



# ORGANIC MARKET NEWS

OUTLOOK FOR MAY 13 - MAY 20, 2016

## ORGANIC GRAPE SEASON



Crisp, fresh crop **Organic Seedless Grapes** are now in season! Expected green, healthy stems and tart-sweet flavor.

Mexican **Organic Red Flame Grapes** are now in steady supply with prices coming off.

The first Mexican **Organic Black Summer Royal** and **Green Perlette Seedless Grapes** are selling fast. More are expected any moment. Expect firm supplies over the next week and then improving prices will edge lower for late May and early June.

We expect the first **Organic Red Flame** and **Green Perlette Grapes**, from the Coachella, CA desert region, to arrive next week in very limited supply. Supplies will improve by the week.



### OG BERRIES

**GOOD NEWS!** **Organic Strawberries** and **Raspberries** are now finally in excellent supply! Prices are coming off and the fruit is eating great!

California and Florida **Organic Blueberries** are “rocking and rolling” with excellent supply and prices continuing to drop. Georgia and North Carolina should start producing any minute, keeping prices low

Mexican **Organic Blackberry** supplies are steady this week.



### OG MELONS

Promote **Organic Watermelons!**

Good supplies of both **full size** and **mini Organic Watermelons** are expected out of Mexico this week. Lady Moon Farms is expecting great supplies of both **Organic Seedless** and **Sugar Baby Seeded Watermelons** out of their Florida farm.

Mexican **Organic Cantaloupes** are in excellent supply with promotional opportunities now available.

California **Organic Cantaloupe** production was delayed due to cooler weather, but we still expect things to begin before the end of May.

Mexican **Organic Honeydews** are in steady supply.



### OG PEACHES & NECTARINES

**Organic Yellow** and **White Peaches** are in a small gap, but more fruit is expected by 5/16 and then will be into steady supplies with promotional opportunities and better sizing.

**Organic Donut Peaches** have arrived! Make sure to get some of this great (flat shaped) fruit that's only here for a few weeks!

The first **Organic Yellow Nectarines** are expected for the week of 5/16 and **Organic White Nectarines** will follow a couple of days behind the yellow.

**Florida Organic Peaches** are here in 1 layer trays.

Mexican **Organic Peaches** are arriving in a sporadic fashion with excellent quality. Clamshells are in stock too.



## OG HASS AVOCADOS

**ALERT!** Organic Hass Avocados are becoming increasingly tight in supply, especially on larger sizes.

The conventional market has seen significant increases, and this has begun to affect the organic market as well. Expect to see price increases following the conventional market.



## OG SWEET CORN

Organic Bi-Color Sweet Corn is available now out of CA in limited supplies. This deal will finish out before the Memorial Day holiday. Quality and flavor is very good, and is available in bulk or individually wrapped 12/2ct trays.

The next Organic White Sweet Corn will be available after June 1st.



## OG APRICOTS & CHERRIES

Organic Apricots are now in steady supply. Clamshells are available too. California Organic Apriums are expected to arrive any day in limited supply.

**ALERT!** The Organic Cherry crop was hit with rain and hail-damaging fruit badly. Little to no California fruit is expected to come to the East Coast. Washington growers are still expecting a good crop in mid-late June, providing they don't have any weather events.



## OG MANGOS

Organic Tommy Atkins Mangos from Mexico are in good supply. Prices continue to drop although not as quickly as anticipated. More fruit continues to become available as new regions in Mexico continue to come on.

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



## OG BROCCOLI

Organic Broccoli is in better this week out of CA. Shippers are reporting more volume from the fields and the price has come down slightly.

Expect to have good supplies of Organic Broccoli Crowns as well.



## OG ONIONS

Cal-O Organic Red Onions will get started this week in a limited way. Pricing will be much higher than the Argentinian product that is finishing up.

Organic Vidalia's are here in both 40lb bulk and 16/3 bags, get em while they are hot! This is a great item to promote.



## OG ASPARAGUS

Organic Asparagus supplies continue out of CA, WA, and OR. CA growers report they will have product going into the beginning of June.

New York State is expected to start on Organic Asparagus this week.



