



# ORGANIC OUTLOOK

MAY 12 - MAY 19, 2017



WWW.FSPRODUCE.COM 675 LB

## ORGANIC MELON PROMOTIONS IN MAY

Good supplies of **Organic Seedless Watermelons** are expected this week and through Memorial Day on bins and cartons. Mexican production will be steady and Lady Moon Farms in Florida has started with their **Organic Seedless Watermelons**.

Lady Moon is also shipping their polinator melons: **Organic Seeded Sugar Baby Watermelons** with solid dark green rinds.

The **Organic Mini Watermelon** outlook is good for May out of Mexico.

Mexican **Organic Cantaloupes** and **Honeydew** are in excellent supply. Expect this to continue for the next few weeks and transition smoothly into California product. Promotional opportunities are available.

**Organic Galia Melons** have arrived in limited supply and are expected to continue like this for the next few weeks.



### OG GRAPES

Mexican **Organic Green Grapes** fooled us. Supplies will continue to be limited until later in May before ramping up for the season, when excellent supplies are expected.

Mexican **Organic Black** and **Red Grapes** are expected to begin over the next few days and excellent supplies are expected of these as well. An early start to the California crop in late May/early June could drive markets down.

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 specialty varieties this season.



### OG BERRIES

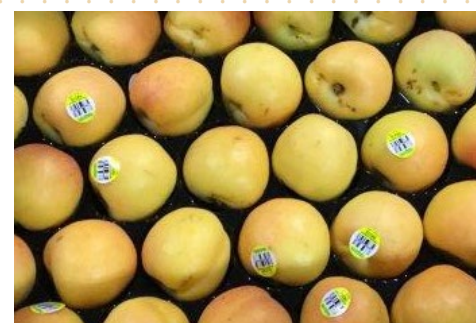
**Organic Strawberry** supplies out of Mexico and California are now excellent with strong promotional opportunities expected through June.

Florida and Georgia **Organic Blueberry** volume has improved. The season is only expected to continue for a few weeks. Prices are sliding off. 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. Mexican **Organic Blueberries** will finish up for the season by mid-May.

**Organic Raspberry** volume is starting to improve slightly, but is expected to remain in firm supply through Memorial Day.

**Organic Blackberry** supplies have tightened significantly. Expect rising prices and supply gaps.

June should be the month to promote the berry patch look for great quality and promo pricing.



### OG STONE FRUIT

The first California **Organic Apricots** are getting started in light supply, but peak season is on its way for late May and June.

The first California **Organic Peaches** are expected to arrive this weekend.

Mexican **Organic Peaches** continue in steady supply but are expected to wrap up for the season in mid-May.

We should see the first California **Organic Nectarines** before the end of May.



## OG BROCCOLI

**ALERT!** **Organic Broccoli** supplies are tighter than last week as shippers have less volume. Quality is reported to be good.

**ALERT!** **Organic Broccoli Crowns** are in VERY limited supply. Expect out-of-stocks on crowns in mid-May.



## OG CAULIFLOWER

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



## OG SALADS / CUT VEG

**Organic Salad** supplies are returning to normal levels. Sporadic quality issues continue to pop up here and there.

Olivia's Organics will continue to be out of **Organic Celery Hearts** for next week.

Be sure to check out Shenandoah Growers re-launched **Organic Micro-Green Blends!**



## OG LEMONS & LIMES

**ALERT!** California **Organic Lemon** supplies have gotten extremely limited and prices are skyrocketing. Expect some gaps in supply. Mexico **Organic Lemon** supply continues to be delayed and there is no secure arrival date.

**Organic Lime** supply continues to improve. Expect steady supply this week.



## OG CELERY

**ALERT!** **Organic Celery** is a very tight market and most shippers have fair to poor quality. Blight, discoloration, and yellow is seen fairly often. Prices have moved up this week as well. Product is on the small side. It will be a couple of weeks at the last until conditions improve.

**ALERT!** **Organic Celery Hearts** are also very tight and have the same quality conditions.



## OG CUCUMBERS

**Organic Cucumbers** are increasing in supply now out of Mexico – it's a good time to promote! **Organic Persian Cucumbers** are in adequate supply as well.

