



# ORGANIC OUTLOOK

MAY 4 - MAY 11, 2018



WWW.FSPRODUCE.COM 9 CT

## SPRING CROP ORGANIC MELONS

**Organic Melons** are back in season!

Mexican **Organic Cantaloupes** have begun in 9, 12, 15, and 18ct. Supplies will continue to improve over the next couple of weeks. Flavor has been excellent on early season fruit.

**Organic Honeydew** and **Orange Honeydew** from Mexico are available in excellent supply with spot deals to be had. **Organic Galia** and **Harper Melons** are also in season.

Spring crop **Organic Seedless Watermelons** are now available in both bins (45 ct & 60 ct) and cartons. **Organic Mini Seedless Watermelons** are in steady supply in 6 ct and 8 ct.



### OG BERRIES

California **Organic Strawberry** supplies are excellent. Promotional opportunities are available for mid-May with some of the best quality of the season so far!

Driscoll's **Organic Blackberry, Blueberry, and Raspberry** supplies continue to improve steadily. Prices are expected to come down significantly for the week of May 13.

Other brands of **Organic Blackberries** continue to improve as well.

California **Organic Blueberry** supplies continue to ramp up with pints promotable for mid to late May.



### OG TOMATOES

**Organic Cluster Tomatoes** are abundant out of Mexico. It's a good week to promote! Quality has been very good. Shippers out of Mexico report adequate supplies of **Organic 15lb Hot-house Tomatoes**.

**Organic 2-Layer Round Tomatoes** will be back in season out of Mexico by mid-May.

**Organic Cherry Tomatoes** will be in limited supply out of Florida going forward. **Organic Grape Tomatoes** are finishing up out of Florida this week. Expect prices to rise. Georgia will have product to harvest in mid-May. Mexico reports good supplies, but may tighten up in relation to Florida finishing.

**Organic Roma Tomatoes** are in adequate supply. Quality on arrival has been okay, with low color.



### OG PEPPERS

Holland **Organic Red, Yellow, and Orange Peppers** are all in good supply. Pricing has jumped up in the last week due to demand with Mexican supplies being very limited on all colors. Pricing is up sharply out of Mexico.

Mexico has very limited supplies of **Organic Green Peppers**. Prices are very high.





## OG APPLES

New crop **Organic Gala Apples** continue in excellent supplies out of Chile and Argentina with really good market advantage on fresh crop. Quality is excellent. New crop import **Organic Fuji** and **Granny Smith Apples** will arrive in mid-May.

Storage crop Washington **Organic Apples** are limited and prices are high on all sizes as the season is ending and shippers are finishing up.



## OG CELERY

**ALERT!** **Organic Celery** is in very tight supply. Quality is an issue everywhere you look. With aphids, insects, black heart, some decay – there is no good **Organic Celery** right now.

It will be until mid-May until the Oxnard region is flowing with product. Quality should improve. Until then, prices are sky-high.



## OG RHUBARB

**Organic Rhubarb** is in good supply out of Oregon and Washington. The color of the northwest **Organic Rhubarb** is excellent. This season should last through mid-May, weather dependent.

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



## OG EGGPLANT

Mexico has just started with **Organic Eggplant**. Quantities are limited and prices are high.

Florida growers have limited supplies of **Organic Eggplant**.



## OG ASPARAGUS

**Organic Asparagus** is in tighter supply for early May. There is still some Mexican product available at cheaper prices, but the product quality isn't as nice. Washington just started their program.



## OG POTATOES

We will see the first new crop **Organic Yellow Potatoes** arrive this week. Price will be up considerably over old crop prices.

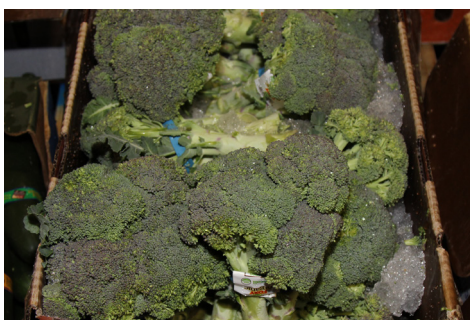
We will continue with Canadian **Organic Red Potatoes** for the next couple weeks as the quality has remained nice and the price is much lower than new crop.



## OG KALE

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

Availability out of Florida is on the downside. Georgia has begun with **Organic Green, Red, and Lacinato Kale**.



## OG BROCCOLI & CAULIFLOWER

More **Organic Broccoli** volumes are available this week. Some regions still have some discoloration issues. Pricing is low. **Organic Broccoli Crowns** are in better supply.