## OG LEMONS & LIMES

**ALERT!** California Organic Lemon supply continues in a severe decline and prices to increase sharply. Expect large fruit to virtually disappear. 140/165 ct fruit will be the new normal. We expect to see some Mexican fruit in late May or early June.

**ALERT!** Organic Limes supply is extremely limited. Fruit is extremely small and markets are extremely high.



## OG LETTUCE

Organic Lettuce is in good supply out of GA and CA. CA growers report that the Organic Lettuce still has rib-rust brown markings on steams of most heads.

GA also reports good supplies of Organic Green Butter, Red Butter, Green Leaf, Red Leaf, and Romaine Lettuce.



## OG CUCUMBERS

**Organic Cucumbers** are still in abundant supply out of Mexico. FL reports very limited supplies at this time. Quality from both regions has been very good.

**Organic Hothouse Cucumbers** are available out of Holland and Mexico. **Organic Pickle Cucumbers** are in house from Florida in good supply.



## OG PEPPERS

**Organic Green Peppers** are in good supply out of CA. Quality is very good out of CA. Florida is done for now.

**Organic Red Peppers** are still somewhat limited, with a little coming out of Mexico and the rest out of Holland. Supply looks like a slight increase this week over last week, but prices are still tight.

**Organic Yellow Peppers** are in good supply, while **Organic Orange Peppers** are limited.

**Organic Jalapeño Peppers** out of FL are limited, while Mexico is mostly done.



## OG SALADS

**ALERT!** **Organic Salad** prorates were at their peak this past week. There are hopes that prorates and outages with decrease over the course of the next week. Growers expect to be back to normal for the end of the month.

Mildew, yellowing, and decay have affected practically all availability, especially on **Organic Baby Spinach** and **Baby Arugula**.



## OG APPLES

Chilean and Argentinean **Organic Gala Apples** continue in very tight supply with a little New Zealand fruit expected over the next few days. Prices are extremely high and rising.

The first import **Organic Granny Smith** and **Red Delicious Apples** have arrived in very limited supply with high and rising prices. Import **Organic Red Delicious Apples** are showing the more striated variety as opposed to the dark red variety.

**Juice Grade Organic Granny Smith Apples** have transitioned into import fruit. Supplies are expected to remain firm with steady markets.

**Juice Grade Organic Fuji Apples** should transition over the few weeks to imports without a glitch, but supplies are expected to remain tight through the season with high prices.



## OG GREEN BEANS

**Organic Green Beans** are in good supply out of Florida. East Coast is oversupplied, so price is fairly cheap out of Florida. Quality has been very good.

**Organic Green Beans** out of CA and WA are in adequate supply. Market prices are much higher on the West Coast.



## OG KALE

**Organic Kale** will be in tighter supply at the beginning of this week. GA reports limited supplies of **Organic Green** and **Lacinato Kale** and is between plantings.

CA growers report adequate supplies of **Organic Green** and **Red Kale**, and are much more limited in supply on **Organic Lacinato Kale**.

North Carolina reports good supplies of **Organic Green Kale**, but are limited on **Organic Lacinato Kale**.

Maryland growers expected to begin harvesting **Organic Green Kale** later this week. PA is expected to start June 1st.

# OTHER STORIES:

- **Organic Celery** is in good supply, but all shippers appear to be battling "blackheart." Any case will have at least a few. Prices are steady. **Organic Celery Hearts** are in good supply out of CA, but the same quality issue applies there.

- **Organic Fava Beans** out of CA will be in limited supply for the next couple of weeks.

- Argentinean **Organic Abate, Anjou, Bartlett, Red Bartlett, Golden Russet Bosc** and **Packham Pears** are now in excellent supply with promotional opportunities available.

- We will see **Organic Yellow** and **Red Potatoes** switch up to the Bakersfield growing region later next week. Quality should be even nicer as we switch up to that growing region.

- **Organic Spinach** remains in an industry-wide shortage. Expect no significant volume for the rest of May.

- Italian **Organic Green Kiwifruit** supply is very tight as the last few weeks wrap up. Demand is strong, causing sporadic gaps. New Zealand's first arrival is expected by the end of May.

