

# ORGANIC MARKET NEWS



OUTLOOK FOR JANUARY 14 - JANUARY 21, 2016

## ORGANIC BLUEBERRIES PROMOTABLE

### Good news!

**Organic Blueberries** are returning to good supply. Arrivals from Chile on 4.4 oz. and 6 oz. packs are here and prices are easing off. Expect better quality and better flavor than what was seen in early January on the Argentinian fruit.

With organic raspberries and strawberries in such tight supply, these promotable **Organic Blueberries** are a welcomed opportunity for retailers.



### OG CA CITRUS

**Organic Blood Oranges** are now in season. We are stocking half cases. Pricing is high but quality and flavor is excellent so far.

**Organic Navel Orange** crop firms a little this week due to the rain, but is expected to improve back to normal as the rain moves out. Full Box **Organic Cara Cara Oranges** continue with good flavor, deep pink flesh, and a nice exterior.

**Organic Clementine Mandarins** are finishing for the season. California growers are transitioning to new crop **Organic Murcott Mandarins**.

**Organic Satsuma Mandarin** harvests were slowed by the rains. Supplies in the wholesale pipeline remain good for mid-January selling.

**Organic Minneola Tangelos & Pummelos** are in steady supply.

**Organic Daisy Tangerines** are a seeded variety but are revered for their sweet flavor and juiciness. Supplies will be around during January.



### OG TOMATOES

**ALERT!** **Organic Tomatoes** have tightened up out of Florida. Expect limited supplies the next 7 days. Mexico shippers report limited supplies of **Organic Two-Layer Tomatoes** arriving next week. Currently there is no supply available.

**Organic Roma Tomatoes** are in limited supply out of Florida and adequate out of Mexico. Shippers appear to have less volume in Mexico this year, resulting in slightly higher prices.

**Organic Cherry and Rainbow Cherry Tomatoes** are in limited supply from Florida while Mexico shippers report limited supplies of Organic Cherry Tomatoes.

**Organic Grape Tomatoes** are in tighter supply out of Florida; Mexican harvests are adequate.

One bright spot - **Organic Cluster Tomatoes** are in good supply out of Mexico! This may be the only round variety to fill your counters during mid-January.



### OG CARROTS

**ALERT!** Waterlogged fields continue to prevent and delay harvests of **Organic Carrots** in California. This is impacting all shippers.

Supplies are extremely tight on **Organic Bagged Carrots** and now **Organic Baby Peeled Carrot** production is becoming hampered.

Expect some out-of-stocks and heavy prorates during this dramatic short supply situation.



## OG HASS AVOCADOS

**Organic Hass Avocados** are in great supply!

36, 48, and 60 size fruit is available. Mexico continues to look to promote larger sized fruit as growers are seeing heavy yields on large fruit. Be sure to promote for the end of the football season!



## OG MANGOS

**Organic Mangos** are in great supply!

We will be shipping the last supplies of Tommy Atkins fruit from Ecuador and transitioning to the Kent variety from Peru this week. Prices should remain fairly steady through this transition. Kent fruit eats fabulous!



## OG SQUASH

**ALERT!** **Organic Zucchini** is still in very tight supply. Mexico reports very little volume. Preorders are filled with 10% of initial requests.

**Organic Yellow Squash** is very limited as well out of Mexico.

Florida growers report no **Organic Zucchini** or **Yellow Squash** at this time.



## OG ASPARAGUS

**ALERT!** **Organic Asparagus** has begun in very limited supplies due to the cold. More volume is now expected to begin by the end of the month.



## OG SALADS

**ALERT!** **Organic Salads** have begun to tighten up just a bit, as rain and other weather have limited supplies. Expect random prorates on various SKUs this week.

Earthbound is prorating harder than organicgirl and Olivia's, for now.



## OG BRUSSELS SPROUTS

**Good news!**

**Organic Brussels Sprouts** are increasing in supply this week out of CA. Mexico product has started in limited supply.



## OG GREEN BEANS

**Organic Green Beans** are in good supply out of Florida. Mexico reports a shortage this week, but more 15lb. should be available out of that region next week.



## OG PINEAPPLES

**ALERT!** **Organic Pineapples** are becoming very tight in supply. Expect prices to jump sharply and for occasional prorate or out-of-stock situations.

