



ORGANIC OUTLOOK

MAY 5 - MAY 12, 2017



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ORGANIC BERRY OUTLOOK

Organic Strawberry supplies out of Mexico and California are now excellent with strong promotional opportunities expected for early May and during June!

Mexican and California **Organic Blueberry** supplies are ramping up in a big way. Prices are dropping quickly and quality is some of the best of the season.

Florida and Georgia **Organic Blueberry** volume has improved, but the season is only expected to continue for a few weeks. Prices are coming down.

ALERT! Organic Blackberry supplies have tightened significantly especially on the Driscoll's brand. Expect rising prices and less volume for May. June supplies will be better.

ALERT! Organic Raspberry volume continues to be extremely tight for early May and is expected to remain this way for the next couple of weeks until the California crop begins peak season.

OUTLOOK FOR JUNE:

June should be the month to promote the "organic berry patch" - look for great quality and low prices on all four main berries!



OG GRAPES

MAY OUTLOOK:

Mexican **Organic Green Grapes** are starting in a light way. **Organic Black** and **Red Grapes** are expected to begin the second week of May. Expect excellent supplies by mid-May and an early start to the California crop late in early June should drive prices down.

JUNE OUTLOOK:

Mexican **Organic Cotton Candy** and **Sweet Sapphire Grapes** are expected the first week of June. They will once again be extremely limited so make sure to get your pre-orders in!

We may even get a couple of other new specialty varieties this season.



OG MELON SEASON

Organic Watermelons (full size and mini) will be in good supply this week from Mexico.

Lady Moon Farms is also getting started out of Florida. We will start with **Organic Sugar Baby Melons** (seeded with a solid dark green shell) and then move to their seedless varieties heading into mid-May.

Mexican **Organic Cantaloupes** and **Honeydew** 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 **Organic Galia Melons** are expected this weekend and then should be steady for a few weeks.



OG STONE FRUIT

Mexican **Organic Peaches** continue in steady supply and are expected to transition to California fruit later in May.

We should see the first California **Organic Nectarines**, maybe even some **Apricots** and/or **Apriums**, in mid-May.

We should expect the first California **Organic Black Plums** fruit towards the end of May.



OG TROPICALS

Organic Young Thai Coconuts are in great supply - keep pushing as price continues to drop!

Organic Formosa Papayas are tightening up a bit. Prices will continue to move upward until mid-May.

Organic Pineapples are in great supply. Pricing will be steady and quality has been nice.



OG BROCCOLI & CAULIFLOWER

More **Organic Cauliflower** is available this week and the pricing has come down some, but it is still high. Product arrived a little cleaner this week.

Organic Broccoli markets are tighter than last week as shippers have less volume. Quality is reported to be good. **Organic Broccoli Crowns** are in VERY limited supply.



OG LETTUCE

Lady Moon's Florida farm has completed its **Organic Lettuce** harvesting for the season, but their Georgia farm has adequate supplies of **Organic Romaine, Red Leaf, Green Leaf, and Boston Lettuces**. Quality is expected to be excellent.

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

Organic Romaine Hearts supplies are not as limited and pricing has dropped a bit, but there are still some discoloration issues.



OG ASPARAGUS

Organic Asparagus is in adequate supply out of CA as a couple of smaller shippers have jumped in this week. Pricing is stable.

Cooler weather has slowed production in NY for **Organic Asparagus**. It's expected to start the second week of May.



OG SQUASH

Supplies of **Organic Yellow and Zucchini Squash** are in adequate supply out of Mexico this week.

Florida **Organic Zucchini** is also in adequate supply and quality is excellent. **Organic Yellow Squash** is more limited in supply. GA **Organic Squash** has begun.



OG PEARS

Import **Organic Abate and Anjou Pears** are now in excellent supply with promotional opportunities available.

Organic Green "Autumn Bartlett" Pears out of Argentina are now available with high prices. Green fruit should be expected.

Import **Organic Red Anjou Pears** are now available in limited supply. **Import Organic Bosc Pears** have continue in limited supply.



OG CELERY

ALERT! The **Organic Celery** market is very tight and most shippers have fair to poor quality. Blight, discoloration, and yellowing is seen fairly often. Pricing has moved up this week as well and it could be a couple of weeks at least until conditions improve.

Organic Celery Hearts have the same quality conditions as organic celery and prices have doubled.