### Organic Specialty Items expected in this week:

- OG Spring Garlic – 10lb. loose from CA
- OG Elephant Spring Garlic – 10lb. loose from CA
- OG Rhubarb – 10lb. loose from PA
- OG Orange Cherry Tomatoes – 12/1 pt. from FL
- OG Spring Red Onions - 10lb. from CA
- OG Habanero Peppers – 10 lb. out of Mexico
- OG Jicama – 20 lb. case out of Mexico
- OG Green Cauliflower - 12ct out of CA
- OG Red Mustard - available out of FLA
- OG Komatsuna (Japanese Mustard) – available from CA
- OG Rainbow Bunch Beets - 24ct out of CA
- OG French Breakfast Radish - 24ct out of CA



# 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

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### 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.

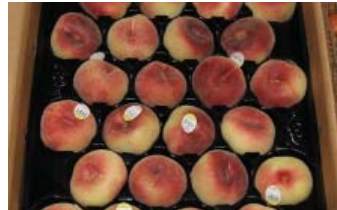
- **Don't be stuck waiting on a truck**. Load up early and attempt to spread your tonnage throughout the week to help level the volume.



# NEW ITEMS OR BACK IN SEASON

## ORGANIC

45357 - OG Buck Brand Lemon Pink Variegated	10 lb
43664 - OG Buck Brand Sweet Lime Palestinian Lemon	20 lb
44411 - OG Buck Brand Orange Mango Valencia	20 lb
43708 - OG Blueberries USA	12/1 pt
43402 - OG Grapes Black Seedless Mexico	18 lb
43872 - OG Grapes Green Seedless Mexico	18 lb
43884 - OG Grapes Red Seedless Mexico	18 lb
41804 - OG Watermelon Bin Seedless 18lb. Avg	36 ct
43788 - OG Watermelon Bin Seedless 15lb. Avg	45 ct
43806 - OG Watermelon Bin Seedless 11lb. Avg	60 ct
43789 - OG Watermelon Seeded Bin 18lb. Avg	35 ct
43782 - OG Watermelon Sugar Baby 15lb. Avg	45 ct
43786 - OG Watermelon Sugar Baby 11lb. Avg	60 ct
44437 - OG Watermelon Sugar Baby 5 ct	60+ lb
44438 - OG Watermelon Sugar Baby 6 ct	60+ lb
43647 - OG Honeydew Mexico	8 ct
44450 - OG Honeydew Mexico	9 ct
43750 - OG Melon Galia California	8 ct
43744 - OG Melon Galia California	5/6 ct
42076 - OG Apricots Clamshell USA	10/1 lb
43957 - OG Apricots 80s 2-Lyr	14 lb
43835 - OG Apricots #8 Volume Filled	24 lb
43932 - OG Peach Yellow 30 ct Florida	8 lb
43916 - OG Peach White Donut 48/64 USA	10 lb
43862 - OG Nectarine Yellow 60s	18 lb
40148 - OG Cucumber Pickle	18 lb
40462 - OG Corn Sweet Bi-Color	48 ct
40336 - OG Corn Sweet Bi-Color Wrap	12/2 ct
41373 - OG Tomato Campari	10/12 oz
40173 - OG Potato French Fingerling	12/1.5 lb



## CONVENTIONAL



15066 - CV Cherries Rainier 11.5 Row	12/1.25 lb
15050 - CV Cherries Washington 9.5 Row	8/2.2 lb
10629 - CV Grapes White Seedless M/L Mexico	18 lb
10736 - CV Grapes Red Seedless XLG California	18 lb
14383 - CV Mandarin Satsuma Import	10/3 lb
10100 - CV Blueberries	12/1 pt
10101 - CV Blueberries Driscoll's	12/1 pt
10087 - CV Blueberries Driscoll's	8/18 oz
10213 - CV Strawberries	4/2 lb
11053 - CV Cantaloupes Athena Bin	120 ct
11050 - CV Cantaloupes Athena Bin	150 ct
<b>14865 - CV Apricots Raspberry Tote</b>	<b>12/2 lb</b>
<b>14866 - CV Apricots Raspberry Clamshell</b>	<b>16/1 lb</b>
15663 - CV Peaches White 54/56 ct	18 lb
15674 - CV Peaches 2 1/2" Eastern	25 lb
15465 - CV Nectarine White 54/56 2-Lyr	18 lb
16212 - CV Plums Black 50/55S	28 lb
16215 - CV Plum Black 60S	28 lb
00485 - CV Beans Fava	28 lb
02170 - CV Rhubarb Western	20 lb
03183 - CV Romanesco	12 ct
23164 - CV Tomato Heirloom	9/2 ct
23045 - CV Tomato True Rebel Mix Pouch	16/10 oz
23046 - CV Tomato Cabernet Estate Pouch	16/10 oz
23047 - CV Tomato Cherry No.9 Pouch	16/10 oz