Georgia will start this week and Florida is finished.

**Organic Hothouse Cucumbers** are in abundant supply out of Mexico.



## OG MANGOS

**Organic Tommy Atkins Mango** supplies are back and there are great deals on 9ct, 10ct, and 12ct fruit for next week.

**Organic Ataulfo Mango** supplies will be in steady supply.



## OG SQUASH

**Organic Yellow** and **Zucchini Squash** supplies are adequate out of Mexico this week, but pricing is up.

Georgia has begun slowly and Florida has finished its **Organic Squash** harvests.



## OG GREENS

Now shipping out of Georgia by Lady Moon Farms: all **Organic Kales, Chards, Parsleys, Tat Soi, Mustards, Collards, Dandelions**, as well as five **Lettuce** varieties.



## OG ASPARAGUS

**Organic Asparagus** is in adequate supply out of CA. A couple of smaller shippers have jumped in this week. Pricing is stable. New York has begun their 4-5 week season of local **Organic Asparagus**.



## OG SWEET CORN

**Organic Bi-Color Sweet Corn** is available this week in 2ct trays and clipped-top 48ct crates from California.



## OG HASS AVOCADOS

**ALERT!** **Organic Hass Avocados** continue to draw high prices. **Fair Trade Organic Hass Avocados** from Equal Exchange are done for the season.



## 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 much more limited.

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

**Organic Jalapeño Peppers** are limited and are limited from Mexico with higher prices.

**Organic Mini Mix Sweet Peppers** are in adequate supply out of Mexico.

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



## OG TOMATOES

Mexico reports good supplies of **Organic Hot-house Tomatoes** this coming week and a few 20lb packs are available at this time.

**Organic Grape Tomatoes** are in limited supply out of Florida and pricing has moved up. Mexico reports adequate supplies. The market is poised to move up as well. The overall supply next week will be tighter from FL and Mexico.

**Organic Roma Tomatoes** are finished from Florida. Mexico has good supplies at this time.

**Organic Cluster Tomatoes** are in abundant supply out of Mexico and in adequate supplies out of PA as well. It's a good time to promote!

**Organic Roma Tomatoes on the Vine** in clamshells are in good supply. **Organic Heirloom Tomatoes** out of Mexico appear to be finished.



## OG LETTUCE

**Organic Romaine, Red Leaf, Green Leaf, and Boston Lettuces** are limited from Georgia. Florida has completed its harvesting of **Organic Lettuce** for the season. Quality is expected to be excellent.

California **Organic Lettuce** is not expected to improve on quality or availability before the end of May.

**Organic Romaine Heart** supplies have improved slightly with some discoloration issues. Pricing has dropped a tick.

## OTHER STORIES:

- **Organic Russet Potatoes** are starting to become more limited as old crop product started to wind down. We will see some nice later season storage potatoes out of Colorado as we get further into May. We should see this product into the month of June.

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

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

- **Organic Formosa Papayas** are tightening up a bit. Expect sizing to be slightly smaller as well. Prices will continue to move upward.

- **Organic Young Thai Coconuts** are in great supply. Look for a great deal next week as pricing continues to drop.

- **Organic Pineapples** are in great supply. Look for continuing great deals on large size fruit!

- **Organic Green Beans** are increasing in supply out of Florida and California. Prices are steady at this time. Quality is good to very good.

- **Organic Eggplant** is very limited in supply out of Mexico. Florida reports limited supplies as well with some skin scraping from wind. Color is excellent.

- **Organic Broccoli Rabe** is in limited supply this week. Prices are up.

- **Organic Cherry Tomatoes** are limited from Florida at this time. Pricing is steady. Mexico has very limited supplies. **Organic Rainbow Cherry Tomatoes** are in limited supply out of Florida and will finish out this week, but **Organic Heirloom Cherry Tomatoes** are in steady supply.