OG HASS AVOCADOS

ALERT! **Organic Hass Avocados** have made the news recently and the outlook is not looking good for late spring into summer.

California crops are way down, Peru fields are flooded, and Mexico volumes are down as well. Expect prices to rise to near all-time highs in May/June. For the immediate future, pricing will be steady for next week.



OG CUCUMBERS

Organic Cucumbers are increasing in supply now out of Mexico - it's a good time to promote! Florida has started and product is adequate supply right now.

Organic Hothouse Cucumbers are in abundant supply out of Mexico.

Organic Persian (Mini Seedless) Cucumbers are in adequate supply as well.



OG GREEN BEANS

Organic Green Beans are increasing in supply out of Florida and California. Pricing is steady at this time and quality is good.



OG VIDALIA ONIONS

Organic Vidalia Onions have now started and this is a great item to promote!



OG SWEET CORN

Some Mexican clipped 48 ct **Organic White Sweet Corn** has begun to ship. No packaged corn is available at this time.



OG MANGOS

Haitian "**Francique**" **Fair Trade Organic Mangos** are available! Sizing will be 10/12ct and the fruit is beautiful. Be sure to get some of our first Haitian organic fruit! This fruit is VERY NICE and a fair trade premium goes back to the Haitian farmers and workers, giving them a much more competitive price and wage!

Organic Tommy Atkins Mango supplies should be back to normal by the second week of May as new growing regions and packing houses get up and running.

Organic Ataulfo Mango supplies will be fairly steady.



OG PEPPERS

Organic Red Peppers are in good supply out of Mexico. Some bruising issues are apparent in the Mexican product. **Organic Yellow** and **Orange Peppers** are more limited.

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

Organic Green Peppers are finished from Florida, but are increasing in supply out of California and Mexico.



OG LEMONS

ALERT! California **Organic Lemon** supplies have gotten extremely limited and prices are skyrocketing. Expect some gaps in supply.

The Mexican **Organic Lemon** supply continues to be delayed and is still supposed to begin in mid-May with a larger crop expected and high prices due to the limited domestic fruit.

OTHER STORIES:

- **Organic Navel Oranges** continue to tighten this week as most shippers have already finished for the season. Limited supplies are expected to continue through May with rising prices. Smaller sizes will prevail.

- **Organic Valencia Oranges** have begun in limited supplies.

- **Tango Mandarins, Murcott Mandarins, Golden Nuggets, and Minneolas** are done for the season.

- **Organic Onions** are in much better supply this week and market prices seem to be coming off slightly. New crop **Organic Yellow Onions** have started this week out of California and will see a slight increase in price above the storage pricing we had been seeing. New crop **Organic Red On-**

ions have started out of Mexico and will transition to California grown starting the second week of May in limited supply.

- All **Organic Carrots** are in good supply right now. The tops of **Organic Bunch Carrots** are thin and some discoloration is present.

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

- **Organic Eggplant** is very limited from Mexico. Florida reports limited supplies as well, with some skin scraping from wind, but color is excellent.

- **Organic Salads** have almost fully recovered from the transitional challenges we were face for the past month.

- **Organic Rhubarb** is available out of WA and Oregon in good supply. PA will start this week.

- **Organic Red Cabbage** out of Florida is in limited supply. California reports limited supplies of **Organic Green Cabbage**, but **Organic Red** and **Savoy Cabbage** is virtually nonexistent. **Organic Napa Cabbage** is very limited and expensive.

- **ALERT! Organic Brussels Sprouts** are more limited this week out of Mexico. Pricing has moved up. Product should be available until mid-June.

- **Organic Cut Veg** is in better supply but is still facing some supply difficulties.