**Organic Cauliflower** is very limited this week. Pricing is on the way up. Quality has improved over the last week.



## OG CUCUMBERS

**Organic Cucumbers** are in better supply this week out of Mexico. Pricing is down a bit.

Florida growers report low yields in their new plantings of **Organic Cucumbers**.





## OG PINEAPPLES

**Organic Pineapple** supplies are steady. Quality has been very nice! Excellent deals on large sized fruit continues for next week.



## OG HASS AVOCADOS

**Organic Hass Avocados** from Mexico and California will remain steady after a huge week of shipping for Cinco De Mayo.

**Fair Trade Organic Avocados** from OKE will be back in season in mid-May.



## OG SQUASH

**ALERT!** **Organic Squash** out of Mexico is in tighter supply with prices way up.

Florida is limited in supply and Georgia has just started, but there will be volume in mid-May.



## OG MANGOS

**Organic Tommy Atkins** and **Ataulfo (Honey)** Mangos should remain steady but growers are transitioning north in the next few weeks.

**Organic Fair Trade Haitian (Francique) Mangos** have started very slowly and it doesn't look like volume will be picking up until at least mid-May. This exciting program is worth the wait. These mangos are some of the best you will eat all year and the Fair Trade program is very exciting.

Stay tuned for some special Point of Sale materials that Four Seasons will make available to tell the story of these special Francique variety **Organic Mangos!**



## OG LETTUCE

All of our **Organic Romaine Lettuce** is from Florida, Georgia, and California.

**Organic Romaine Heart** prices are stable for now, but better supplies and quality is apparent this week. Pricing is down slightly. All of our **Organic Romaine Hearts** are from CA.

Georgia has started with limited supplies of **Organic Romaine, Red Leaf, Green Leaf, Red Butter, and Green Butter Lettuces.**

California growers have good supplies of all varieties of **Organic Lettuce.** Pricing is steady.



## OG GRAPES

**Organic Green Seedless Grapes** are coming into season from Mexico for mid-May.

South African **Organic Black Seedless Grapes** are in decent supply and are expected to go for the next couple of weeks with promotional opportunities until Mexican fruit arrives.

South African **Organic Red Grapes** are done for the season and we will gap until Mexican fruit starts in mid-May.

California **Organic Grapes** are expected to begin in late May or early June out of the Coachella desert area.

## OTHER STORIES:

- All new crop California **Organic Onions** will be "short day" varieties that simply aren't as pretty as "long day" or storage **Onions**. They will have a flaky skin with some silvery discoloration. With that said – we have received the first shot of new crop California **Onions**.

- **Organic Green Beans** are in slightly better supply out of Mexico this week. Prices are still high.

- **Organic Navel Oranges** are becoming increasingly limited with prices on the rise. An early end to the season is expected. **Organic Valencia Oranges** are available and good supplies are expected with a market advantage over navels.

**Organic Golden Nugget** and **Murcott Mandarins** are expected to wrap up for the season here in early May.

- CA growers report adequate supplies of **Organic Red, Green, and Napa Cabbage**. Northern Florida growers start this week with **Organic Green** and **Red Cabbage**. Georgia growers have begun with **Organic Red, Green** and **Napa Cabbage**.

- **Organic Brussels Sprouts** are more limited this week.

- Import **Organic Abate, Anjou, Red Anjou, Bartlett, Red Bartlett, and Bosc Pears** are in de-

cent supply. Prices are slightly higher this week. New crop **Organic Packham Pears** are expected here in early May.

- California **Organic Grapefruit** are now back in excellent supply and promotable.

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

- **Organic Lime** supplies have improved and prices are coming down.



Local Produce

May 4 - May 11, 2018

\*All Farms GAP Certified

## NEW JERSEY

### Eastern Fresh

>> Cedarville, NJ

357 - CV Asparagus NJ 28 lb

### Flaim Farms

>> Vineland, NJ

205 - CV Arugula NJ 24 ct

592 - CV Bok Choy Baby Shanghai NJ 30 lb

1320 - CV Greens Kale 18 ct NJ 18 lb

1510 - CV Herb Mint NJ 12 ct Box

1475 - CV Leeks Bunched NJ 12 ct

2120 - CV Rapini NJ 24 ct

1704 - CV Parsley Curly NJ 30 ct

1715 - CV Parsley Flat Leaf (Italian) NJ 30 ct

2200 - CV Spinach Bunched NJ 24 ct

### Bender Potatoes

>> Chambersburg, PA

4395 - CV Potatoes White PA 10/5 lb (storage crop)

### Daniel Fisher

>> New Providence, PA

2165 - CV Rhubarb PA 20 lb

### David Stoltzfus

>> Elizabethtown, PA

2165 - CV Rhubarb PA 20 lb

## PENNSYLVANIA

### Sun Aqua Farms

>> Dalton, PA

443 - CV Herb Basil Hydroponic PA 6 ct

442 - CV Herb Basil Hydroponic PA 12 ct

### Sunny Harvest

>> Cochranville, PA

2165 - CV Rhubarb PA 20 lb

## ORGANIC

### Christ King

>> Lancaster County, PA

Organic Rhubarb - coming into season soon!



