

MARKET NEWS ORGANIC OUTLOOK

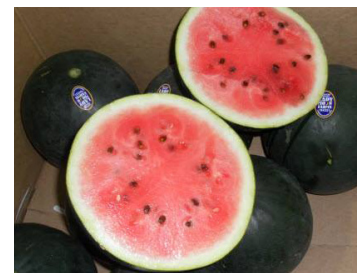
ORGANIC WATERMELON SEASON



Organic Seedless Watermelons are now in season from Mexico in bins and cartons. The fruit is cutting nice, and quality has been excellent so far in May.

Lady Moon Farms is about to begin harvesting their **Organic Watermelon** crop in Florida. Expect to see product available in early to mid-May on **Organic Seedless Watermelons** and their **Organic Sugarbaby Watermelons (Seeded)**.

Organic Mini Watermelons continue to be very promotable from Mexico. Quality has been outstanding with high sugar and great color. Promotional activity will shift mostly to 8ct through June with some 6 ct also available.



OG HASS AVOCADOS

ALERT! **Organic Hass Avocado** availability took a turn for the worst. Fruit out of Mexico has begun diminishing earlier than expected, shifting more demand to the limited California fruit available.

The California crop volume for this year is already much smaller than normal. 60ct fruit across the board is very tight. All fruit is sizing much larger to end the Mexican season. 32-40ct is where the flush in sizing is right now.



OG MANGOS

Organic Mangos from Mexico are in good supply, with prices beginning to drop. Look for deals in the near future as growers approach promotable volumes!

Organic Ataulfo (Honey) Mangos have tightened a bit for early May, but remain in season and delicious!

Francique-variety **Organic Fair-Trade Haitian Mangos** are a great option, and are available for early May! This is a FAIR-TRADE program!

Logistically, almost everything in Haiti proves to be a major challenge, with pitfalls, and obstacles that make getting the fruit to the United States a major undertaking. The good that this program does in the small villages all over the country make it so worth it. Be sure to ask your sales associate how you can be a part of this program!



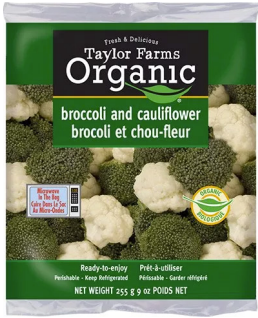
OG BERRIES

Organic Strawberries continue to be in excellent supply with promotable pricing for May. Fruit out of Mexico had poor shelf life at the end of April, so we have fully transitioned into the newest growing regions in California for the rest of May.

Driscoll's **Organic Blueberries** are in snug supply for early May, but will ramp up in late spring. Other brands of **Organic Blueberries** out of Mexico, California, and Florida are now in peak season supply with promotional opportunities for mid-May through mid-June on 6oz and pints.

Driscoll's **Organic Blackberries** out of Mexico and California are in excellent supply with large berry size and superior flavor. Other brands of **Organic Blackberries** out of Mexico are in excellent supply.

Driscoll's **Organic Raspberries** are in better supply and approaching peak season.



OG TAYLOR FARMS VEG

ALERT! There are supply input shortages on organic and conventional **Broccoli**, **Cauliflower**, and **Brussels Sprouts** due to the weather conditions in Salinas, CA and Mexico. This shortage is expected much of May and will affect the fill rates for Taylor Farms products and mixes.



OG BROCCOLI

Organic Broccoli and **Broccoli Crowns** are very limited coming from California. A gap in production is being caused by planting delays due to rain a few months ago. Supplies are expected to be limited.



OG CAULIFLOWER

ALERT! **Organic Cauliflower** is very limited coming from California and pricing continues to rise. Much like organic broccoli, this gap is due to a gap in planting caused by rain. Supplies will continue to be limited for early May to mid-May.



OG BROCCOLI RABE

Organic Broccoli Rabe is in steady supply with good quality coming from Andy Boy. This is a great time to promote and build displays!



