

ORGANIC MARKET NEWS



MAY 8 - MAY 15, 2020

PEAK SEASON ORGANIC BERRIES



May is providing a lot of opportunities to promote a wide variety of organically grown berries that either have really great quality or are very affordable, and in many cases - both!

Organic Blackberries and Blueberries out of California and Mexico are in excellent supply with promotional opportunities available on Driscoll's brand, as well as several other brands. On **Organic Blueberries**, ask your rep about special buys on 6 oz, 1 pint, and 18oz packs.

Organic Strawberries have firmed up a bit in supply, but are still promotable. Berry size is very large. Quality and flavor have been very good.

Organic Raspberries out of California and Mexico are in steady supply, but in less abundance than the other berries right now.



OG STONE FRUIT

The first California **Organic Cherries** have begun. Expect lighter supplies at higher pricing to get the season started. Peak volume for retailers is expected as we approach Memorial Day.

The Washington crop of **Organic Cherries** is rumored to be smaller this season, leading to some bigger sized fruit and right now, barring any weather events quality is looking really good. The Washington crop should start at the beginning of June.

California **Organic Yellow Peaches** are a little light in volume as the season starts, but quality is excellent. **Organic White Peaches** and **Organic Yellow Nectarines** should arrive in mid to late May.

The first California **Organic Apricots** have arrived to the east coast. A good season is expected.



OG TROPICALS/SPECIALTY

Organic Fair Trade Haitian Mangos (Francique variety) will be in great supply over the next 2 weeks. This Francique variety has such a juicy sweet flesh and is some of the best eating mangos we offer all year! Please make this important Fair Trade program a priority during May! This program has done so much tangible good for the people of Haiti that are involved. Now is the time to promote!

Organic Tommy Atkins Mangos from Mexico are getting ready to see good availability through the rest of May. **Organic Honey (Ataulfo) Mangos** will be slightly limited.

Organic Cherimoya fruit from California will be available in very limited supplies for next week.

New for the season - **Organic Jackfruit** will be available in limited supply for early May from Florida.

Organic Formosa Papayas from Mexico are steady for early May. Quality is good!

Organic Pineapple volumes are projected to be lower on the east coast for early May. Pricing should not be affected.



OG MELONS

Organic Seedless Watermelons (full size) are available this week in bins and cartons. Quality has looked excellent on the early harvests with great color and sugar. Ask your rep about pricing through Memorial Day.

Organic Mini Watermelons remain promotable this week. Quality has been excellent out of Mexico.

Organic Cantaloupes and Honeydew are now in season from Mexico. Volumes are light getting started on the new crop fruit, but will improve when Southern California fields begin harvesting in mid to late May.



OG ASPARAGUS

Organic Asparagus prices will start to rise quickly heading into mid-May. As California is experiencing very hot temperatures, growers are finishing up rapidly. Demand remains strong as well.

Local grower, Eastern Fresh in New Jersey, will have product available. New York grower, Pedersen Farms, is expected to start in the coming weeks, weather permitting.



OG SQUASH

Organic Green Squash from Lady Moon Farms in Florida and Georgia are in peak production. Expect excellent quality, steady supplies, and promotable pricing in May.

NOTE: **Organic Yellow Squash** from Mexico is starting to be limited for mid-May. Expect pricing to rise and to see gaps in supplies until more east coast shippers are yielding more crops.



OG GRAPES

The first new crop **Organic Green Grapes** will arrive to the east coast by May 14.

Organic Black and Red Seedless Grapes should arrive by Memorial Day.

Organic Cotton Candy Grapes will be in season for June.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** out of Canada remain promotable this week from Savoura. Quality has been outstanding, and we will continue to promote.

Organic Grape Tomatoes remain steady this week out of Mexico. We will have limited Florida grown as well as harvests begin to finish up. Lady Moon Farms is hoping to have limited supplies available here in early May, with better volume as we continue in May.



OG BROCCOLI

Organic Broccoli from California is seeing excellent supplies as we move into mid-May. After the start of the California season started slow due to extra demand, planting delays, and unexpected weather conditions, we are now seeing booming supplies.

Look for promotional opportunities in May with great supplies and excellent quality!



