

ORGANIC MARKET NEWS



OUTLOOK FOR MAY 6 - MAY 13, 2016

ORGANIC BLUEBERRIES IN PEAK SEASON



The remainder of May is shaping up to be a fantastic time to promote **Organic Blueberries**.

Fresh crop California and Florida **Organic Blueberry** supply is now “rocking and rolling” with excellent supplies and prices dropping sharply versus April.

12/6 oz. are most promotable for mid-May. 12/1 pt. (11oz.) are also now available and will come down in price throughout the month.

Driscoll's brand **Organic Blueberries** have had the best flavor - big and delicious! That said, all brands have been coming in with very nice quality.



OG GRAPES

The first Mexican **Organic Green Perlette Seedless** and **Black Summer Royal Seedless Grapes** are expected to arrive this week in very limited supply.

Prices will be very high during the first half of the month, but are expected to decrease heading into Memorial Day promotions.

The first **Organic Red Flame Seedless Grapes** should arrive on the East Coast the week of 5/16. Growers in Mexico are expecting very good quality this season.



OG BERRIES

Organic Strawberry and **Raspberry** supply has improved. The short supplies and prorates experienced here in the East Coast supply chain, appear to be going away for the second week of May. Late May and into June is shaping up to be a good time to promote **Organic Strawberries** and **Raspberries**.

We'll be bringing in some large-size 2lb. **Organic Strawberries** this week from Driscoll's. Contact your salesperson for more info!

Mexican **Organic Blackberry** supplies are steady and promotable this week from most shippers. Driscoll's **Organic Blackberries** are going into a 2-3 week gap.



OG CUCUMBERS

Organic Cucumbers are in abundant supply out of Mexico; May will remain a very promotable time. Florida is reporting more limited supply.

Organic Hothouse Cucumbers out of Mexico are in good supply at promotable pricing.

High quality **Organic Pickling Cucumbers (Kirby)** are in adequate supply out of Florida.

Organic Mini Cucumbers are in good supply out of Canada.



OG KALE

Organic Lacinato and **Green Kale** is in tight supply out West, but in good supply on **Organic Red Kale**.

Lady Moon Farms out of Georgia reports great supplies on **Organic Green Kale**, but more limited on **Organic Lacinato** and **Red Kale**.



OG CARROTS

This week should be the best week for **Organic Carrots** in months.

Not all shippers have full volume, but we are seeing more **Cello**, **Baby**, and some **25lb. Table Carrots** arriving. We should be able to come close to filling our customer demand this week.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are headed towards a supply gap, as the season in Mexico comes to an end. Pricing is up.

Maine will have some **Organic Brussels Sprouts** in late June, and CA will start up in a small way sometime in June as well.



OG SALADS

ALERT! **Organic Salads** continue to be hit with mildew, resulting in heavy prorates from vendors on **Organic Baby Spinach**, **Baby Arugula**, **Spring Mix**, and more.

This is an industry wide struggle. Shippers are battling to keep the pipeline filled, since demand will likely exceed available volume.



OG ASPARAGUS

Organic Asparagus is more limited in supply out of CA. Some standard is available, but it's still mostly large and x-large size. Quality remains strong.

Organic Asparagus out of NY State will begin late next week, unless the rains continue. The crop appears to have good volume for independent retail business through early June.



OG LEMONS & LIMES

ALERT! **Organic Lime** supplies are extremely limited. Fruit is sizing small and prices are very high.

California **Organic Lemon** supplies continue in a severe decline and prices continue to increase steeply. Expect large fruit to virtually disappear. 140/165 ct fruit will be the new normal. Expect to see some Mexican fruit in late May or early June.



OG MANGOS

Organic Mangos are finally plentiful and promotable following a tough early spring.

Organic Tommy Atkins Mangos from Mexico are in good supply. Prices continue to lower gradually as more and more fruit becomes available.

Organic Ataulfo Mangos also remain in good supply and pricing is competitive.



OG LETTUCE

Organic Lettuce has tightened up in California. Expect supplies to become more limited through mid-May. The rib rust on all varieties also continues. Some clean product may be available in Oxnard, but prices have moved up.

Lady Moon in Georgia reports adequate supplies of **Organic Red Leaf**, **Green Leaf**, **Red Boston**, and **Green Boston Lettuce**. **Organic Romaine Lettuce** is in good supply as well, and is very clean.



OG PEPPERS

ALERT! There is very little to load of Mexican **Organic Red Peppers** as that season is coming to an end. Holland growers have started but volume is not up to demand at this time. We anticipate prorates until supply has improved.

