



ORGANIC OUTLOOK

MAY 11 - MAY 18, 2018



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PROMOTABLE ORGANIC BERRIES

California **Organic Strawberry** supplies are excellent! It's a good time to promote, as we are seeing some of the best quality of the season so far out of the Salinas/Watsonville, CA growing region.

Driscoll's **Organic Raspberries** are in excellent supply and have taken a huge price drop. Expect promotional opportunities!

Driscoll's **Organic Blackberries** are now in excellent supply with promotional opportunities available. Other brands of **Organic Blackberries** continue to improve.

Driscoll's **Organic Blueberry** supplies continue to improve and should increase week after week. Prices should ease off slightly. California **Organic Blueberry** supplies have tightened up quite a bit, leading to some gaps in supply and higher prices.



OG MELONS

Organic Honeydew and **Orange Honeydew** are here in excellent supply. **Organic Galia** and **Harper Melons** are also available.

9, 12, 15, and 18 ct **Organic Cantaloupe** supplies are very firm. Flavor has been excellent on early season fruit. California fruit should begin in June.

Organic Watermelons are in season from Mexico in bins and cartons, plus **Mini Seedless Watermelons** are promotable.

New for mid-May will be **Organic Sugarbaby Baby Seeded Watermelons** from Florida.



OG TOMATOES

Mexico growers report adequate supplies of **15lb Organic Hothouse Tomatoes**.

Organic 2-Layer Round Tomatoes are available this week out of Mexico.

Organic Cherry Tomatoes are limited out of FL. **Organic Grape Tomato** prices have moved up on both Florida and Mexico product.

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



OG SALADS

ALERT! **Organic Baby Spinach, Arugula, and Kale** will all be a challenge for the rest of May.

Weather and mildew are affecting many fields causing yields to suffer. Expect shortages and occasional out-of-stocks until new harvest blocks start in June.



OG KALE

Organic Green, Red, and Lacinato Kale are available this week out of Georgia.

NC has started with **Organic Green Kale**.

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



OG ASPARAGUS

Organic Asparagus supplies are tighter for mid-May. Shippers from Mexico are reporting some quality issues. CA product remains very good, but supply is beginning to dwindle.



OG GREEN BEANS

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

Florida growers are harvesting this week, but prices are up.



OG MANGOS

Organic Tommy Atkins and Ataulfo (Honey) Mangos should remain steady in peak season for May, but hot weather and transitions in growing regions could lower yields headed into June.

Organic Fair Trade Haitian Mangos still continue to be behind in schedule and will gap until June. The Haitian **Francique** variety is by far one of the best eating, juiciest pieces of fruit, so the wait will be worth it. We will continue to keep you updated on this special Fair Trade program as fruit becomes available!



OG APPLES

Here in mid-May, we will transition all tray pack **Organic Gala** and **Granny Smith Apples**, to fresh crop imports. Great quality is expected! New crop **Organic Fuji Apples** are expected in late May.

Most Washington storage **Organic Apples** are expected to wrap up in May.



OG ORANGES

California **Organic Valencia Oranges** are available, and good supplies are expected with a price advantage over navels.

Organic Navel Oranges are becoming increasingly limited with prices on the rise as the crop finishes. An early end to the season is expected in late May.



OG GRAPES

The first Mexican **Organic Green Grapes** are available in very limited supply with high prices. The first **Organic Red Grapes** should arrive in late May.

South African **Organic Black Seedless Grapes** are going to wrap up for the season here in mid-May, just in time for the first Mexican **Organic Black Grapes** to arrive.

California **Organic Grapes** should also begin in early June.



OG AVOCADOS

Organic Hass Avocados from Mexico will remain steady for at least the next couple of weeks. California will be steady as well.

Fair Trade Avocados from OKE will be back in stock for next week in both 48 and 60ct sizes!



OG CELERY

Organic Celery prices and quality all over the board. Some shippers are reporting insects and some blight. Other shippers have clean product.

Organic Celery Hearts are tighter in supply this week, with prices up sharply.



OG SQUASH

ALERT! **Organic Zucchini** and **Yellow Squash** are in tight supply out of Mexico. Prices are very high.

GA growers report adequate supplies of **Organic Zucchini**, but are more limited on **Organic Yellow Squash**.



OG RHUBARB

Organic Rhubarb is in good supply out of OR and WA. Color has been excellent. Expect supplies to be available until late May.

Local Organic Rhubarb will begin this week out of Lancaster County, PA.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is in tighter supply this week. Some shippers could be out until late May due to planting issues. Prices are up on both 14ct and crowns. Prices should move back down when more supply is available.

ALERT! **Organic Cauliflower** is in tighter supply this week, along with higher prices.



OG PEPPERS

Organic Red, Yellow, and Orange Peppers are in good supply with steady prices.

Mexico shippers are very limited on all **Red, Yellow, Orange, and Green Peppers** and prices are up sharply.