OG BEANS & PEAS

Organic Fava Beans and **Snap Peas** from California are now seeing good supplies as we head towards mid-May. Expect excellent quality, great pricing, and steady supplies for the next few weeks.

NOTE: **Organic Green Beans** from Florida finished at the beginning of May due to excess heat, however Mexican product is now in steady supply and we will also start to see Georgia supplies to start in early May. Expect to see good quality from these new regions, however pricing will be very expensive for mid-May.



OG VIDALIA SWEET ONIONS

Organic Vidalia Sweet Onions are in season from Georgia! Get 'em while they are in their peak.

We will be carrying 40 lb boxes of jumbo bulk, as well as 16/3lb bags.



OG POTATOES

New crop California **Organic Red** and **Gold Potatoes** are now in season and available! Quality is excellent.

Prices are seasonably high for this item and expected to stay elevated for at least the next few weeks until supply catches up to demand.



OG ROMAINE HEARTS

Organic Romaine Hearts are in great supply for mid-May. As more consumers look for pre-packaged products, expect demand for **Organic Romaine Hearts** to increase.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in steady supply in May. Look for steady pricing and availability.

Organic Purple Brussels Sprouts are also in season.



OG HASS AVOCADOS

Organic Hass Avocados will remain in steady supply. With Peruvian fruit beginning to be introduced in the marketplace, pricing should remain steady or go down slightly.

ALERT! 48ct and 60ct **Organic Fair Trade Avocados** from Mexico are now finished for the season. We will begin to transition to Peruvian Fair Trade fruit through May and June.



OG ARTICHOKEs

Organic Artichokes from California are back in supply. Look for excellent quality and a great price in early to mid-May. Expect to see inconsistent sizing as many shippers have strong supply from week to week.



OG CUCUMBERS

Organic Cucumbers from Mexico continue to be in full production in May, actually producing more than what is expected for this time of the year. Look for great quality, aggressive pricing, and excellent supplies in mid-May.

Lady Moon Farms **Organic Cucumbers** are set to begin from Georgia in mid-May!

Organic Euro Seedless Cucumbers and **Mini Seedless Cucumbers** also remain in steady supplies, however due to weather and increasing labor challenges, pricing is expected to be on the rise in May.



OG CITRUS

California **Organic Navel Orange** supplies are tightening. Expect higher prices as we move into the late season which is now expected to finish up in late May. We will transition to a nice size crop of **Organic Valencia Oranges** without a gap.

Organic Cara Cara Oranges are going to wrap up for the season in late May. Expect higher prices.

California **Organic Grapefruit** is in very firm supply with steady pricing.

California **Organic Lemon** supplies have tightened as we move growing districts.

Mexican **Organic Lime** supplies are back in good steady supply.



OG PEPPERS

Bagged **Organic Mini Sweet Peppers** continue to see great availability, however pricing is expected to be slightly elevated as we head into mid-May.

Organic Green Peppers are now beginning to harvest new crop product in Coachella, CA. Expect quality to be outstanding, however pricing will remain very elevated in May. **Organic Green Peppers** from Georgia (Lady Moon Farms) are also expected to begin harvesting in mid-May.

ALERT! **Organic Red, Yellow, and Orange Bell Peppers** still remain a struggle as Canada and Holland have yet to hit their full stride, while Mexican production remains limited, and the Israeli season has all but concluded. Look for inconsistent and elevated pricing to continue here in early May.

OTHER STORIES

- **ALERT!** **Organic Ginger** from Mexico and Peru will be very limited again for mid-May. Demand has been very high, and Mexico and Peru are winding down. Very limited new crop Peruvian **Organic Ginger** will be available in mid to late May.

- **ALERT!** **Organic Garlic** continues to be very limited. **Organic Peeled Garlic** is more available due to the lack of food service business right now.

- **Organic Cauliflower** from California has begun to see better supplies and improving pricing. Quality continues to improve as May continues on.

- **Organic Apple** markets out of Washington continue to be erratic due to a combination of the end of season, tightening markets, sporadic packing, demand, and staffing challenges due to COVID-19. There is a good **Organic Apple** crop expected out of Argentina, Chile, and New Zealand. We will have to deal with a new dynamic, due to COVID-19, as New Zealand will not have the usual USDA pre-clearance so all inspections will have to be done in the US, causing some delays.