Long term forecasts through the 1st quarter continue to be bleak.



## OG GREEN PEPPERS

**Organic Green Peppers** are in adequate supply out of Mexico and Florida. Prices moved up in the last few days due to demand, but quality has been very good.





## OG GRAPES

Peruvian **Organic Red Seedless Grapes** are extremely limited with very high prices. They will finish up for the season over the next few weeks.

New Peruvian **Organic Red Globe Grapes** are expected to arrive any day and continue for the next month.



## OG BERRIES

Mexican **Organic Blackberry** prices are firming this week.

**ALERT!** **Organic Strawberry** and **Raspberry** prices continue to be extremely limited with high prices.



## OG CELERY

**ALERT!** **Organic Celery** continues to be tight in supply. Some harvests announced 10 days ago have still not taken place. There is variance in price by shippers, but demand still exceeds supply.

**Organic Celery Hearts** in very limited supply.



## OG POTATOES

**Organic Russet Potatoes**, both count and poly, will continue to increase this week. Colorado growing regions are now getting hit with extremely cold temperatures that will affect their ability to pack and ship potatoes. Count russet sizing will be sporadic in the next few weeks and sizing availability will range from 50-90ct.

**Organic Red** and **Yellow Potatoes** continue to be nice quality out of Canada with a steady market price.



## OG LETTUCE

**ALERT!** **Organic Romaine Hearts** are in very tight supply out of CA. All shippers are reporting blister and many are shipping with no protection. Prices are high.

**Organic Romaine, Red Leaf, and Green Leaf Lettuce** are available out of Florida. CA reports adequate supplies, but because of the cold, quality is not up to Florida product. Blister on ribs and some browning is seen on CA product.

**Organic Green** and **Red Butter Lettuce** supplies are adequate out of Florida.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** supplies are increasing out of CA and AZ. Quality has been good to very good. Prices have moderated this week.

**Organic Broccoli Crowns** are in better supply and price has moderated.

**Organic Cauliflower** is very limited in supply, mostly on the smaller, 16 size. We will not see any significant volume until closer to the end of the month.

# OTHER STORIES:

### LOGISTICS NOTE:

Truck blockades and other disruptions at the US/Mexico border is causing numerous supply chain backlogs on products coming from Mexico.

- Florida **Organic Sunburst Tangerines, Orlando Tangelos, and Golden Sweet Tangelos** will wrap up this week. Florida **Organic Grapefruit** supplies are back in very limited supply.

- Mexican **Organic Valencia Oranges** are in good supply and are expected to continue to be until do-

mestic fruit begins in early in February.

- **Organic Lime** supply is steady, but we will see slight firming in prices.

- Rain, more expected storms, and flooding in California has limited picking this week and raised **Organic Grapefruit** and **Lemon** prices. Supplies are limited.

- **Organic Chard** is in very limited supply out of both CA and Florida.

- Peri & Sons expect to have good supplies of Or-

**ganic Yellow, Red, and White Onions** now into March. **Organic sweets onions** are now DONE.

- AV Thomas California grown beautiful **Organic Sweet Potatoes** are in great supply and would be a good items to promote.

- **Organic Herbs** have also been affected by weather. Pound and bulk offerings will be especially limited through February.

- CA grown **Organic Kumquats** will get started this week.

# NEW ITEMS



## ORGANIC

42947 - OG Apple Jazz Clamshell	10/2lb
43527 - OG Apple Autumn Glory	27lb
42930 - OG Apple Lady Alice	27 lb
44125 - OG Orange Blood Moro 60-150 ct	25 lb
42177 - OG Pear Anjou Pouch Bag USA	12/2 lb
43569 - OG Grapes Globe Fair Trade Peruvian	18 lb
44365 - OG Mango Ataulfo Ecuador	20/22 ct
40325 - OG Asparagus	11 lb
40461 - OG Broccoli Shrink Wrap Bunch	14 ct
40770 - OG Peppers Mini Mix Clamshell	12 /1 pt
40411 - OG Peas Snap Bagged	10/10 oz
40507 - OG Broccoli Rabe Andy Boy	24 ct
41337 - OG Tomatillos	10 lb
44237 - OG Mandarin Murcott	25 lb