# NEW!

# OR BACK IN SEASON

## ORGANIC



- 43402 - OG Grapes Black Seedless Mexico 18 lb
- 43872 - OG Grapes Green Seedless Mexico 18 lb
- 43884 - OG Grapes Red Seedless Mexico 18 lb

- 44437 - OG Watermelon SugarBaby Seeded 5 ct 60+lb
- 44438 - OG Watermelon SugarBaby Seeded 6 ct 60+lb
- 45233 - OG Watermelon SugarBaby Seeded 7 ct 60+lb
- 43694 - OG Cantaloupe Mexico 9 ct
- 43696 - OG Cantaloupe Mexico 12 ct
- 43692 - OG Cantaloupe Mexico 15 ct
- 43745 - OG Melon Galia Mexico 8 ct
- 43754 - OG Honeydew Mexico 6 ct
- 43647 - OG Honeydew Mexico 8 ct
- 44450 - OG Honeydew Mexico 9 ct
- 43958 - OG Apricots 60/70s 2-Layer 14 lb
- 44318 - OG Peaches Yellow 60s Mexico 18 lb
- 43829 - OG Peaches Yellow 60/64s California 18 lb
- 44174 - OG Mango Haitian Fair Trade 10/12 ct

## CONVENTIONAL

- 05827 - CV Apples Premier Star 80/90 New Zealand 40 lb
- 14641 - CV Mandarins Gold Nugget "Lumpy Bumpy" 10/3 lb
- 10213 - CV Strawberries Driscoll's 4/2 lb
- 11187 - CV Cantaloupes Tuscan 11 ct
- 11053 - CV Cantaloupes Bin 120 ct
- 10629 - CV Grapes White Seedless M/L Mexico 18 lb
- 10580 - CV Grapes White Seedless L Mexico 18 lb
- 15721 - CV Peaches 54/56 2-Layer California 18 lb
- 15663 - CV Peaches White 54/56 2-Layer California 18 lb
- 15415 - CV Nectarines 54/56 2-Layer California 18 lb
- 15465 - CV Nectarines White 54/56 2-Layer California 18 lb
- 15015 - CV Cherries Dark Sweet Bag 10.5 Row CA 16 lb
- 15012 - CV Cherries Dark Sweet Bag 11 Row CA 16 lb
- 15013 - CV Cherries Dark Sweet Bag 11.5 Row CA 16 lb
- 15075 - CV Cherries Rainier Bag 11 Row CA 16 lb



- 14841 - CV Apricots 2-Layer 60s California 14 lb
- 14795 - CV Apricots 2-Layer 80s California 14 lb
- 17645 - CV Mangos Ataulfo (Honey) 18 ct
- 23166 - CV Tomato Cocktail 10/1 lb

# MEMORIAL DAY SCHEDULE

**WED (5/24)** – Extra deliveries made to support pre-holiday sales in most regions.

**THURS (5/25) THROUGH SAT (5/27)** – Standard delivery and office schedule.

**SUN (5/28)** – Sales office open 8:00am to 1:00pm.

**MON (5/29) MEMORIAL DAY** – Sales office open with limited staffing 8:00am to 12:00pm. *\*Very limited deliveries to pre-planned customers\**

**TUES (5/30)** – Standard delivery and office schedule.

**WED (5/31)** – Extra deliveries made in most regions to support post-holiday refill.

*This will be one of the heaviest volume periods of the year. We are asking customers to bring product in early and order big promotion items by the full pallet (when possible) to take pressure off of our order selection and delivery capacities.*

*\*For clarification or special requests on this schedule, please contact me, your Sales Rep. or Merchandiser. Here's to a successful big picnic holiday!*



# CONVENTIONAL

## FLAM FARMS - VINELAND, NJ

- 00205 - CV Arugula NJ 24 ct
- 00551 - CV Beets Red Bunch NJ 12 ct
- 00592 - CV Bok Choy Baby (Shanghai) NJ 30 lb
- 00591 - CV Bok Choy NJ 30 lb
- 02875 - CV Endive/Chickory NJ 18 ct
- 02901 - CV Escarole NJ 18 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
- 01308 - CV Greens Collard NJ 18 lb
- 01315 - CV Greens Kale 18ct NJ 18 lb
- 01346 - CV Greens Mustard NJ 18 lb
- 01350 - CV Greens Turnip 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
- 01185 - CV Radish Daikon NJ 20 lb
- 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

## PEDERSEN FARMS - SENECA CASTLE, NY

- 40324 - OG Asparagus NY 28 lb





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## CALIFORNIA STONE FRUIT SEASON STARTS!