OG SQUASH

Organic Green Squash from Lady Moon Farms is in steady supply with good quality coming out of Florida. Pricing will take a small jump this week but will continue to be a good item to add to displays.



OG GREEN BEANS

Organic Green Beans have begun to harvest in Florida again, but volumes are light. We will continue to supplement with product from Mexico as Florida begins to ramp up.



OG LETTUCE

Organic Romaine Lettuce will be in excellent supply with promotable volumes this upcoming week. Look for promotable pricing to push extra product.

Organic Romaine Hearts continue to be in excellent supply coming from California. Quality has been outstanding and continue to have promotable pricing.



OG EGGPLANT

Florida-grown **Organic Eggplant** from Lady Moon Farms is plentiful in supply with excellent quality. With promotable pricing, this is a great accent to "Spring Grilling" displays.



OG CUCUMBERS

Organic Cucumbers are in plentiful supplies coming from Mexico. This is a great time to promote as quality has been superb and pricing has been conducive to running aggressive price points.



OG ASPARAGUS

Organic Asparagus prices are beginning to increase for the rest of May as the crop is fully transitioned into California. Quality has been excellent but expect markets to rise some.



OG DRAGONFRUIT

Organic Dragonfruit are available again next week for early May! These yellow-skinned, white flesh "pitahaya" are the sweetest of all varieties of **Dragonfruit!**



OG STONE FRUIT

We will transition this week from Mexican **Organic Peaches** to new crop California. Supplies will ramp up quickly during May.

Through the month of May we should also begin to see California **Organic Apricots** and **Cherries**, followed by **White Peaches**, **Yellow & White Nectarines**, **Plums**, and **Pluots**.



OG HOthouse TOMATOES

Organic Beefsteak Tomatoes continue to be promotable with great color and quality from Canada. Prices will stay steady as the Canadian flush continues - promote with confidence.

Organic Cluster Tomato prices are steady this week. Quality and pricing continue to be promotable.

Organic Heirloom Tomatoes from local grower, Toigo Farms, will be available again this week. Quality has been excellent but expect markets to rise a bit this week.



OG FIELD TOMATOES

Organic Roma Tomato prices continue to be high this week with tight availability. Quality, however, has been good.

Organic Grape Tomato markets remain steady this week. Quality has been great. Lady Moon Farms harvested the last of their Florida **Organic Grape Tomatoes** this week and look to start in Georgia. Quality continues to be excellent on this premium product.



OG ONIONS & POTATOES

Organic Vidalia Onions are now available. It's a great item to promote!

New crop **Organic Red** and **Yellow Onions** will get started in full swing here in early May out of the desert in California. Price will increase slightly due to the cut over to new crop.

OTHER STORIES

- We are gapping on all **Organic Grapes**, but Mexico should begin with excellent supplies of **Organic Green, Red, and Black Grape** varieties in mid-May. The **Organic Cotton Candy Grapes** should follow right behind them. A good season is expected.

- **Organic Red Cabbage** is in very limited supplies.

- **Organic Celery** continues to remain very tight and high-priced. We will continue to see light volumes and high-priced product until June.

- **Organic Pineapple** inventory is back this week after being slightly limited last week with quality issues that arose at the port of entry.

- **Organic Formosa Papayas** are in steady supply for next week. Quality has been good overall. Recent arrivals have had sun spots which detract from the appearance slightly but do not affect quality.

- **Organic Mandarins** are in very limited supply and will wrap up for the season in early May.

- **Organic Cara Cara** and **Blood Oranges** will finish for the season in early May.

- **Organic Navel Oranges** have become much tighter with the end of the season just a few weeks away. Expect a smooth transition to **Organic Valencia Oranges**.

- **Organic Valencia Oranges** out of Mexico are in excellent supply with promotional opportunities available. They will continue through May and into June.