## NEW SPECIALTY ORGANIC CITRUS FROM BUCK BRAND



Expected 1/20

### BEST SELLERS:

42067 - OG Buck Brand TDE Tangerine/Mandarin USA	20lb
42063 - OG Buck Brand Orange Blood Moro	20lb
42060 - OG Buck Brand Lemon Lemonade	20lb
42052 - OG Buck Brand African Shaddock Pummelo	32lb
42068 - OG Buck Brand Oro Blanco Grapefruit	35lb

For more information on the Buck Brand varieties, check out:  
<http://www.fsproduce.com/3193-2/>

## NEW "SPRING LEAF" ORGANIC PACKS

		UPC
40517 - OG Brussels Sprouts Clam	8/1 lb	8.20402.40517.9
46806 - OG Peppers Red	6/2 ct	8.20402.46806.8
46805 - OG Peppers Green	6/2 ct	8.20402.46805.1
46807 - OG Peppers Red/Yellow	6/2 ct	8.20402.46807.5
49694 - OG Lemons Meyer Bag	10/1 lb	8.20402.49694.8
49693 - OG Mangos	6/2 ct	8.20402.48730.4
49685 - OG Pear Anjou Pkg	6/4 pk	8.20402.49685.6
49684 - OG Apple Fuji Pkg	6/4 pk	8.20402.49684.9
49681 - OG Apple Gala Pkg	6/4 pk	8.20402.49681.8
49683 - OG Apple Gr Smith Pkg	6/4 pk	8.20402.42940.3
49680 - OG Apple Red Del Pkg	6/4 pk	8.20402.43111.6



Please contact your Four Seasons Produce sales rep for pricing and daily availability!



# NEW ITEMS

## CONVENTIONAL

05867 - CV Apples Autumn Glory 50/60 Size	27 lb
06076 - CV Apples Envy	27 lb
06078 - CV Apples Jazz Pouch Bag	12/2 lb
23218 - CV Tomatoes Yellow Teardrop	12/1 pt
23254 - CV Tomato Yellow 1-Lyr	10 lb
10101 - CV Blueberries Driscoll's	12/1 pt
03224 - CV Scallions Knob	12 ct
14131 - CV Tangerines Honey Import	80 ct
14132 - CV Tangerines Honey Import	100 ct
14133 - CV Tangerines Honey Import	12/3 lb
14291 - CV Mandarin Satsuma Stem&Leaf	22 lb
13953 - CV Clementines "Jaffa" Israel Gift Box	5 lb

### Arriving 1/16:

05128 - CV Apples Gala "Frozen" Bags	8/5 lb
12172 - "Frozen" Apple Display Bin	1 ea

### Arriving 1/21:

05121 - CV Apples Gala "Spiderman" Bags	8/5 lb
12173 - "Spiderman" Apple Display Bin	1 ea



## SUNKIST SEASONAL SPECIALTIES & NEW PACKS



Along with Sunkist bulk and bagged Navel Oranges, Four Seasons Produce is stocking a broad selection of peak season specialty citrus from Sunkist and a variety of innovative packs.

13040 - CV Lemons SK Choice Pouch	18/2 lb
13053 - CV Lemons Meyer	18/1 lb
13651 - CV Oranges Navel 36s Fancy	684/bin
13624 - CV Oranges Navel Bin 40's Choice	750 ct
14004 - CV Oranges Blood 88/113sz	44 ct
13912 - CV Oranges Blood Sunkist	18/2 lb
13747 - CV Oranges Cara Cara SK	12/3 lb
13741 - CV Oranges Cara Cara SK	18/2 lb
14214 - CV Tangelo Minneola Sunkist	80 ct
14345 - CV Tangelo Minneola Choice	12/3 lb
13800 - CV Oranges Navel CA Bin	75/8 lb?
13598 - CV Oranges Navel CA	4/8 lb

## SUNKIST POP-UP MINI DISPLAYS

Sell more with these pop up mini bins! Help your shoppers know what these Sunkist seasonal specialties look like inside and what they might taste like via the messaging on these displays. Limited quantities are FREE with Sunkist varietals purchases.