Production out of the desert has started with **Organic Green Peppers**, though supplies are limited.



OG LETTUCE

Georgia growers have new crop **Organic Red, Green, and Romaine Lettuce** available.

California has good supplies of **Organic Lettuce**, but some product is still suffering from brown discoloration.

Organic Romaine Heart prices are stable for now. Better supplies and quality are apparent this week.



OG CUCUMBERS

Organic Hothouse Cucumbers out of Mexico are in abundant supply. Pricing is down somewhat.

Organic Cucumbers are in better supply this week out of Mexico. Pricing is down somewhat. Florida is reporting low yields in their new plantings.

OTHER STORIES:

- CA and Mexico have begun shipping **Organic Eggplant** again. Florida is limited this week.

- **Organic Formosa Papayas** have been in steady supply with quality being excellent. Sizing will be a little smaller than they have been. Pricing will be the same per case.

- **Organic Pineapple** are steady. Quality has been very nice! Continue to promote large 6ct fruit!

- California **Organic Grapefruit** are now back in excellent supply with promotional opportunities available.

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

- **Organic Lime** supplies have improved and prices continue to slide off.

- **Organic Young Thai Coconuts** will be in good supply moving forward. Pricing will be steady.

Local Produce

May 11 - May 18, 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
- 1362 - CV Chard Green NJ 12 ct
- 1355 - CV Chard Rainbow NJ 12 ct
- 1368 - CV Chard Red NJ 12 ct
- 1320 - CV Greens Kale 18 ct NJ 18 lb
- 455 - CV Herb Basil NJ 15 ct
- 1200 - CV Herb Dill NJ 24 ct
- 1510 - CV Herb Mint NJ 12 ct Box
- 1475 - CV Leeks Bunched NJ 12 ct
- 3042 - CV Lettuce Boston NJ 24 ct
- 3050 - CV Lettuce Green Leaf 20 lb NJ 24 ct
- 3065 - CV Lettuce Red Leaf 20 lb NJ 24 ct
- 3130 - CV Radishes Red Bunched NJ 24 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



PENNSYLVANIA

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

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

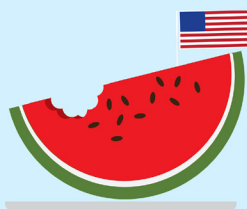
Christ King

>> Lancaster County, PA

Organic Rhubarb - **coming into season soon!**



MEMORIAL DAY



MEMORIAL DAY SCHEDULE

MON 05/21 - SAT 05/26 – Standard delivery and office schedule.

SUN 05/27 – Sales office open 8:00am to 1:00pm taking orders for Monday and Tuesday delivery.

MON 05/28 MEMORIAL DAY – Standard delivery schedule. Sales office open with limited staffing 8:00am to 12:00pm for changes to orders for Tuesday delivery.

TUES 05/29 AND WED 5/30 – Standard delivery and office schedule.

The week before Memorial Day will be one of the heaviest volume periods of the year. Let's collaborate for success. We are asking customers to bring product in early and order big promotion items by the full pallet (when possible) to take pressure off our order selection and delivery capacity.

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

WAIT, YOU CAN GRILL FRUIT?

Yes, you can grill fruit, and it actually tastes **AMAZING!** Impress friends and family by adding grilled fruits to salads, sides, desserts, and more! Try throwing these popular fruits on your grill:

AVOCADOS

Just brush with oil and/or lime juice and throw on the grill. Grilling gives avocados a smoky flavor, and they just look awesome!

PEACHES & NECTARINES

A perfect dessert that taste incredible with brown sugar or cinnamon! To prevent sticking, brush with butter or oil.

PEARS

Pair with a savory dish, like pork chops, or as a sweet treat, by simply adding vanilla ice cream.



MANGOS

Slice lengthwise a little off-center, avoiding the seed. For a fun twist, try drizzling with lime juice, and add a little bit of salt, chile powder, and lime zest!

PINEAPPLES

They have a great flavor, especially when drizzled with honey or hot sauce!

BANANAS

Cut ripe, but firm bananas in half lengthwise and leave the peel on!

GRILLING TIPS:

- Clean grill grate, preheat the grate, and rub with olive oil so the fruit doesn't stick when grilled!
- For grill marks that are instagram-worthy, don't turn fruit more than once on the grill.
- Use firm, almost ripe fruit on medium-low heat.
- Skewers are perfect for grilling smaller fruits, like berries.



CONVENTIONAL OUTLOOK

MAY 11 - MAY 18, 2018

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NEW JERSEY LOCAL VEG IS HERE



Fresh-picked produce from the Garden State is back!

Fresh New Jersey **Lettuces** have started, including **Green, Red, Butter, and Romaine Lettuces**.

Romaine demand has slowed down and prices are reflecting that. We are seeing strong demand across the board on all other **Lettuces**. Supplies are limited on those items and pricing is very high.

