

# MARKET NEWS ORGANIC OUTLOOK

## PROMOTABLE ORGANIC TOMATOES



Promote **Organic Slicing and Snacking Tomatoes** for Diet Season!

**Organic Dark Heirloom** (“Darkloom”) and other **Specialty Organic Tomatoes**, like **Organic Purple Rain Drops**, **Roma On-the-Vine**, and **Cherry On-the-Vine**, are becoming increasingly available daily. As growing conditions improve in Mexico, look for more opportunities!

**Organic Vine Ripe Round and Grape Tomatoes** from Florida continue to be promotable this week. Quality has been outstanding from Lady Moon Farms! Rounds from Mexico are still short but will slowly begin to become available.



**Organic Roma Tomatoes** from Florida are in steady supply. Quality has been outstanding as well from Lady Moon Farms! Product from Mexico is also starting to become available this week, but quality is not as good as Florida’s right now.



### OG GREEN BEANS

**Organic Green Beans** will be in excellent supply this week out of Mexico and Florida. Quality has been very nice on all bulk beans.

Going forward, we will have a new **Organic Green Beans Bag** (code 40279) from Covilli. All products from Covilli are Fair Trade.



### OG CAULIFLOWER

**ALERT!** **Organic Cauliflower** will be much tighter in supply this week due to cold in the growing regions. Pricing will be more expensive this upcoming week.

We’ll see this tight market continue through late January. Supplies should then improve, and pricing will begin to slide.



### OG BROCCOLI

**14ct Organic Broccoli** will be in steady supply for the week of 1/21, but due to cold weather will be up in price. Cal-O will gap for 10 days due to cold. **Organic Broccoli Crowns** will be in much tighter supply. Pricing shouldn’t jump much higher, but harvests will be limited over the course of this week.

Quality on all arrivals has been very nice, though.



## OG MANGOS

**Organic Kent Mangos** from Peru are available for mid-January. Pricing is down from last week and we are promoting 10ct fruit this week!



## OG PEPPERS

Mexican **Organic Peppers** have started in better supplies this week, and we will have plenty of **Red, Yellow, and Orange Bell Peppers** going forward. Quality arrivals this week have been outstanding.

We will continue to source from Israel as well during the Mexican season.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in good supply this week out of Mexico and will only increase going forward. Look for promotional opportunities coming up soon.

**Organic Brussels Sprouts Microwaveable Bags** are back!



## OG MANDARINS

**ALERT!** California **Organic Clementine** and **Satsuma Mandarins** are winding down for the season.

**Organic Mandarins** may gap in supply during late January until new crop varieties, like **Tango** and **W. Murcott**, come into season from California headed into February.



## OG CUCUMBERS

**ALERT!** **Organic Cucumbers** are extremely limited this week and should continue to be in tighter supply for the next couple weeks.

In place of field cucumbers, we'll have plenty of supply of **Organic European (Seedless) Cucumbers** from Israel, Mexico, and Canada.



## OG STONE FRUIT

**Organic Cherries** out of Argentina and Chile are in limited supply and are expected to finish for the season at the end of January. Quality is excellent.



## OG DANDELION & PARSLEY

Lady Moon Farms is harvesting excellent quality **Organic Red** and **Green Dandelion Greens** - a nice item for Diet Season.

**Organic Flat** and **Curly Parsleys** are in excellent supply out of Lady Moon Farms in Florida, and the quality is outstanding!



## OG MELONS

**Organic Harper** and **Galia Melons** are available to fill in your melon sections.

**Organic Mini Watermelons** will slowly become available in mid-January, but could be delayed by cooler temps.



## OG LETTUCE

**Organic Romaine** and **Romaine Hearts** are in excellent supply and it's a perfect time to promote.

Lady Moon Farms in Florida is packing beautiful 24ct, and there are plenty of 12/3ct hearts are rolling east from the west coast. Quality has been excellent.



## OG CITRUS

New crop **Organic Minneola Tangelos** and **Daisy Tangerines** continue in steady supply.

**Organic Navel Oranges** out of California have turned the corner: large sizes are in very short supply, smaller fruit is limited, and prices are on the rise. With cold and wet weather expected, this supply situation could only get a bit worse before improving.

New crop **Organic Cara Cara Oranges** out of California are sizing on the smaller side so far. Prices are high and there is some potential sporadic gaps due to the weather.



## OG GRAPES

California **Organic Red Grapes** will finish for the season in mid-January. Expect lighter color and some quality defects.

New crop Peruvian **Organic Red Grape** are improving in supply. Expect to transition without a gap. Prices are considerably higher than the last of the domestic fruit.

**Organic Red Globe** and **Green Grapes** are now available in limited supply and high prices.



## OG HASS AVOCADOS

**Organic Hass Avocados** are stocked up and ready to support Playoff promos and our Avocado display contest! Prices are steady and promotable for the rest of the month!