32243 - Sunkist Lemon Display 1/4 Bin	1 ea
32244 - Sunkist Meyer Display 1/4 Bin	1 ea
32247 - Sunkist Blood Orange Display	1 ea
32246 - Sunkist Cara Cara Display Bin	1 ea
32245 - Sunkist Tangelo Display 1/4 Bin	1 ea
70021 - Sunkist Wire Spinner Racks	1 ea

\*holds 18/2lb or 12/3lb Sunkist or SK Cara Cara Bags





# "LITTLE BEAR" BRAND PREMIUM SOUTH TEXAS & MEXICAN VEGETABLES

Little Bear brand is known for jumbo bunches, large size boxes, and great quality. Produce buyers don't buy Little Bear brand for price, they buy it for value.

00205 - CV Arugula	24 ct
02793 - CV Celery Root	22 lb
03224 - CV Scallions Knob	12 ct
00530 - CV Beets Red Loose	25 lb
00551 - CV Beets Red Bunch	12 ct
00560 - CV Beets Gold Bunch	12 ct
00591 - CV Bok Choy	30 lb
01670 - CV Cabbage Napa	30 lb
00795 - CV Cabbage Savoy	30 lb
01032 - CV Cilantro	60 ct
01034 - CV Cilantro	30 ct
01170 - CV Dandelion Bunch	12 ct
01180 - CV Daikon Radish	40 lb
01200 - CV Dill	24 ct
01306 - CV Greens Collard	24 ct
01331 - CV Greens Kale	24 ct
01346 - CV Greens Mustard	18 lb
01350 - CV Greens Turnip	18 lb
01355 - CV Swiss Chard Rainbow	12 ct
01362 - CV Swiss Chard Green	12 ct
01368 - CV Swiss Chard Red	12 ct
01462 - CV Kohlrabi Green	12 ct
01700 - CV Parsley Curly	60 ct
01704 - CV Parsley Curly	30 ct
01711 - CV Parsley Italian Flat Leaf	60 ct
01715 - CV Parsley Italian Flat Leaf	30 ct
01720 - CV Parsley Root	12 ct
02205 - CV Spinach Bunched	24 ct





# CONVENTIONAL MARKET NEWS

OUTLOOK FOR JANUARY 14 - JANUARY 21, 2016

## CV CAULIFLOWER PRICES DROP

**Cauliflower** is actually a great item to promote for mid to late January!

After a month period of extremely high pricing and short supplies, harvests are now more abundant in Arizona and California. Quality and pricing should allow retailers to have better price points and profitability once again.

**Orange, Green, and Purple Cauliflower** remain virtually unavailable at this time.



## CV STRAWBERRIES

**ALERT!** The heat and rain, which is now expected to be followed by more heavy rain, high winds, possible hail, and some cold nights early next week, have really taken its toll on **Strawberries** out of Florida. Plants aren't producing as expected this time of year. Now the weather has cooled off which will push the plants back another week or two in their growing cycle. Meanwhile, California and Mexican **Strawberry** growers struggle with excessive El Nino rains.

What does this mean? Look for availability to remain limited this week and prices to be high. Growers are not able to cover ads that they've already written here in January. There may not be a flush of Florida **Strawberries** until after Valentine's Day. Stay tuned.



## CV PEPPERS

**ALERT!** **Green Pepper** harvests are very light at this time which is driving pricing up significantly. Many fields got very hurt from a freeze in Mexico. Supplies are expected to be limited through January.

15lb **Sweet Red Pepper** supplies are tightening back up somewhat, but they are more promotable than greens. Quality is nice from Mexico.

Greenhouse 11lb **Red, Yellow, and Orange Peppers** are tight, but steady in price.



## CV TOMATOES

**ALERT!** **Beef and Cluster Tomatoes** remain limited with high but steady pricing.

**Vine Ripe Tomatoes** are tight from Florida and Mexico with steady pricing.

**Roma Tomatoes** are more abundant from Mexico, with lower pricing this week.

**Grape and Cherry Tomatoes** are steady in price as product remains limited from Florida and Mexico.

**ALERT!** **Campari and Sabori Tomatoes** are almost non-existent, with gaps to be expected this week.



## CV ASPARAGUS

**ALERT!** Peru is going to continue to struggle to cover the current demand for **Asparagus**. Prices will remain very high and supplies will be very limited.

Mexico is still about two weeks away from starting their **Asparagus** season.