- Argentinean **Organic Abate, Autumn Bartlett, Anjou, Red Bartlett, and Bosc Pears** continue in

good supply.

- **Organic Celery** and **Celery Hearts** continue to see steady supplies and pricing in mid-May. Although product is readily available at a good price, we have seen less than ideal quality on most inbounds. Look for quality to improve as we move towards the end of May and pricing to remain steady.

PRE-PACKAGED ITEMS AVAILABLE AT FOUR SEASONS!

Due to change in consumer shopping trends, pre-packed items are in higher demand.
Consult with your rep about these ideas and more.



STEMILT POUCH APPLES



MUCCI GREENHOUSE VEG



J&J FIELD-GROWN VEG



OG & CV NATURE'S GREENS VEG



SWEET CORN



MINI MIX PEPPERS



BAGGED GREEN BEANS



PETE'S LIVING GREENS

PRE-PACKAGED CODES

5LB APPLES

CONVENTIONAL

224453 - CV Apples Fuji 8/5 lb Stemilt Bag
213392 - CV Apples Gala 8/5 lb Bag
204759 - CV Apples Granny Smith WA 8/5 lb
224471 - CV Apples Red 2.5" East 120/5 lb Bag

224473 - CV Apples Gala 2.5" East 120/5 lb Bag

ORGANIC

221765 - OG Apples Fuji 2.5" 8/5 lb Stemilt Pouch
221761 - OG Apples Gala 2.5" 8/5 lb Stemilt Pouch
221769 - OG Apples Granny Smith 2.5" 8/5 lb Pouch Stemilt

SWEET CORN

1099 - CV Corn Bi-Color 12/4 ct Tray

MUCCI GREENHOUSE VEG

224457 - CV Cucumbers Poppers 15/9 oz Mucci Clam
224455 - CV Tomatoes Cluster 11/1 lb Mucci Bag
224456 - CV Tomatoes Cluster Tri-Color 9/6 ct Mucci Tray
23346 - CV Tomatoes Cocktail 10/1 lb Mucci OTV Sapori
23199 - CV Tomatoes Roma 12/2 lb Pouch Bag
23339 - CV Tomatoes Terreno Brown 10/1 lb Mucci

BAGGED GREEN BEANS

483 - CV Beans Green 24 lb Pouch Bag

PETE'S LIVING GREENS

41127 - OG Lettuce Butter Living 12 ct Clamshell
42274 - OG Lettuce Butter Red Living 12 ct Clamshell

MINI MIX SWEET PEPPERS

40788 - OG Peppers Mini-Mix Sweet 12/1 lb Pouch Bag
1803 - CV Peppers Mini-Mix Sweet 12/1 lb Pouch Bag

OG & CV NATURE'S GREENS VEG

CONVENTIONAL

218819 - CV Greens Collard Chopped 8/1 lb Nature's Greens Bag
218820 - CV Greens Kale Chopped 8/1 lb Nature's Greens Bag
218821 - CV Greens Mustard Chopped 8/1 lb Nature's Greens Bag
218822 - CV Greens Turnip Chopped 8/1 lb Nature's Greens Bag

ORGANIC

219257 - OG Greens Kale Tuscan 6/5 oz Nature's Greens
218824 - OG Greens Kale Chopped 8/12 oz Nature's Greens Bag
219256 - OG Greens Collard Chopped 6/5 oz Nature's Greens

J&J FIELD GROWN VEG

224419 - CV Cucumbers Super 12/2 ct Packaged
224409 - CV Peppers Green 12/2 ct Packaged
224410 - CV Peppers Red 12/2 ct Packaged
224415 - CV Peppers Stoplight Bell 8/6 ct Packaged
224411 - CV Peppers Yellow 12/2 ct Packaged
224417 - CV Squash Green 12/2 ct Packaged
224418 - CV Squash Green & Yellow 8/3 ct Packaged Medley
224416 - CV Squash Yellow 12/2 ct Packaged





LOCAL LIST FOR THE WEEK OF:

May 8 - May 15, 2020

CONVENTIONAL

FIFER ORCHARDS - Wyoming, DE

358 - CV Asparagus Standard DE 28 lb

FLAIM FARMS - Vineland, NJ

205 - CV Arugula 24 ct
1362 - CV Chard Green NJ 12 ct
1170 - CV Dandelion Bunch NJ 12 ct
1308 - CV Greens Collard NJ 18 lb
1315 - CV Greens Kale NJ 18 lb
1510 - CV Herb Mint NJ 12ct Box
1475 - CV Leeks Bunched 12ct
3042 - CV Lettuce Boston 24 ct
3050 - CV Lettuce Green Leaf NJ 20 lb 24 ct
3065 - CV Lettuce Red Leaf NJ 20 lb 24 ct
3080 - CV Lettuce Romaine 35 lb 24 ct
2205 - CV Spinach Bunched 24 ct

NARDELLI LAKE VIEW FARMS - Cedarville, NJ

2876 - CV Endive (Chicory) NJ 24 ct
2900 - CV Escarole NJ 24 ct
1315 - CV Greens Kale NJ 18 lb
1510 - CV Herb Mint NJ 12ct Box
1475 - CV Leeks Bunched 12ct
2205 - CV Spinach Bunched 24 ct

EASTERN FRESH GROWERS - Cedarville, NJ

357 - CV Asparagus NJ 28 lb

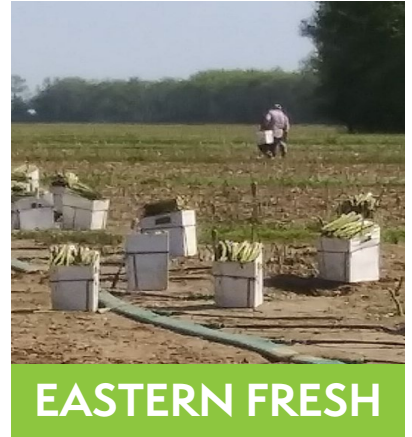
ORGANIC

EASTERN FRESH GROWERS - Cedarville, NJ

40325 - OG Asparagus NJ 11lb

FLAIM FARMS - Vineland, NJ

40208 - OG Arugula Premium NJ 24 ct
40650 - OG Dandelion NJ 12 ct
40900 - OG Spinach Bunched NJ 24 ct
219525 - OG Herb Mint NJ 12 ct
40210 - OG Herb Dill NJ 24 ct
41159 - OG Lettuce Green Leaf Prem NJ 24 ct



EASTERN FRESH



FLAIM FARMS

MEMORIAL DAY OFFICE & DELIVERY SCHEDULE

SATURDAY (5/23):

Normal office and delivery schedule (Sunday orders due by 10 am).

SUNDAY (5/24):

Normal office and delivery schedule.

MONDAY (5/25):

Normal delivery schedule, office open 8:30 am - 12:30 pm, taking orders for Tuesday 5/26 delivery.

Please contact your sales rep with any questions!

Have a safe & healthy Memorial Day weekend!

CONVENTIONAL MARKET NEWS

MAY 8 - MAY 15, 2020

NEW CROP STONE FRUIT COMING INTO SEASON



California **Cherry** volumes are ramping up with good supplies of 9.5 through 10.5 row. There will be some lower prices on 11.5 row towards Memorial Day. Overall, prices are coming down and will fall much more after Mother's Day when growers start with peak volume.



It's been a choppy start to California **Peaches** and **Nectarines** with growers having gaps in packing, waiting for fruit to mature, and to size up. We should see better supplies the week of May 11 on 2-layer fruit in the 50s and 60s range of sizing.

We should see Eastern **Peaches** ship by mid-May. They do have fruit now, but it is very small in size, so we'll get started when they have 2.5" and larger.

Good supplies of fresh **Apricots** are available.



CV VIDALIA SWEET ONIONS

Vidalia Sweet Onions are in peak season and the early onions have been very sweet.

NOTE: This week there have been reports from multiple **Vidalia Sweet Onion** shippers out of Georgia with concerns of disease caused by heavy rains that may impact the remaining unharvested onions. Demand is increasingly exceeding supply, and look for pricing to go up some. The crop could finish earlier than usual. Stay tuned.