CA report good supplies this week on **Organic Green Bell Peppers**. Prices may firm up next week as they move through volume. Florida has finished with Organic Green Peppers.



OG SOFT FRUIT

OG Peaches Yellow: medium to small sizes are here from CA, tree-ripe 8lb. from FL

OG Peaches White: arriving this week

OG Peaches Donut: arriving mid-May

OG Plums & Pluots: arriving mid to late May

OG Nectarines Yellow & White: arriving mid to late May



OG STONE FRUIT

The first **Organic "Poppycot" Apricots** out of California have arrived in limited quantity. The "Early Cot" Variety is expected next. 10/1 lb. clamshells will also be available.

The first **Organic "TastyRich" Apriums** are arriving this week.

ALERT! The early crop California **Organic Cherries** were damaged by weather and the next shipper won't have any until mid-May.



OG WATERMELONS

Organic Watermelon supplies will continue to improve this week out of both Mexico and California. Pricing will remain steady as we approach Memorial Day.

Lady Moon Farms in Florida has just started to ship some fruit in limited quantities. Mid-May will be peak season for their famous **Organic Seeded Sugar Baby Melons**.



OG TOMATOES

FLORIDA: **Organic Grape, Cherry, Rainbow Cherry, and Round Tomatoes** are in great supply.

This will be the last significant planting of **Organic Round Tomatoes** out of Florida for this year.

Organic Roma Tomatoes are more limited.

MEXICO: **Organic Round, Grape, Roma, and Cluster Tomatoes** are in great supply.

Organic Round Tomatoes should begin to tighten up by the middle of May out of Mexico.

High-flavor **Organic Campari Tomatoes** will continue to be available.



OG SPRING VEG

OG Rhubarb: in season from OR & WA, local supplies begin next week

OG Spring Onions Red: arriving from CA

OG Spring Garlic: arriving from CA

OG Spring Elephant Garlic: arriving from CA

OG Snap Peas: in peak season from CA

OG Fava Beans: in season

OG Sweet Corn: season beginning from Mexico & CA; 12/2 ct tray packs and 48 ct cases arriving this week



OG CITRUS

Organic Kumquats are limited, but the pricing is steady.

Organic Blood Oranges are wrapping up for the season. A sporadic arrival or 2 may surprise us here in May.

The **Organic Navel Orange** crop is shrinking quickly with prices on the rise. **Organic Valencia Oranges** are back in good supply with more shippers switching over from navels. **Organic Cara Cara Oranges** are finished for the season.

Organic Minneola Tangelos are wrapping up for the season and will be done by mid-May.

Organic Gold Nuggets are winding down for the season and will be done later in May.

OTHER STORIES:

- **Organic Zucchini** is in abundant supply out of Mexico, CA, FL, and GA. It's a good time to promote!

- **Organic Broccoli** prices slide a little bit this week. Quality has remained good. Organic Broccoli Crowns are in good supply as well.

- **Organic Vidalia Onions** are here in both 40lb bulk and 16/3lb. bags. This is a great item to promote. New crop desert grown **Organic Onions** have started and quality is nice.

- Argentinian grown **Organic Red Onions** are in house and look great. This product will wind down in mid-May at which time we should be getting started with CA new crop reds. I don't expect to see any significant supply gap barring any unforeseen issues.

- We should see pricing on **New Crop California Organic Red and Gold Potatoes** fall slightly as we progress through the week. Quality remains extremely nice.

- **Organic Pears** from South America are abundant in all varieties and will remain promotable during May.

- **Organic Apples** are basically finished out of Washington. Fresh crop from South America is in high demand, making pricing very expensive for late spring and early summer.

- **Organic Green Beans** continue to be in abundant supply out of FL with historically low prices. Quality has been very good.



MEMORIAL DAY MERCHANDISING

Monday, May 30, 2016

DELIVERY AND OFFICE SCHEDULE:

Wednesday 5/25 - Extra deliveries in most regions to support pre-holiday volume

Thurs/Fri/Sat 5/26-5/28 - Normal office and delivery schedules

Sunday 5/29 - Sales office open 8 am - 1 pm

Monday 5/30 (Memorial Day) - Sales office open with limited staffing 8 am - 12 pm., very limited deliveries

Tuesday 5/31 - Normal office and delivery schedules

Wednesday 6/1 - Extra deliveries in most regions to support post-holiday refill

MERCHANDISING TIPS:

• Your **fruit counters** should be reset with fresh crop stone fruit, soft fruit, grapes, and melons by Thursday May 26st. Don't play catch up throughout the holiday weekend.