# LIST FOR WEEK OF MAY 13 - MAY 20, 2016

## Conventional

### NEW JERSEY

#### FLAIM FARMS - VINELAND, NJ

- 00205 - CV Arugula NJ 24 ct
- 03042 - CV Lettuce Boston NJ 24 ct
- 03050 - CV Lettuce Green Leaf 20 lb. NJ 24 ct
- 03065 - CV Lettuce Red Leaf 20 lb. NJ 24 ct
- 03097 - CV Lettuce Romaine 35 lb. NJ 24 ct
- 03132 - CV Radish Red Bunch NJ 24 ct
- 03205 - CV Scallions NJ 48 ct
- 01034 - CV Cilantro NJ 30 ct
- 01170 - CV Dandelion Bunch NJ 12 ct
- 01200 - CV Dill NJ 24 ct
- 01308 - CV Greens Collard NJ 18 lb
- 01315 - CV Greens Kale 18 ct NJ 18 lb
- 01362 - CV Chard Swiss Green NJ 12 ct
- 01368 - CV Chard Swiss Red NJ 12 ct
- 01478 - CV Leeks Bunched NJ 12 ct
- 01516 - CV Mint Box NJ 12 ct
- 02200 - CV Spinach Bunched NJ 24 ct



#### EASTERN FRESH - CEDARVILLE, NJ

- 00351 - CV Asparagus Microwave NJ 18/10 oz
- 00357 - CV Asparagus NJ 28 lb



### PENNSYLVANIA

#### SUNNY HARVEST - COCHRANVILLE, PA

- 02165 - CV Rhubarb Local PA 20 lb

## Organic

### NEW YORK

#### PEDERSEN FARMS - SENECA CASTLE, NY

- 40324 - OG Asparagus NY 28 lb.

### PENNSYLVANIA

#### TUSCARORA ORGANIC GROWERS COOP - HUSTONTOWN, PA

- 43491 - OG Rhubarb PA 10 lb



# CONVENTIONAL MARKET NEWS

OUTLOOK FOR MAY 13 - MAY 20, 2016

## CV STONE FRUIT UPDATE



**CHERRIES:**

**ALERT!** Most **Bing Cherry** growers in California are walking away from their orchards after some trial runs that ended up with 15 to 18% pack outs. Some of the later Lapin may be salvageable, but may not be in good enough condition to make the ride to the East Coast.

California **Cherry** growers will have a better look at the situation by May 17th & 18th of what to expect of the remaining California season. They still believe there will be fruit for the East Coast, but expect limited supplies and high pricing until the Washington season starts.

**OUTLOOK:** Washington **Cherry** growers may get started by June 2nd with Chelans and other early varieties. So far, they are still looking at a large crop in volume and size... providing Mother Nature cooperates.



**PEACHES:**

The first **Eastern Peaches** are arriving this week from Georgia and South Carolina. This early fruit will peak on the 2 1/4" and smaller sizes with only a handful of larger sizes. It will be up to three weeks before we see any volume on larger fruit and a consistent supply on 2 3/4" fruit.



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### ALL BERRIES ARE PROMOTABLE!

Promote all **Berries!** Supplies are good all across the board this week with promotable pricing!

**STRAWBERRIES:**

Good supplies of **Strawberries** out of Watsonville/Salinas, as well as Santa Maria, will continue this week. Berry size has been much bigger than anticipated. This is causing fewer berries in the clamshells, resulting in more packages. Flavor is excellent and mid-May is shaping up as a fabulous time to promote at aggressive retail price-points.