**Yellow Peaches** are picking in volume and size. They will have very nice color and flavor for the start!

**Yellow Nectarines** are increasing as well with nice vibrant red color.

**White Nectarines** and **White Peaches** started harvesting. They will have beautiful red color (85-95%) and will eat excellent.

The volume on **Apricots** is picking up as well, as size and color has been very nice.

**Plums** are expected to start around the week of May 24th. Old crop Chilean **Plums** will likely continue until the new crop California product starts.



### CV GRAPES

The first new crop Mexican **Flame Grapes** will arrive this weekend, and Southern California is on the brink of picking. The Mexican **Red Flame Grapes** are quite a bit higher priced than the old crop Chilean fruit, but that market is expected to drop quickly with aggressive promotional pricing for the end of May.

Thank goodness we are done with Chilean **Green Seedless Grapes**, as the end of that season was quite a struggle with quality. Mexican **Green Seedless, Perlettes, Early Sweets, and Primes** are coming in this week. Prices are starting off high and the volume from Mexico will not be adequate to keep up with demand until **Sugarones** start in late May and when California becomes a factor.

Summer **Royal Black Seedless Grapes** from Mexico will ship this weekend. Peak season Mexican crop "**Cotton Candy**" **Grapes** is projected to start June 5th.



### CV LETTUCES

**GOOD NEWS!** **Iceberg Lettuce** is in good supply from Salinas, CA and New Mexico with nice quality. Supplies are promotable with steady to lower pricing.

We will continue with both Western and New Jersey **Leaf Lettuces**. Quality is good from both regions with promotable supplies and steady to lower pricing.

**Romaine Hearts** are in good, steady supply as well with nice quality and promotable volumes.



### CV CHERRIES

The California **Dark Sweet Cherry** season is well under way! The quality, color and flavor on the early fruit has been very good. **Rainier Cherries** begin this week!

At the start, we were seeing a lot of large fruit. 10.5 row to 9.5 row and larger, but as growers went through the first picking, size fell off and is now peaking on 11 row and smaller. This boosted the price on the bigger sizes and you could see as much as a twenty dollar spread between the 10.5 row and the 11 or 11.5 row size.

It will only get better, weather permitting, as we should hit good promotional levels during late May and early June.



## CV BROCCOLI & CAULIFLOWER

**ALERT!** Broccoli is very limited with higher pricing this week. **Broccoli Crowns** will primarily be sourced from Mexico since California is so short on supply.

**Cauliflower** is limited, but pricing seems to be easing a bit. Quality has been very nice from Salinas, CA.



## CV ASPARAGUS

Cool weather has really slowed **Asparagus** production in New Jersey. Supplies and pricing will change quickly with the expected warmer weather.

Michigan should begin by the end of this week.



## CV BLUEBERRIES

**Blueberry** supplies are going to be very limited for mid-May. Florida is wrapping up for the season, the Georgia crop is reduced due to the early spring freeze, and North Carolina isn't expected to start for another week or so.

There are limited supplies on the West coast, but not enough to cover the increased demand from the East. Prices are going to be high and remain there through the month.



## CV CELERY

**ALERT!** Celery supplies are extremely limited from Oxnard, CA with higher pricing this week.

Supplies are expected fall short of what is needed the next several weeks. The Salinas, CA crop will start mid-June.



## CV ARTICHOKES

We will have good supplies again this week on 12ct and 18ct **Artichokes** - promote!

Impress your customers with these huge **Artichokes** at affordable prices!



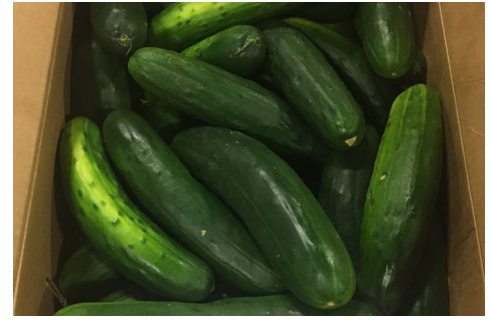
## CV CALIFORNIA CITRUS

**Gold Nugget Mandarins** will be in good supply through June, depending on demand. The grapefruit market is strong and steady.