- **ALERT! Organic Lemons** out of California are extremely limited with skyrocketing prices. Mexican fruit has been delayed but should begin in limited supply in late May.

MARKET NEWS

CONVENTIONAL OUTLOOK

SPRING WATERMELONS

Seedless Watermelon prices continue to fall this week with more promotable pricing. Time to bring in more bins!

Demand has not been strong in many parts of the Northeast and Mid West due to weather. As soon as the sun's out and temperatures are warmer, consumers in these areas are likely to start buying **Watermelon** at a faster pace.

Quality continues to be excellent from Florida or Mexico. Bins are starting.

Mini Seedless Watermelon prices are coming down leading to more promotable retail price-points. Product from Mexico is coming on strong with great quality. The Texas crop has been delayed but will begin harvests this week. Expect to see some to order shortly.



CV LETTUCE

Romaine Hearts are in excellent supply. Quality from multiple growers has been excellent, and now is a good time to promote.

Green Leaf, Red Leaf, and Romaine Lettuce are in good supply from Salinas, CA, and quality has been excellent. Get ready for LOCAL Lettuce - Flaim Farms, from Vineland, NJ, will kick off the season during the first week of May!

Iceberg Lettuce is steady from Salinas, and head size is definitely much better. Box weights have been pushing 44 lbs., and the overall quality has been very nice.



CV BERRIES

Blueberries are in a complete flush from Georgia and Florida, and even some growers out of North Carolina have started. Fruit quality has been really nice and firm, with mostly larger size berries.

Strawberries are at peak volume out of Oxnard and Santa Maria, CA! Volumes are much higher than usual, which created a lot of promo opportunities for early May. Prices will stabilize headed into Mother's Day. Quality is very nice.

We will have plenty of **Stem Strawberries** available for Mother's Day. Our code is 10260.

Raspberries and Blackberries are in very good supply out of Mexico. Quality, along with flavor, have been great on both.



CV NEW JERSEY VEG

Kale from New Jersey is here in promotable volume. Early crop has been excellent from Flaim Farms.

Bunched Spinach from New Jersey is also available in promotable volume. Quality has been excellent.

Baby Bok Choy from NJ is starting slowly as well as **Mustard Greens** and **Turnip Greens**.



CV BROCCOLI

Broccoli is very limited from all California growers. We're simply in a gap that was caused months ago from an inability to plant due to rain. This will be short lived, but other areas, such as Mexico and Georgia, are harvesting and will help to cover this gap.

Broccoli Crowns from Georgia have been very nice.



CV GRAPES

We will have the first new crop Mexican **Green Seedless Grapes** will arrive on 5/3 with **Sweet Globes**, and yes, **Cotton Candy Grapes**!

There is an abundant supply of Chilean **Red Seedless Grapes**. Prices are stable, and quality remains good. **ALERT!** The **Green Seedless Grapes** market is very strong on the better fruit with some deals on fruit that are good but not much shelf life.



CV CAULIFLOWER

ALERT! **Cauliflower** is extremely tight across the board from California growers. Similar to broccoli, this was a gap caused by an inability to plant months ago due to rain.

Volumes will improve later in May, but until then, supplies will be very limited, and pricing will jump significantly.



CV EASTERN PEACHES

Growers are expecting to start shipping some **Peaches** in a couple of weeks.

South Carolina, Georgia, and Alabama are all planning on starting during the week of May 13. Most of the product will be 2-1/4" and 2-3/8" the first week, with very few 2-1/2" (as usual).



CV CHERRIES

Our first California early variety **Cherries** of the year arrived May 3rd, so the **Cherry** season has officially started!

Volume will be limited for the first few days, but will increase throughout May, with peak volume starting the week before Memorial Day. We don't anticipate any gaps in supplies with a nice transitioning into **Bing Cherries** the week of June 3rd.



CV SQUASH

Green Squash prices are promotable from Georgia this week. Harvests are coming on with more supplies, leading to more promotable pricing. Quality has been excellent.