**BLUEBERRIES:**

All four major **Blueberry** growing regions are shipping fruit. Florida, Georgia, North Carolina, and California will have good supplies this week. Promote **Blueberries!** Most retailers are transitioning away from 6 oz. packs and into full pints (11oz.), as well as 18 oz. family packs.



**BLACKBERRIES & RASPBERRIES:**

Steady supplies of **Blackberries** are expected this week. **Raspberry** supplies are poised to improve for late May and June promotions.





## CV ASPARAGUS

**ALERT!** New Jersey **Asparagus** supplies have been very sparse due to the recent weather. They expect to have better supplies next week as long as we get some sunshine and warmer weather. Prices will remain firm until the volume increases.



## CV BROCCOLI & CAULIFLOWER

**Broccoli** is lower in price with good quality from the Southeast and California. Most of our supply will be out of California.

**Cauliflower** is tight with steady to higher pricing.



## CV GREEN BEANS

**Green Bean** quality is very nice. Even though there's a modest increase in price, this commodity remains very promotable.



## CV TOMATOES

All **Tomatoes** are plentiful and can be promoted! Greenhouse snacking varieties, along with field-grown **Grape Tomatoes** are particularly promotable.

One exception: **Greenhouse Beefsteak Tomatoes** are up in price this week.



## CV EGGPLANT

**Eggplant** is steady. We are into Florida product as Mexico is winding down.



## CV SQUASH

**Green Zucchini** and **Yellow Squash** are no longer on the floor in terms of pricing, but remain at affordable retail price-points.



## CV MELONS

The off-shore **Melon** deal will come to an end this week. We will shift to all Mexico and then California in a few weeks. Demand has been off this week due to the weather in the Northeast. Promotional opportunities on both **Cantaloupes** and **Honeydew**.

**Bin Athenas:** First of the season Florida "**Athena**" **Cantaloupes** have arrived. Look for sizing and volume to improve over the next few weeks.



## CV WATERMELONS

Florida **Watermelon** supplies will remain steady this week. There hasn't been an excess of fruit in the fields, but demand is what's softening the market in the Northeast.

Look for prices to start to firm up as we head into next week and Memorial Day pulls to begin.



## CV PEPPERS

The big **Green Pepper** flush is over. Prices are still reasonable, but are higher.

15lb. **Red Peppers** are steady with good quality and size.

11lb. **Red Peppers** are limited. **Yellow** and **Orange 11 lb. Peppers** are steady.

**Mini Mixed Sweet Peppers** are steady and quality is good.



## CV CUCUMBERS

**Super Cucumbers** are steady.

**Cello-wrapped Cucumbers** are more abundant with lower pricing.

“**CuteCumbers**” are plentiful and taste great.



## CV LETTUCE

**Iceberg Lettuce** markets are declining in price as supplies are picking up. Quality is good.

**Romaine Hearts, Green Leaf, Red Leaf, and Romaine Lettuce** supplies remain snug, but prices are steady.



## CV ONIONS

**Vidalia Onions** are here and this is a great item to promote!

**TX Onions** are starting to wind down. We should see one to two more weeks of product out of TX before we need to switch growing regions; quality remains outstanding.



## CV GRAPES

Mexico has started crossing over **Grapes** this week to Nogales, AZ. With **Flames, Perlettes, Early Sweets,** and **Primes** with **Superiors** and **Sugarones** starting around May 25th.

Coachella, CA is starting to harvest fresh crop **Grapes** this week.

There are decent Chilean **Crimson Red Seedless Grapes** available that will be substantially cheaper than new crop **Flames**. **Red Grapes** with jumbo sizing will not be available from California or Mexico's early fruit.



## CV HASS AVOCADOS

**ALERT!** Total volume expectations on **Hass Avocados** for the industry are down. This has driven price up sharply, especially on larger fruit.

In the weeks before Peru starts, and Mexico harvests their new crop, supplies will remain very tight. We anticipate pricing to continue to climb until Peruvian **Hass Avocados** hit the marketplace in mid to late June.

# DISPLAYS OF THE WEEK