NEW! OR BACK IN SEASON

ORGANIC



40363 - OG Tomato Mini Roma	12/10 oz	43699 - OG Cantaloupe Mexico	18 ct
40289 - OG Italian Inspired Microgreens	3/1.75 oz	43745 - OG Melon Galia Mexico	8 ct
40290 - OG All American Microgreens	3/1.75 oz	43754 - OG Honeydew Mexico	6 ct
40291 - OG Mexican Fiesta Microgreens	3/1.75 oz	43647 - OG Honeydew Mexico	8 ct
40292 - OG Asian Zing Microgreens	3/1.75 oz	44450 - OG Honeydew Mexico	9 ct
40293 - OG Veggie Blend Microgreens	3/1.75 oz	44318 - OG Peach Yellow 60s Mexico	18 lb
42711 - OG organicgirl Butter Plus! True Heart	6/5 oz	43839 - OG Peach Yellow 70s Mexico	18 lb
42712 - OG organicgirl Butter True Heart	6/5 oz	44174 - OG Mango Fair Trade "Francique" Haiti	10/12 ct
41795 - OG organicgirl Romaine True Heart Leaves	6/7 oz	43818 - OG Pineapple Gold	6 ct
44113 - OG Orange Valencia Fancy California	88 ct	41163 - OG Lettuce Iceberg Cello	12 ct
43332 - OG Pear Anjou Argentina Bag	12/3 lb	40885 - OG Radish Easter Egg	24 ct
44530 - OG Strawberries Driscoll's	4/2 lb	40145 - OG Artichokes Globe	18 ct
43872 - OG Grapes Green Seedless Mexico	18 lb	40162 - OG Artichokes	48 ct
41804 - OG Watermelon Bin Seedless 18# Avg	36 ct	40371 - OG Beans Fava	25 lb
44437 - OG Watermelon Sugar Baby 5ct (Seeded)	60 lb	40575 - OG Carrot Bunch Purple	24 ct
44438 - OG Watermelon Sugar Baby 6 ct (Seeded)	60 lb	40521 - OG Corn White	48 ct
43694 - OG Cantaloupe Mexico	9 ct	40507 - OG Broccoli Rabe	20 ct
43696 - OG Cantaloupe Mexico	12 ct		

CONVENTIONAL



06011 - CV Apples Fuji 90 ct Chile	40 lb	15420 - CV Nectarines 60ct 2-Layer CA	18 lb
05993 - CV Apples Gala 90 ct Chile	40 lb	15422 - CV Nectarines 70/72s 2-Layer CA	18 lb
05923 - CV Apples Granny Smith 90 ct Chile	40 lb	15424 - CV Nectarines White 70/72 CA	18 lb
06415 - CV Pears Packham 90ct+ Import	40 lb	15015 - CV Cherries Bag 10.5 Row CA	16 lb
13875 - CV Oranges Valencia Sunkist	113 ct	15012 - CV Cherries Bag 11 Row CA	16 lb
13786 - CV Oranges Valencia SK Choice	10/4 lb	14793 - CV Apricots 2-Layer 70s CA	14 lb
05827 - CV Apples Premier Star 80/90 New Zealand	40 lb	17078 - CV Avocado Hass Mexico	70 ct
07290 - CV Pears Asian Brown	12 ct	17904 - CV Pineapple Golden Ripe Jumbo	5 ct
14077 - CV Clementines Israel	15/2 lb	17771 - CV Persimmons Fuyu	24/27 ct
10260 - CV Strawberries Stem	4/1 lb	00142 - CV Artichokes Jumbo	12 ct
12062 - CV Watermelon Seedless Mini	11 ct	00147 - CV Artichokes Jumbo	18 ct
11053 - CV Cantaloupes Athena Bin Florida	120 ct	00143 - CV Artichokes Sangria (Red)	24 ct
11050 - CV Cantaloupes Athena Bin Florida	150 ct		



CONVENTIONAL

FLAIM FARMS - VINELAND, NJ

- 00205 - CV Arugula NJ 24 ct
- 00592 - CV Bok Choy Baby (Shanghai) NJ 30 lb
- 02875 - CV Endive/Chickory NJ 18 ct
- 02901 - CV Escarole NJ 18 ct
- 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
- 01200 - CV Dill NJ 24 ct
- 01201 - CV Dill NJ 12 ct
- 01308 - CV Greens Collard NJ 18 lb
- 01315 - CV Greens Kale 18ct NJ 18 lb
- 01355 - CV Swiss Chard Rainbow NJ 12 ct
- 01362 - CV Swiss Chard Green NJ 12 ct
- 01368 - CV Swiss Chard Red NJ 12 ct
- 01462 - CV Kohlrabi Green 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