## CV CELERY

**ALERT!** Celery remains limited with high pricing from Oxnard, CA. Yields are down from cold weather.



## CV STONE FRUIT

Due to harvest and vessel schedules from Chile, supplies on **Peaches** and **Nectarines** are very light here in the States and prices are strong.

The cool temps of the early growing season has caused the early demise of the **Cherry** season as quality became an issue, ending the season.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** are tight from Santa Maria, CA and Mexico. Pricing will be up this week, but we expect nice quality.



## CV GREEN BEANS

There is more supply of Florida **Green Beans**. Pricing will be lower this week with good quality.



## CV CABBAGE

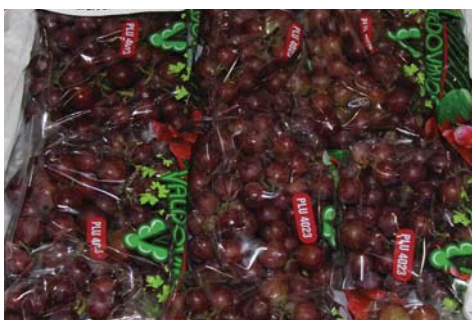
**ALERT!** Cabbage is limited from weather related issues in South Florida, the main growing region right now. Pricing has already jumped \$10 and may go up more next week!



## CV EGGPLANT & SQUASH

**Eggplant, Zucchini and Yellow Squash** are all limited from Mexico. Pricing is up this week with nice quality.

**Hard Squash** is all steady with promotable volumes.



## CV GRAPES

**ALERT!** Red and Green Seedless Grapes from Chile remain in limited supply with high pricing and average quality. Compared to the same time period last season, shipments to the East Coast of the US are down 53%.

Chilean growers expect to be in full harvest later this month which would improve arrivals into US markets in mid-February. Until then, expect high prices to continue.



## CV BROCCOLI

There is improved supply of nice Western and Mexican **Broccoli Crowns** and **Bunched Broccoli**. Promotional pricing is not here yet, but markets are beginning to ease off.

Eastern **Broccoli Crowns** remain limited.







## CV WATERMELONS

**Watermelon** arrivals from Guatemala and Honduras will remain limited this week. Mexico hopes to start bringing fruit in by the end of the week, but a lot of this fruit could remain out West. Look for high prices to stay there.

**Personal Watermelons** will also continue with sporadic availability.



## CV MELONS

New arrivals of **Honeydew** and **Cantaloupes** are expected this week out of Costa Rica. Guatemala will continue in their new fields, but supplies are expected to remain tight as demand exceeded supply last week, especially on larger fruit.



## CV ONIONS

**Onions**, in all colors and sizes, have increased this week and are expected to continue to increase in the upcoming weeks. Strong demand exceeds supply.



## CV CUCUMBERS

**Cucumbers** are limited from Mexico. Quality remains nice, but pricing is higher.

**ALERT! 12/6ct Mini Seedless Cucumbers** are almost non-existent. Shortages are to be expected this week.

**ALERT! Cello Wrapped Seedless Cucumbers** are limited and extremely high in price from Mexico.



## CV LETTUCE

**Iceberg Lettuce** is limited, but pricing seems to have reached its peak. Quality is okay, with blister and peel still to be expected. Pricing will be steady to lower this.

**Romaine, Green Leaf** and **Red Leaf** are all steady in price. Blister and peel is still to be expected on all of these.

**Romaine Hearts** are steady in price. Some lots have come in with blister and peel and are clean. It's hit or miss and we're doing our best to source the best.



## CV BERRIES

**Blueberries** will be the fruit to promote again this week. Steady arrivals from Chile on 12/1 pints and 8/18 oz. packs will continue. Quality and flavor is expected to be good.

Mexican production is expected to remain more limited this week on both **Raspberries** and **Blackberries**. Look for prices to increase.



## CV RADISHES

**ALERT! Radishes** are still limited from Florida and Arizona with steady pricing.



## CV SCALLIONS

**ALERT! Scallions** remain extremely expensive and in limited supply due to rain and slow production in Mexico.



## CV MINI MIXED PEPPERS

12/11lb **Mini Mixed Sweet Peppers** are good in supply and are a great item to promote! Quality has been arriving outstanding and pricing will be steady to week.