Look for opportunities to promote product from California for early May. Quality from both regions is very good.



OG ONIONS & POTATOES

We will see the first arrival of **Organic Vidalia Sweet Onions** in early May.

We have seen good supplies out of Mexico on **Organic Red, Yellow, and White Onions**. Pricing is up a couple dollars this week as demand has been very high.

Organic Red and Gold Potatoes out of Canada are now done. We will bring in some Pacific Northwest **Organic Potatoes** for about a week which will be higher priced than the Canadian product. We should see the start of new crop **Organic Red and Gold Potatoes** out of California in early May, which will be even higher priced than the product from Pacific NW.

Organic Russet Potatoes continue to be in tight supply out of all regions.



OG PEPPERS

NOTE: **Organic Green Peppers** are now beginning to harvest new crop product in Coachella, CA. Expect quality to be outstanding, however pricing will remain very elevated in late April and early May. Look to get this product back on your shelves after seeing a few weeks gap in supplies.

Organic Red, Yellow, and Orange Bell Peppers still remain a struggle as Canada and Holland have yet to hit their full stride, while Mexico production remains limited, and Israeli season has all but concluded. Look for inconsistent and elevated pricing to continue as we conclude April and begin May.

Organic Bagged Mini Sweet Peppers continue to see great availability and steady pricing. While other pepper items remain tight, take advantage of this great product.



OG MANGOS

Organic Mangos will be in steady supply heading into May. **Organic Honey (Ataulfo) Mangos** will be slightly limited.

Organic Fair Trade Haitian Mangos (Francique variety) will be out of stock the last week of April, but will return for early May, so be sure to get your pre-orders in! Supplies should be steady for the first 2 weeks of May.

The Francique variety is one of the most juicy, sweet and flavorful mangoes we have access to on the western hemisphere. It has a deep orange flesh that is slightly fibrous. Combine that with the feeling of knowing you personally are making a difference to help one of the most impoverished countries in the world and nothing could be sweeter.

OTHER STORIES

- **Organic Cabbage** from Lady Moon Farms in Florida has concluded for the season. Expect to see supplies from both East and West Coast shippers in late April and early May. **Organic Napa** and **Savoy Cabbage** will be in steady supplies and pricing from California.

- Argentinean **Organic Abate, Anjou, Green Bartlett, Red Bartlett, and Bosc Pears** continue in good supply.

- **ALERT!** The last South African **Organic Grapes** will finish up for the season this week. We will gap for a few weeks until Mexico begins in mid-May with excellent quality and supplies expected.

- California **Organic Lemons** are in good supply with steady markets. We expect to see Mexico begin in early May with good supplies and better quality expected this season.

- California **Organic Grapefruit** are in very firm supplies with steady markets.

- Mexican **Organic Limes** are back in good, steady supply.

Organic Eggplant from Lady Moon Farms in Florida continues to see steady supplies and pricing in late April. Look for quality to remain outstanding.



BOXED UP
by Four Seasons Produce

Need help with a curb-side grab & go box that's pre-packed for you and your consumer?

Four Seasons is pleased to introduce "BOXED UP", a new contactless mixed produce box program. Retailers can take pre-orders from their shoppers or offer it via online ordering. Four Seasons packs the boxes to order and delivers them to your store.

Contact your rep or merchandiser to learn how you can launch this program in your store.

****Ingredients subject to changes***



FRUIT MIXED BOX
CODE: 224254



ORGANIC FRUIT MIXED BOX
CODE: 224251



SALAD MIXED BOX
CODE: 224255



ORGANIC SALAD MIXED BOX
CODE: 224252



COOKING VEG/SOUP MIXED BOX
CODE: 224256



ORGANIC COOKING VEG/SOUP MIXED BOX
CODE: 224253



SALAD PLEASER BOX
CODE: 224352



ORGANIC SALAD PLEASER BOX
CODE: 224351



MIXED STAPLES BOX
CODE: 224354



ORGANIC MIXED STAPLES BOX
CODE: 224353

CONVENTIONAL MARKET NEWS

APRIL 24 - MAY 1, 2020

PEAK SEASON FOR BERRIES



Late April and the first half of May is shaping up to be a great time to promote **Berries** at reasonable pricing and excellent quality.

Strawberries will be in good supply for late April and headed into May, and now is the best time to promote.

We'll be sourcing **Strawberries** from multiple areas in California, which include Oxnard, Santa Maria, Salinas, and Watsonville. Berry quality has been excellent with most fruit running very large.

We will also begin to carry 4/2 lb clamshells, along with the 8/1lb **Long Stem Berries**. **Long Stem Berries** will arrive in time for Mother's Day, and we'll be testing out a new line from Driscoll's called "Berry Big", sold in 18oz cardboard packs.

Raspberries and **Blackberries** continue to be in excellent supply from Mexico. The aggressive pricing and promotional opportunities will continue once again for the last week of April.

Blueberries are in peak supply from Mexico, Florida, and Georgia. We will have good supplies on 6oz and pints, plus 18oz clamshells are available to buy by request for customers that want to them. Quality has been excellent from all regions.

Also available at Four Seasons from Driscoll's: **Limited Edition "Sweetest Batch" Blackberries and Blueberries**.



CV GRAPES

There will be no gaps in supplies on **Grapes** as we transition from the old crop fruit out of Chile and Peru to new crop fruit out of Mexico and Southern California.

New crop **Cotton Candy Grapes** from Mexico arrive on 4/28.

The market on **Green Seedless Grapes** has been strong, but Mexico is already shipping on **Ivory** and **Sweet Globes** in a small way, with more volume in the first week of May. California will not be far behind, starting around May 11th.