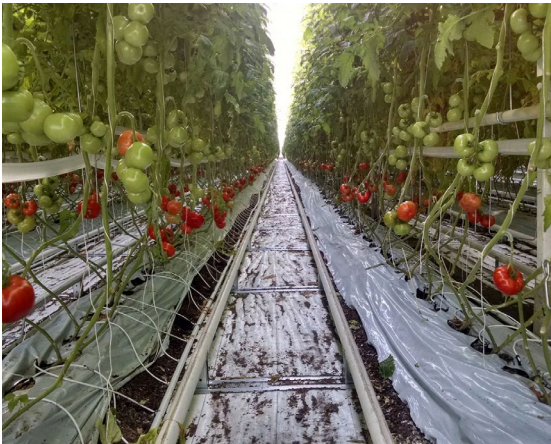
- 00357 - CV Asparagus NJ 28 lb

SAM FISHER - CHRISTIANA, PA

- 02165 - CV Rhubarb PA 20 lb



ORGANIC



TOIGO ORGANIC FARMS - CARLISLE, PA

- 41322 - OG Tomato Cluster PA 11 lb

PEDERSEN FARMS - SENECA CASTLE, NY

- 40324 - OG Asparagus NY 28 lb - arriving 5/11!



CONVENTIONAL OUTLOOK

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WWW.FSPRODUCE.COM US #1

CALIFORNIA CHERRY SEASON



The **Cherry** season has kicked off with the first deliveries!

Fruit is nice quality and fruit actually eats well. Volume will improve even more as growers are harvesting large amounts between May 4th and May 8th.

Prices are expected to ease down on the California **Cherry** crop during May and hit promotable levels in early June.

Cherries from the Pacific Northwest are expected in mid-June with peak promotions headed into the 4th of July.



CV LETTUCE

GOOD NEWS! Iceberg Lettuce supplies are increasing with good quality for this week. Prices have dropped more than half for the second week of May, making it a great time to promote on in-store special.

While it's difficult to project too far out supply wise, we do know there are better supplies of **Romaine Hearts** this week with nice quality and lower pricing.

We will be transitioning from California **Escarole** and **Endive** to **New Jersey** product this week. We will continue to have California and New Jersey options for **Romaine, Green Leaf, and Red Leaf Lettuces** this week, while we will continue with just **NJ Boston Lettuce** this week. Pricing is down from both growing areas with nice quality.



CV MELONS

Florida and Mexico are in very good **Watermelon** production. Look for prices to hold steady this week. Watch for this situation to change quickly as we approach Memorial Day.

Central American **Cantaloupes** and **Honeydews** will continue through the end of May. Mexican production is increasing.

Florida has started to ship their bin **Athena Cantaloupes**. We will see pricing move down with the supply situation.



CV TOMATOES

15lb Beef and **11lb Cluster Tomatoes** have an upward pricing pressure due to low-light levels in Canadian greenhouses. Quality is excellent.

2-layer and **25lb Vine Ripe Tomatoes** are steady with good quality and aggressive pricing.

Grape Tomatoes have an upward pricing pressure due to light supplies. Quality is good. **Cherry Tomatoes** are in steady supply and quality is good.

Roma Tomatoes are nice quality from Florida. Pricing is pressing downward.

Campari Tomatoes are steady. **Blended Flavors** and **Gold Tomatoes**, in pints, are through the big flush, so naturally pricing has increased to normal levels.



CV NEW JERSEY VEG

We are transitioning **Collards** and **Kale** supply from North Carolina to New Jersey. Quality is expected to be nice, with steady pricing.

We will have steady supplies of **Cilantro**, **Curly Parsley**, and **Flat Parsley** from New Jersey.



CV RADISHES

Bunched Radishes from New Jersey are steady in supply with good quality.

ALERT! 6oz and 11lb cello **Radishes** are very tight due to Arizona being the only main supply and light supplies from Arizona. Pricing on these items will be higher this week.



CV BROCCOLI & CAULIFLOWER

The roller coaster on **Broccoli** and **Cauliflower** supplies continues as production is down again and pricing trending up. Quality has been good.



CV BERRIES

Strawberries are a great item to promote this week. Supplies will be strong and pricing will be at a good level to promote.

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

We expect to see **Raspberry** and **Blackberry** supplies improve this week and continue to increase over the coming weeks. Look for prices to decrease slightly this week.



CV BLUEBERRIES

We expect Florida **Blueberry** supplies to wind down quickly by mid-May. The Georgia crop has been affected rather significantly by the early season freeze. North Carolina hopes to start before Memorial Day, but not much before then. We are expecting to see much tighter supplies and higher markets heading into the Holiday.

We are going to possibly need to source some product from California and Mexico to bridge the gap to North Carolina.