On 10/5 lb bags: Prince Edward Island grown **Red** and **Yellow Potatoes** are just about done for the season which will shift demand over to Idaho grown **Red** and **Gold Bagged Potatoes**. Idaho will last until the end of May; at which time we will switch to new crop Arizona or Florida **Potatoes**.

CV BERRIES

Blackberries will remain in very good supply with promotional opportunities through mid-May. Fruit quality has been absolutely beautiful, and the flavor is excellent.

Strawberries will remain steady as we head into Mother's Day, however, growers have not been able to keep up with demand and pricing has started to climb. This should be short lived, and forecasts show high volume beginning again post Mother's Day. We will have availability on all 1lb, 2 lb, and the new Berry Big's from Driscoll's all week. Fruit quality out of Watsonville and Salinas, CA is perfect!

Blueberries are in excellent supply from Georgia, and we will have promotable supplies on fruit all week on pints. Be aware that many growers have stopped packing 6 oz clamshells for the time being. North Carolina will start harvesting in mid-May.

Raspberries will be in much tighter supply this week out of Mexico. Look for pricing to climb his week.

CV TOMATOES

Grape Tomatoes remain promotable this week. Quality out of Florida has been excellent.

Roma Tomato prices are starting to drop. Florida continues to push excellent product as well Mexico bringing in good volume as well. Quality has been excellent out of both areas.

NOTE: **Beefsteak** and **Cluster Tomato** prices are steady this week. Markets have been higher than average for this time of year due to labor, high demand, and cloudy weather. Mexico is not crossing much of any product leaving the pressure on the Canadian Hothouses. Quality has been excellent.

NOTE: **Round Tomato** prices are increasing this week. Florida is finishing up for the season, Georgia has not started harvests yet, and as some food service businesses are starting back up, demand is strong. Mexico is starting to cross good numbers but selling as fast as they can cross them. Quality has been nice.



CV BROCCOLI & CAULIFLOWER

We are now stocking 14ct **Wrapped Broccoli**.

Broccoli Crowns are in heavy supply out of the West Coast and East Coast. Pricing will be promotable for mid-May.

12 ct **Cauliflower** is coming in with beautiful quality. Expect reasonable pricing for mid-May.



CV ICEBERG LETTUCE

Iceberg Lettuce demand was exceeding supply, creating gaps of availability. Volumes and quality should start to improve for mid-May.



CV ASPARAGUS

Asparagus prices remain high this week. Local production continues with heavy demand, but the cool weather conditions are keeping yields low.

Peru and Mexico are harvesting 11lb cases, however with limited labor and airspace, prices are still high. Quality all around has looked nice as everything is fresh and moving.



CV GRAPES

More growers are starting with **Green Seedless Grapes** in Mexico.

New crop **Cotton Candy Grapes** are in season, but to access this in demand product, we need to buy a lot of **Green Seedless Grapes** from the grower.

We should start to see new crop Mexican Red **Seedless Grapes** by mid-May. Until then, there are plenty of old crop **Red Seedless Grapes** from Chile at affordable pricing.



CV SWEET CORN

Bi-Color Sweet Corn remains promotable for mid-May out of Florida.

White Sweet Corn, however, is in lower supply and commanding a higher price than normal. Quality has been strong on both.



CV CUCUMBERS

Super Cucumbers remain promotable out of Mexico. Quality has been excellent. Georgia has started up as well, while Florida is finishing up.

Euro Seedless Cucumbers and **Mini Seedless Cucumbers** remain promotable this week out of Canada. Quality has been excellent.



CV MANGOS

Mango supplies are a little lighter than normal for this time of year. Supplies should return to being promotable again for mid-May.

Ataulfo Honey Mangos will be more limited for mid-May.

Haitian Mangos are in great supply for mid-May in a 10/12 ct box.



CV BRUSSELS SPROUTS

ALERT! 25 lb **Brussels Sprouts** are extremely tight. Production has slowed down due to insects, seeders, and water spotting (depending on the growing area). Expect sprouts to remain tight until mid-May.

Ocean Mist Farms will experience severe out-of-stocks on their packaged **Brussels Sprouts** lines due to lower availability.