# CELEBRATING CINCO DE MAYO!







## CONVENTIONAL OUTLOOK

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WWW.FSPRODUCE.COM 14 LB

# NEW CROP STONE FRUIT OUTLOOK



New crop California **Apricots** will be in stock the week of 5/7.

Our first **Cherries** are loading this week, but don't get too excited. Supplies will be limited, but demand probably won't be too great because of the steep price tag on this first of the season fruit. The outlook overall for California **Cherries** is less volume than last year.

California **Peaches** and **Nectarines** are available with more on the road! Sizing is still running to the smaller sizes but will size up soon. **White Peaches** and **Nectarines** are beginning, but with this fruit we will wait for bigger sizes.

On the Eastern front, only Florida **Peaches** are available, with Georgia and South Carolina's start being pushed off until the middle of May.



## CV SWEET CORN

**Sweet Corn** from Florida is in excellent supply across the board on all **White, Bi-Color, and Yellow**.

The biggest challenge that everyone will be facing going forward into Memorial Day will be from the logistics side. Equipment running out of Florida is much tighter and pricing is beginning to jump significantly.

Look for pricing to climb, but simply based on freight rates.



## CV BERRIES

There is an early May harvest flush of **Strawberries**. Prices will perk back up for Mother's Day, followed by more promotional supplies for late May.

Promote **Blackberries** this week! Good supplies are expected for May.

Florida and Georgia **Blueberry** volumes will be steady this week. We have made the transition into the larger pint packs. Look for prices to adjust down slightly with the increased volume.



## CV WATERMELONS

The weather in the northeast has turned and **Watermelon** demand has picked up significantly. Look for prices to remain mostly steady through the month of May.

Expensive freight rates are expected to keep pricing higher than we are used to seeing for this time of year.





## CV ASPARAGUS

The warmer weather should finally allow the New Jersey **Asparagus** volume to really get started.

Peru numbers are expected to increase with Mexico finishing and California winding down.



## CV COLORED PEPPERS

Hothouse grown **Colored Bell Peppers** are in steady supply out of Canada at this time. Look for pricing to remain steady while quality has been beautiful. Field grown 15 and 25 lb. Red Peppers will become extremely tight next week out of California as supplies are much lighter.



## CV BROCCOLI

Promote **Broccoli** this week! Increasing volume out west, and east coast production continuing, will keep things promotable.



## CV CUCUMBERS

**Hothouse Cucumbers** are in good supply this week, however this could be short lived as Canadian growers are beginning to pull out the old crop in preparation for the new crop. This could cause a gap in production, pushing pricing much higher.

**Cucumbers** are in steady supply out of Mexico and Florida. Look for steady supplies this week. Now is a good time to promote.



## CV ONIONS

**Vidalia Onions** are available and quality is very nice! This is a great item to promote!

The **Onion** market pricing remains flat. The majority of last year's storage crop supplies have been exhausted. It is time to switch to new crop. Supplies from last year that are being pulled out of cold storage are very susceptible to sprouting issues.

New crop **Onions** are now available from growers in Mexico, Texas, California, and Georgia. Demand is light, and shippers are looking for more business to keep supplies fresh.



## CV GRAPES

The price on Chilean **Green Seedless Grapes** on the other hand, has soared on the better fruit with light supplies. The good news is Mexican **Green Seedless Grapes (Perlettes)** will be arriving this week and will give some relieve from these high prices.

The Chilean **Red Seedless Grapes** are plentiful with more fruit expected. Prices have bottomed out with some flex on volume business. Quality remains very good and should run that way until we get into new crop Mexican fruit expected to start by mid-May.



## CV GREEN PEPPERS

**Green Peppers** production out of Florida is beginning to slow down, but we've started with California Peppers.

Look for beautiful jumbo sized 25 lb. **Green Peppers** this week. Growers are now in crown harvest so this will be the best of the season.



## CV ICEBERG LETTUCE

Demand has surged for **Iceberg Lettuce** over the past two weeks. Look for prices to remain steady but higher than usual.



## CV GREEN BEANS

**Green Beans** pricing is on the rise as volume is lower until the next growing region ramps up in production on the east coast.