On **Red Seedless Grapes**, there are ample supplies on Chilean fruit and the market remains flat. Mexico will start **Flames** in the first week of May.



CV GREENHOUSE VEG

Euro Seedless Cucumber prices remain extremely promotable this week. Canadian harvests continue to flush leaving very promotable markets and excellent quality

Mini Seedless Cucumber prices also remain promotable this week. Quality has been great coming out of Canada.

11lb **Red, Orange, and Yellow Pepper** prices are up this week. Harvests have been light, and demand remains strong on all 3 colors. Quality out of Canada has been very nice.

Beefsteak and **Cluster Tomato** prices are up this week. Mexico is crossing very little product, putting extreme demand on Canadian production. Quality remains excellent.



CV STONE FRUIT

At the beginning of May, we will kick off a new **Stone Fruit** season.

In early May, we'll see **White Peaches, Yellow Nectarines, Apricots, and Cherries**.

Yellow Peaches will start the following week in California.

Eastern Peaches are still looking to start in the middle of May from Georgia and South Carolina. It looks like it will be a very good crop this year.



CV POTATOES

We will make the transition on premium bulk **Red, Gold, and White Potatoes** over to new crop Northern Florida. Quality should be very nice, and pricing will be up a couple dollars.

Prince Edward Island grown storage crop **Red and Gold Potatoes** in 10/5lb bags will be done for the season by the end of April. We'll be fully into Green Giant brand then on out.



CV CALIFORNIA CITRUS

ALERT! Prices on Fancy **Navel Oranges** and **Heirloom Navel Oranges** are higher, and supplies are increasingly tight. Demand on choice fruit is very strong as bagging demand increases at the retail level and prices are increasing as well. It's as much about labor force being cut due to the coronavirus, lack of bagging time, and a shortage of 48/56s, as it is about price.

ALERT! **Minneola Tangelos** are done for the season.



CV MANDARINS

ALERT! California **Mandarins** will finish by mid-May and supplies through that time will be sporadic. There will be gaps in supplies and prices will be higher.

New crop **Mandarins** from Peru and Chile are starting soon and will be available as early the last week of April. Prices will be strong on these as well until volume increases.

Pixie Tangerines continue in season from California.



CV ASPARAGUS

ALERT! **Asparagus** remains extremely tight for late April. All regions, including California, are facing labor challenges right now due to COVID-19.

Local New Jersey and Delaware product is coming in very slowly due to cold temperatures.



CV LETTUCES

Iceberg and **Leaf Lettuces** are readily available. Prices are trying to creep up on Iceberg Lettuce but will most likely keep where they are for late April.



CV SCALLIONS

NOTE: **Scallions** out of Mexico got a little tight due to rain. East coast growers are struggling to get **Scallions** shipped out due to labor and weather. Pricing will remain elevated compared to normal.



CV BROCCOLI & CAULIFLOWER

NEW: **14ct Wrapped Bunch Broccoli** expected in 4/28. Code: 224560. We're adding this line as consumers continue to ask for more packaged options.

Broccoli Crowns and **Cauliflower** are coming in beautiful from Mexico, CA, and GA.



CV TOMATOES

Grape Tomatoes remain promotable this week out of Florida. Quality has been excellent.

ALERT! **Roma Tomato** prices rose significantly this week. Mexico is struggling to harvest and cross product. Most production is coming out of Florida. Expect higher markets and tight supplies this week. Quality has been nice.



CV PEPPERS

Green Bell Pepper prices will be on the higher side as product down south is in transition and very light supplies.

California crops have just begun and are also very tight. Expect to see California **Peppers** for late April and quality is expected to be excellent on the crown picks.

We are continuing to add packaged options based on customer request.



CV HASS AVOCADOS

Hass Avocados from Mexico will be in steady supply over the next few weeks. Expect prices to go up just a bit as we approach Cinco De Mayo.



CV MANGOS

Mangos will be in steady supply over the next few weeks. **Honey (Ataulfo) Mangos** will be slightly limited. **Haitian Mangos** will also be limited.



CV PINEAPPLES

Pineapples continue to be in great supply. Both 7 and 8ct Dole fruit will be promotable through early May!



CV CARROTS

Grimmway has resumed production on most of their specialty packs of **Carrots**, so retailers can start adding them back into their displays.



CV CUCUMBERS

Super Select Cucumber markets remain stable this week with no changes. Quality from Mexico and Florida has been nice. Georgia product is starting with very light supplies as well for late April.



CV GREEN BEANS

NOTE: Green Bean prices rose significantly this week. Crops are in transition, leaving tight supplies. Quality has been good, however expect higher markets.



CV SWEET CORN

Florida **Sweet Corn** prices remain steady with promotable volume. Quality has been excellent.



CV WATERMELONS

Florida **Watermelons** are in steady supply this week. Quality has been outstanding on both 60ct and 45ct bins. Drop a bin in the vestibule or produce department for easy sales.



CV EGGPLANT

NOTE: Eggplant prices will be high this week as product is very tight due to transition. Mexican harvests remain extremely tight as well leaving higher markets.



CV CELERY

Some **Celery** growers were seeing trouble in a few fields and passing on harvesting. This might tighten supplies and bump up the pricing.



CV BRUSSELS SPROUTS

ALERT! 25lb **Brussels Sprouts** are tightening up and prices are rising.



CV VIDALIA SWEET ONIONS

Vidalia Sweet Onions are now in full swing - get them today! Supplies are plentiful and pricing is steady.