CV PEPPERS

Green Peppers will be lower in pricing with promotable volumes. There are good supplies of "Sun-tan" **Green Peppers** this week at deep discounts.

15lb Red Peppers are trending higher in pricing with very nice quality from Mexico.

11lb Red Peppers are steady and the big flush of **11lb Yellow** and **Orange Peppers** is over with an increase in pricing this week.



CV GRAPES

There are very few Chilean **Green Seedless Grapes** available and quality will be fair at best.

New crop Mexican **Perlette Green Seedless Grapes** will be available next week, but supplies will be limited. A few Mexican **Red Flames** may cross this weekend.

Crimson and **Timco Red Seedless Grapes** are still in ample supply and good quality. There will be a definite price advantage over new crop fruit if you want to hold off from making the switch.



CV CUCUMBERS

Cucumbers are steady from Mexico, but there is better supply from Florida with lower pricing. Select Cucumbers are running nicely with low pricing.

Cello wrapped Cucumbers and **12/6ct Mini Seedless Cucumbers** will see an up-tick in pricing this week due to low-light levels in the Canadian greenhouses.



CV SPINACH

4lb and 4/2.5lb **Spinach** (baby/teen) is steady, while we will have a fantastic deal and promotional opportunity on 12/10 oz **Spinach** this week. Please ask your sales rep for details!

Spring Mix is steady with good quality.



CV SWEET CORN

Florida **Sweet Corn** remains in good supply. Quality has been good.

12/4ct **Sweet Corn** trays are aggressively priced again this week.



CV SQUASH

Zucchini Squash is plentiful from Mexico and Georgia. Pricing will be steady to lower and this is a great item to promote along with **Yellow Squash** that is aggressively priced down this week.



CV ARTICHOKES

12ct and **18ct Jumbo Artichokes** will continue to be great to promote this week with very aggressive pricing and outstanding quality.



CV SOUTHERN PEACHES

Georgia is expecting to have limited **Peach** volume starting the last week of May and continuing through most of June, then that will be it for Georgia! Sizing will be small, mostly 2-1/4" with very few 2-1/2".

South Carolina is expecting to get started with Peaches by late June or early July and continuing through August. Supplies will be somewhat limited, but should be better than Georgia. Sizing will also be small, mostly 2-1/4", but they should have decent supplies of 2-1/2" too and hopefully some 2-3/4".



CV EASTERN PEACHES

New Jersey, West Virginia, and Pennsylvania will get started with **Peaches** by mid to late July and continue through August (expecting close to full crops, but over-all volume from these regions are always somewhat limited).

The **Peaches** will be mostly 2-1/2" with some 2-3/4" as sizing should be better than the other regions. Strong demand is anticipated.

CV CA PEACHES & NECTARINES

Good news - California is kicking off with this season's **Peach** and **Nectarine** crop!

Volume and size should steadily increase and keep supplies until there is a consistent supplies of Eastern fruit in the Northeast.

CV ONIONS

Onion market pricing is all over the board this week. Quality is questionable in both the Pacific Northwest and the Texas growing regions. Some shippers from Washington are going to have Onion supplies into June and possibly into July this year, which is extremely late.

We have started with new crop conventional **Onions** from Brawley, California and early reports indicate that it is an excellent quality crop. However, there will be a slightly higher cost due to the added freight out of California. Peri & Sons new crop conventional **Onions** will get started with arrivals into us next week.

Keep promoting **Vidalia Onions!**

OTHER STORIES

- The demand for **Russet Potatoes** continues to be very steady with minimal change. Due to the lack of larger-sized potatoes, 70 ct **Russet Potatoes** and bigger, have a strong market with slightly higher prices.

- **Asparagus** is in good supply out of New Jersey.

- **Eggplant** supplies and pricing are steady with slight downward pricing pressure on the market.

- **Brussels Sprouts** are tight overall, but we will continue with the nice "Oceanside" label again this week with steady pricing.

- **Green Onions** are in good supply with promotable volumes this week.

- **Anise (Fennel)** continues to be a good item to promote this week with strong volumes and aggressive pricing.

- **ALERT! Green Beans** are very limited this week, but quality is good. Pricing will be up from Florida.

- We are transitioning from Florida to Georgia **Cabbage** with steady pricing and nice quality.

- **ALERT! Celery** is extremely limited with very high pricing this week due to extremely light supplies.