New Jersey **Asparagus** production has been limited but is expected to improve this week. Michigan is expected to start by the weekend which should improve the supply situation.

NJ **Bunch Radishes, Chards, Greens, Leeks, and Herbs** are coming into peak season!



CV BERRIES

Look for very promotable pricing on **Strawberries**. The Oxnard region is almost finished but Santa Maria, Watsonville, and Salinas are all coming into volume.

Blueberry supplies will be limited this week with higher market pricing. Florida will finish this week and Georgia volume isn't quite what they estimated prior to some weather events. North Carolina is about a week away which will help things once they get started.



CV STONE FRUIT

We are getting into swing with California **Stone Fruit**. We have seen good quality, but small sizes. This week we will ship bigger sizes of **Nectarines** and **Peaches** in the two layers.

While there are **Cherries**, there are not many and prices are high and will remain high. But, good news - on product we have seen, quality is very nice and the fruit has good flavor.

Apricot supplies are growing, size is good, and color is very nice.



CV WATERMELONS

Florida and Mexico look to be in good shape on **Watermelons** as we approach Memorial Day. No big supply gaps are anticipated but early demand looks strong. Quality and flavor has been great.

We expect prices overall to be higher than in previous years and this is being caused by transportation costs.

NOTE: Florida is expecting 7 straight days of rain in mid-May. This could impact harvesting for Memorial Day.



CV VIDALIA ONIONS

Vidalia Sweet Onions continue to be a great item to promote for grilling season. Pricing is attractive and quality is very sharp.

Jumbo bulk and 16/3lb high graphic bags are ready for display building!



CV SWEET CORN

Florida **Sweet Corn** continues in peak season. Higher freight rates are keeping prices steady to higher than 2017.

NOTE: Florida is expecting to get a week of rain in mid-May. This could impact corn harvests for Memorial Day.



CV SQUASH

Zucchini and **Yellow Squash** remain pricey once again this week, but supplies are improving as Georgia begins for the season.

We'll be making the transition into Georgia and away from Mexico this week. Look for pricing to finally slide this week.



CV GREEN BEANS

Green Beans will be in lighter supply this week out of Florida as we begin to finish for the season. We'll begin to transition north very soon, but until then look for pricing to remain higher.

Quality has been very nice on all **Green Beans**.



CV COLOR PEPPERS

All **Hothouse Color Bell Peppers** are in excellent supply out of Canada.

Now is the time to promote all **Bell Peppers**, including 8/3pk of **Rainbow Pepper** packages.



CV GREEN PEPPERS

ALERT! Green Peppers will be extremely tight this week. Florida is all but finished, and Georgia is still two to three weeks away from beginning to harvest.

California has started harvesting out of Coachella, but the supplies aren't enough to satisfy the demand across the country. Quality is beautiful on all California **Peppers**.



CV FIELD CUCUMBERS

Cucumbers are in good supply as growers are harvesting out of both Florida and Georgia.

While Florida is all but done for the season, Georgia is in new crop, and more growers will begin to harvest this week. Supplies will begin to improve, so look for pricing to slide slightly this week.



CV TOMATOES

Hothouse Tomatoes are finally beginning to strengthen. Growers in Canada have been in a complete flush for the past couple weeks, but production is now beginning to drop. Look for pricing to begin to jump on both **Beef** and **Cluster Tomatoes**.

Grape and **Cherry Tomatoes** are in lower supply this week out of Florida. Quality has been very nice, but pricing will begin to climb on both items this week.



CV HOTHOUSE CUCUMBERS

Hothouse European and **Mini Seedless Cucumbers** will be in steady supply this week, but then Canadian growers will go into a small gap in mid to late May.

Look for supplies to tighten during this period and pricing to begin to climb.



CV HASS AVOCADOS

Mexican **Hass Avocado** growers are approaching their typical summer gap/slow growth season.

Prices are likely to rise on Mexican fruit in June.

New crop **Hass Avocados** from Peru will supply much more of the marketplace for the summer.



CV GRAPES

We are transitioning into new crop Mexican **Green Seedless Grapes**, with **Perlettes** available now and **Sweeties** and **Sugarones** shipping early next week. Prices will be much lower than the remaining Chilean fruit of good quality, and they will clean up quickly.

Mexico is shipping new crop **Flames** this week, but with the glut of Chilean **Red Seedless Grapes** still hitting the East Coast, and with the quality still very good, we will hold off loading new crop **Flames** because of price. There are lots of great deals on Chilean **Reds**.



CV HONEYDEW

The **Honeydew** supplies will finish up from Guatemala and Honduras in late May. We have started to see some quality issues in this late season fruit.

First of the season Texas fruit has arrived. Fruit looks excellent and have very high sugar content. Arizona and Mexico have also started their season. Freight rates will also drive these prices higher.