• Expand your **berry sections**. Full variety is available on Organic and Conventional berries, including some big packs.

• Your **vegetable counters** also need to have some adjustments made. Cut back the spacing on the hard cooking vegetables such as turnips, winter squashes, parsnips, etc. The key items to expand will be corn, lettuces, tomatoes, celery, cabbage and slaw mix, green & mixed color peppers, cucumbers, radishes, scallions, portabella mushroom caps & slices, sweet onions and new potatoes.



• Drive sales and margin through **melon displays**. Find sharp price points for whole melons and also build large refrigerated or ice displays of cuts and halves, sold at higher per pound prices. This extra margin on cuts will provide nice profit mix and options for shoppers.



POPULAR DISPLAY THEMES:

- **Veggie Grilling** – Try a display that includes Organic or Conventional: Vidalia onions, stoplight peppers, asparagus, portabella mushroom caps & slices, eggplant, anise, count russet potatoes, and green & yellow squash. You might even want to tray up a combination of these items and weigh it at \$4.99 lb. Tie in Garlic Expressions and other marinades and minced garlic.



- **Corn Crazy** - Build a large, secondary display of corn using a bin dummied up to control your display quantities. Position a clean trashcan at the display for your customers to shuck their corn. To make very good margin, trim, strip and tray pack 5 ears of corn and get premium retail for the added value and convenience.

- **Tomato Patch** - Mass display tomatoes using grapes, vine ripens, beefsteaks, cocktail and browns, heirlooms, mixed cherries and clusters. Be sure to add basil to these displays.

DELIVERIES AND PLANNING:

- Order your **hard goods** and **semi-perishables** to hit your store early - by **Tuesday, May 24th** or **Wednesday, May 25th**. Get 'em in and load up the department. These are items that you don't want to be fooling with come the weekend: salad dressings, dips, salsa, juices, croutons, fruit dips, nuts, etc. Have your evening associates pack out these sections at night. Avoid that congestion in your aisle during business hours.

- Bring in your **hard vegetables** and **fruit** by **Thursday, May 26th**. These lines and items include: potatoes, onions, carrots, mini carrots, apples, pears, oranges, lemons & limes, honeydew, cantaloupe, pineapple and bin watermelon.

- There is no need to be overly cautious with **bin watermelons**. This is only the beginning of the summer picnic season. Your risk is low even if you have a few extra melons after the holiday. Store watermelons at room temperature.

- Bring in your **corn** by the pallet and try to have it in by **Thursday, May 26th** and **Friday, May 27th** and keep it watered or iced down.

- **Don't be stuck waiting on a truck**. Load up early and attempt to spread your tonnage throughout the week to help level the volume.



CONVENTIONAL MARKET NEWS

OUTLOOK FOR MAY 6 - MAY 13, 2016

CV JERSEY FRESH LETTUCES



Spring crop **Local Lettuces** are finally here from the well-drained, sandy soils of New Jersey.

Romaine, Green Leaf, Red Leaf, and Butter Lettuces may be limited from California and with higher pricing this week, **BUT** we will have Flaim Farms Panther Brand **Leaf Lettuce** from Vineland, New Jersey.



CV CHERRIES

Despite the occasional weather that has slipped in and out of California this past week, the **Cherry** season is well underway in California.

Volume is increasing daily, but fruit at this time is peaking on the 11.5 row and smaller fruit. There seems to be plenty of this size with most demand for the larger sizes, therefore most growers are aggressively priced on smaller fruit to keep inventory moving. **Jumbo Cherries** will be in better supply and more affordable heading into Memorial Day.

So far we have seen good quality and improving color and flavor.



CV BERRIES

It's **Blueberry** season!

Blueberry supplies out of Florida and Georgia are expected to be good this week. There will be deals on 12/6 oz. as most retailers are switching to 12/1 pt. (11 oz.) this week. Promo deals may also be available this month on 8/18 oz.

Supplies are on the rise, so plan on promoting **Blueberries** through the month of June as we roll into North Carolina and New Jersey.



CV PEPPERS

Green Peppers are flush and abundant from California, Florida and Mexico. We will mostly be into California jumbos (the best quality on the market), but we will still have XLG.

15lb **Red Peppers** are steady, have nice quality, and are big in size (18-20ct per box).