CV KIWIFRUIT

SunGold Kiwifruit are available from New Zealand! This popular sweet piece of fruit will be offering a 13 lb volume filled pack, and also a new 8/11lb clamshell for this year! Look for opportunities to promote in the coming months.

Green Kiwifruit supplies are expected to tighten, and markets have jumped several dollars as the Italy and Greece seasons have begun to wind down. Fruit from New Zealand will begin to take over the marketplace in a few weeks.



CV CELERY

NOTE: Celery and Celery Hearts are limited due to lighter yields. Growers are finding issues with “seeder”, and some are light due to transitioning.



CV SQUASH

Green Squash remains promotable as Georgia volumes comes on stronger. Mexico is also crossing good supplies with great quality. **Yellow Squash** prices remain the steady this week.



CV GREEN BEANS

Green Bean prices are coming down some this week. Good volumes are leading to more availability. Quality out of Florida has looked good.



CV CABBAGE

NOTE: Green Cabbage prices are up some as growers transition to different areas. Northern Florida and Georgia are starting up. Quality has looked good.



CV SALADS

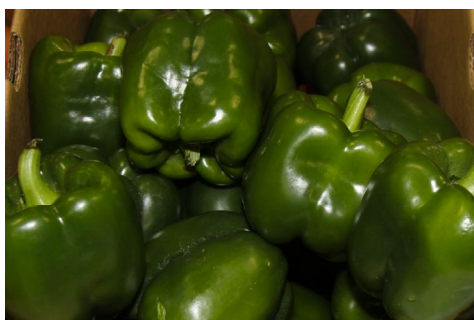
ALERT! We are experiencing some heavy pro-rates on **Fresh Express Salads**, sometimes hundreds of cases per day are being cut from our orders. This is due to high demand as well as lower attendance and social distancing challenges at the Pennsylvania facility due to COVID-19.



CV CALIFORNIA CITRUS

The market on **Navel Oranges** is strong but stable. Fruit is peaking on 72 ct and larger with some 88ct and very few 113ct. Heirloom Navel Oranges remain in season, but pricing has gone up significantly. **Cara Cara Navel Oranges** will finish by mid-May.

California **Mandarins** are essentially done for the season and will be making the transition into import mandarins from the southern hemisphere during May.



CV PEPPERS

NOTE: Green Pepper prices remain high this week. Florida is all but finished, Georgia has not yet started, and California product has been beautiful, but demand remains very strong.

NOTE: 11lb Orange, Red and Yellow Peppers also remain high this week. Labor challenges, along with low yields, are leaving tight supplies.

NOTE: 15 lb Red Peppers will be tight this week as Mexico is just about finished up for the season. California will start harvests in the next week in a light way.

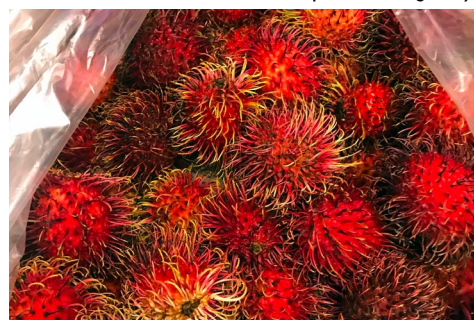


CV MELONS

Florida **Athena-style Cantaloupes** have started with our first 120ct bin arriving by May 14.

Import **Cantaloupes** will be winding down with some shippers done for the season. Mexico is crossing some new crop fruit, Southern California may start by mid-May, and Arizona in late May.

Seedless Watermelon prices are strengthening this week. Demand out of Florida remains strong and the import deal is finishing up. Quality out of Florida has been excellent.



CV SPECIALTY/TROPICALS

Rambutan will also be available again for the middle of May. This is coming out of Mexico and will be offered in a 5lb bulk pack!

Jackfruit and **Quince** will be available next week!

Pineapple are in good supply. Heavy Mother's Day demand has put us in a tight position for the weekend, but next week volumes will open up again. Quality has been good!

Hass Avocado prices have been steady. 60ct fruit is expected to be slightly less available over the next few weeks.

Young Thai Coconuts are in steady supply over the next few weeks.