Yellow Squash is coming down to better pricing as well, as more fields begin harvest in Georgia.



CV CUCUMBERS

Cucumbers from Florida and Mexico should be promotable this week. Quality from both areas have been excellent. Harvests are expected to transition into Georgia here in early May.

Euro Seedless Cucumbers continue to be promotable from Canada this week. Markets have steadied and raised slightly but continue to be promotable and quality is excellent.



CV SWEET CORN

Sweet Corn will be very promotable for early May from Florida. Supplies and quality have been excellent.

White, Yellow, and Bi-Color Sweet Corn should all be steady through the week. We also have already husked tray packs available.



CV CELERY

ALERT! **Celery** continues to be tight and priced very high. It seems that more supplies are available between California and Mexico. Although many growers are stating that it'll be June until we see improvement, pricing might begin to slide here in May. Quality has been nice on all California product.



CV PEAS

Snap Pea markets are improving. Pricing is coming down as supplies get better.

Snow Peas are promotable with steady pricing and excellent quality.



CV GREEN BEANS

Green Bean prices are beginning to fall this week to more promotable pricing. Florida farmers feared a gap as the transition begins into Georgia but that doesn't seem likely right now. Quality remains excellent.



CV ASPARAGUS

Asparagus prices are steady right now as Delaware and New Jersey crops continue to harvest. Quality is excellent and very promotable!



CV PEPPERS

Green Pepper prices will be on the rise this week. Florida is beginning to finish up harvests as Georgia just isn't quite ready yet, creating a gap. Quality is strong but could be shortages and high pricing.

La Rouge **Sweet Red Peppers** from Mexico or California have excellent size and quality is great. Markets are steady.

11lb **Red, Orange, and Yellow Peppers** from Canada and Mexico continue to be steady. Prices could rise some this week with more demand coming on. Quality has been excellent. **Red and Yellow** are more promotable as **Orange Pepper** prices are higher.



CV SWEET POTATOES

Sweet Potatoes are going to continue to tighten as we move towards the summer. The three big holidays (Thanksgiving, Christmas, and Easter) have passed, and with warmer temperatures, the growers with no refrigerated storage have pushed through most of their crop, and will shortly finish up the rest.

Also, growers south of the Rocky Mount/Wilson growing area were more affected by the hurricane in the fall. Supplies on all packs are limited. Demand, even though lower in the summer months, will exceed supply.



CV TOMATOES

Cluster and Beefsteak Tomatoes are very promotable this week as US and Canadian hothouses continue to flush. Quality remains excellent. **Campanari Tomatoes** are also still promotable from Canada. Markets are been weak, and quality is strong as the Canadian flush continues.

Grape Tomato markets are rising a bit this week. Pricing and quality remain promotable from Florida.

Roma Tomato prices are steady. Quality and pricing are very promotable out of Florida and Mexico. **Round Tomatoes** are very promotable as Florida growers experience a flush. Look for big jumbo vines available this week. Quality looks amazing.



CV LIMES

ALERT! We are now fully into new crop **Limes**, but there is very little availability of the large sizes. The price discrepancy from 200 ct and smaller to 175's is ten dollars, and with 150's as much six to eight dollars more. These prices on 150 ct and larger limes could extend well into June and could go higher. There has not been enough rain in the growing regions to help the fruit to size up.



CV CANTALOUPE

With the offshore (Guatemala and Honduras) **Cantaloupe** season winding down, prices are very high and only large fruit, 6 and 9 ct, are available. Mexico is now shipping and have plenty of the smaller sizes. This week, however, we will kick off with the first **Athena-style Cantaloupes** out of Florida this weekend. Sizes to start will be 150 and 180 ct but will quickly size up and will ship 120ct.



CV HONEYDEW

The offshore **Honeydew** season is winding down with only large fruit available. Quality is only fair. Mexico is finally going, and they do have smaller sizes. We expect quality to be much better. Texas will start by mid-May.