11lb **Red, Yellow, and Orange Peppers** are more limited from Canadian hothouses as yields are down from lack of sunlight.

Mini Mixed Sweet Peppers are steady.



CV CUCUMBERS

“Cute cucumbers” are promotable. **Cello wrapped Cucumbers** are steady to higher in price this week. Canadian hothouse production is down due to lack of sunlight.

Although there is still good supply of nice Mexican **Cucumbers**, the big flush is over, pricing is up, but still very reasonable and promotable.



CV MELONS

Rain at the end of the week put a stop to **Watermelon** harvesting for a few days. Demand in the Northeast has been light due to rainy and cool weather. Prices will remain steady.

The off shore **Melon** deal will finish by the end of May and all demand will shift to the West. Look for prices to remain steady this week.



CV ASPARAGUS

New Jersey **Asparagus** will rebound this week from the rainy and cool weather. They have been struggling to keep up with demand. Prices will adjust accordingly as supplies ramp up.



CV MANGOS

Mexican **Mangos** are plentiful, and in fact supply far exceeds demand on 12 count and smaller fruit, and they are competitively priced. Larger sizing is still in short supplies and the market will continue to be higher than normal.



CV LIMES

ALERT! Limes volumes are very low and will continue to be very limited. Pricing out of Mexico continues to spike dramatically.

The **Limes** that are coming across are new crop, therefore the sizing will be smaller. They are peaking on 200s/230s.



CV SWEET CORN

Sweet Corn is in excellent supply with steady pricing out of Florida.

The rainy weather in the mid-Atlantic and Northeast has curbed demand, so as soon as the sun comes out, shoppers in that area will be ready to buy **Sweet Corn**.



CV TOMATOES

With the exception of **Beef Tomatoes**, all field and greenhouse **Tomatoes** are abundant with aggressive, promotable pricing.

Now is a great time to offer **Specialty Snacking Tomatoes** to your customers!



CV STRAWBERRIES

Better weather in California is translating into better **Strawberry** supplies and lower pricing this week.

Driscoll's and other shippers are reporting large berry sizing out of Salinas, making mid-May a good time to promote 2 lb. packs.



CV BLACKBERRIES & RASPBERRIES

Steady supplies of both **Raspberries** and **Blackberries** are expected this week. Look for promotional opportunities on both in the next few weeks.



CV HASS AVOCADOS

ALERT! Following an incredible time of promotability, **Hass Avocados** from Mexico are finally going up in price for the remainder of May.

Crossings are down 30 % this week and 40 sz & 48 sz are much less plentiful at the end of the season. There may be deals on 60 sz & 70 sz fruit.

Hass Avocado shippers are not expecting any price relief until the Peruvian crop begin to arrives sometime in June.



CV GRAPES

The last bulk **Grape** vessel from Chile of the season arrived on Monday, May 2. This means the fruit on this ship will have to get us through to volume picks up from Mexico and Southern California.

New crop **Green Perlette Seedless Grapes** out of Mexico and Coachella, CA will be arriving to the East Coast in mid-May.

Fresh crop **Red Flame Seedless Grapes** from Mexico will overlap briefly with old crop **Crimson Red Seedless Grapes** from Chile.



CV STONE FRUIT

Eastern Peaches will finally kick off during mid-May with mostly 2 1/4" size fruit to start.

California **Yellow Peaches** and **Nectarines** are here now, and **White Peaches & Nectarines** start this week.

The first California **Apricots** have been nice quality. We'll be offering the best and biggest fruit in 14 lb. 2-layer boxes, along with smaller value fruit in 24lb. cases.

Flavorosa Pluots may start as early as next week with **Black Plums** in mid-May.

OTHER STORIES:

- **Eggplant** is steady in price. Mexican product is wrapping up & we'll be switching to the East Coast.

- **Green and Yellow Squash** remain plentiful – promote!

- **Vidalia Sweet Onions** from Georgia continue in their peak season supply and promotability! Quality is excellent.

- **Brussels Sprouts** are still limited, but not as tight as they were. Pricing will be down this week.

- **Cauliflower** is limited with steady to higher pricing this week. Quality is nice.

- **Green Beans** remain flush. Quality is great and pricing is aggressive/promotable.

- **Import Bartlett Pears** are winding down for the season, so be ready to transition your displays to **Import Packham Pears** in the coming weeks.

- Washington State storage **Apples** are beginning to be hit or miss in terms of availability, meanwhile fresh crop **Apples** from Chile and New Zealand are beginning to trickle in.

DISPLAYS OF THE WEEK