**Murcott Mandarins (including Halos)** should go through the end of May, but size will be smaller and prices higher.

**Navel Oranges** will wind down by the end of May and prices will stay high. **Valencia Oranges** are shipping and prices are right up there with the navels.

**Minneola Tangelos, Cara Cara Navel Oranges,** and **Blood Oranges** are finished for the season.



## CV CUCUMBERS

**Cucumbers** are limited as we transition from Florida to Georgia, and Mexican supplies are winding down. Quality is good with higher pricing.

**Cello wrapped Cucumbers** are steady in supply from Canada and are promotable again this week.

**12/6ct Mini Seedless Cucumbers** are steady.



## CV SWEET CORN

All **Sweet Corn** colors and tray packs are in good supply. Florida will go another two weeks or so, and then we will transition to Georgia.



## CV ONIONS

**Vidalia Sweet Onions** continue to be a great item to promote! Prices are low and quality is good out of Georgia.

Over the last couple months, there has been widespread **Onion** quality issues out of the Pacific Northwest, Texas, and Eastern shipping regions. We have made the switch over to high quality California grown **Onions**. Due to the drastic quality difference in the supplies of available Onions, there is still a very large range in pricing.



## CV STRAWBERRIES

**Strawberries** are in good supply and prices are steady this week out of California. Keep promoting!



## CV RADISHES

**ALERT! 6oz and 1lb cello Radishes** will remain very limited for the next few weeks until new crop Michigan starts. We are currently getting product from Arizona.

**Bunched Radishes** are steady from New Jersey.



## CV GREEN BEANS

**Green Bean** supplies from Florida are increasing and pricing is going down as a result. Quality has been good.



## CV TOMATOES

**15lb Hothouse** and **11lb Cluster Tomatoes** are in good, steady supply. **Cluster Tomatoes** are especially good to promote with very aggressive pricing.

**25lb** and **2-layers Vine Ripe Tomatoes** are tight from Mexico and Florida with increased pricing this week.

**Grape** and **Cherry Tomatoes** are tight with steady to higher pricing.

**ALERT! Campari Tomatoes** got very tight with gaps expected again this week due to quality and greenhouse transitions.



## CV MELONS

Look for tighter **Watermelon** supplies now through Memorial Day. Prices have been steady over the past week or two, which has been due to the lack of demand in the Northeast as a result of cooler weather. As the temperatures increase, so too will the prices.

Central American **Cantaloupes** and **Honeydew** will continue through this week and probably stretch through Memorial Day. Their season will be finished by the end of May.

Mexican new crop **Cantaloupe** and **Honeydew** production is strong and Arizona will get underway before the end of May. Look for promotable pricing as we approach the Memorial Day pulls.



## CV PEPPERS

**Green Peppers** are limited as Mexican supplies are light and transition is happening from Florida to Georgia. Quality has been good with higher pricing this week.

**15lb Red Peppers** are less abundant with nice quality. Prices are higher.

**11lb Red, Yellow, and Orange Peppers** are steady from Canadian greenhouses.

**Mini Mixed Sweet Peppers** are steady with excellent quality.

# OTHER STORIES:

- **Fennel** is getting tight with higher pricing this week. Cool weather in Santa Maria, CA has slowed production and demand is good.

- **Zucchini** and **Yellow Squash** are tight. Mexico is winding down and we're transitioning from Florida to Georgia. Pricing will be higher this week. All **Hard Squash** are steady.

- **Baby Spinach** packs are steady, and we have a nice deal again this week on 12/10oz **Spinach**. Please ask your sales rep for details.

- **Brussels Sprouts** are steady, and we have very nice "Oceanside" quality again this week.

- **Eggplant** is steady in quality, with steady to lower pricing this week.

- We are in full swing on Flaim Farms New Jersey **Collards** and **Kale**. Quality is spectacular with steady pricing.