**Organic Fair Trade Hass Avocados** from Equal Exchange will be available in great supply as well!



## OG SALADS

**ALERT!** **Organic Salad** vendors are still struggling to keep up with demand, and product is short due to cold weather. **Organic Baby Arugula** and **Kale** are the hardest hit, with most vendor choosing to short the ancillary lower velocity SKUs in favor of the popular 5 oz pack sizes. Expect shorts to continue until late January.

Effective immediately the following codes are discontinued by Olivia's Organic brand:  
 Code 44654 - 6/11oz Arugula  
 Code 44455 - 6/11oz Cooking Greens Kale  
 Code 44459 - 6/11oz Cooking Greens Saute' Blend - (Use code 42222 6/11oz Power Greens as closest sub)



## OG STRAWBERRIES & RASPBERRIES

Driscoll's **Organic Strawberry** supplies have improved ever so slightly, but if the cold and rainy weather improves, supplies will quickly ramp up and prices will ease. Other brands of **Organic Strawberries** are very limited, but supplies are expected to improve by the end of the January.

Driscoll's **Organic Raspberries** continue to be in tighter supply and prices are on the rise. This is expected to remain this way for the foreseeable future. Other brands of **Organic Raspberries** are should continue in firm supply with higher and rising prices.



## OG BLACKBERRIES & BLUEBERRIES

**Organic Blackberries** out of Mexico are much firmer due to weather and "Diet Season" demand. This is not expected to improve for a few weeks, so expect higher prices.

Driscoll's **Organic Blueberries** have firmed up due to weather and Diet Season demand. This is expected to improve over the next few weeks. Import **Organic Blueberries** from Chile and Mexico are in firm supply as we are in a slight gap between growing areas, but better supplies are expected towards the end of the month.

## OTHER STORIES

- **ALERT!** **Organic Bunched Spinach** will be in much tighter supply. The cold weather in Arizona really had an impact on the crop and future harvests. Look for pricing to climb this upcoming week due to short supply.
- The **Organic Onion** market remains strong this week with good demand and steady pricing. Quality is very nice this season across the board. We will see **Organic Sweet Onions** last a couple more weeks before winding down out of Nevada.
- **Organic Lemons** out of California are now in

- excellent supply and quality. Prices are coming down. **Organic Meyer Lemons** are back in steady supply.
- **ALERT!** **Organic Celery** has been extremely short in supply so far in 2019, however we expect better supply for mid to late January on all 24ct and 30ct, as well as **Organic Celery Hearts**. In talking with growers, supplies will really begin to ramp up, and pricing will drop for late January.
  - **ALERT!** **Organic Cilantro** and **Dill** were also affected by the cold weather in Arizona. We're

- getting prorated daily from our growers, and pricing will climb into mid-January.
- **Organic Lime** supplies have diminished, and prices are on the rise. Expect some slight gaps due to the weather.
  - New crop Washington **Organic Autumn Glory Apples** are expected to begin in mid-January with steady supplies.
  - **ALERT!** **Organic Asparagus** prices will be high. There will be some sporadic product available and will gap at times. Steady volume is not expected until early February.



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## PESTICIDE FREE - URBAN FARMING



CODE	DESCRIPTION	SIZE	UPC
217350	CV Lettuce Butterhead Baby	12/1 wholehead Gotham Greens	853927003216
217351	CV Herb Basil Hydroponic	12/1.25 oz Gotham Greens	853927003001
217352	CV Sauce Pesto Classic <b>*Best Seller*</b>	12/6.5 oz Gotham Greens	853927003346
217355	CV Sauce Pesto Spicy	12/6.5 oz Gotham Greens	853927003391
217356	CV Sauce Pesto Vegan	12/6.5 oz Gotham Greens	853927003353
217357	CV Dressing/Dip Green Goddess	6/10 oz Gotham Greens	853927003414
217358	CV Dressing/Dip Green Goddess <b>Vegan</b>	6/10 oz Gotham Greens	853927003421
217359	CV Dressing/Dip Caesar Basil	6/10 oz Gotham Greens	853927003445
217360	CV Dressing/Dip Basil Lemon <b>Vegan</b>	6/10 oz Gotham Greens	853927003438

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# Sweet Cheeks & SnapDragon Apples Display Contest



January 14th - February 4th

## Time to “snap” to it!

Want to offer your customers an amazing apple eating experience AND have the chance to win a prize doing so? Then we have the answer for you!

Four Seasons Produce has teamed up with Hess Brothers Fruit Co to bring you a contest with a little bit of “snap” to it! Over the next few weeks, we will have these incredible tasting apples aggressively priced, so take advantage of it by building awesome displays in your departments! Time to offer something different for your customers to try!



## Contest Criteria

- Build a “sweet” display in your department using both Sweet Cheeks (Code: 5607) and SnapDragon apples (Code: 5118) purchased through Four Seasons
- Utilize the POS bins for Sweet Cheeks (Code: 217462) Snap Dragon (Code: 32249) varieties in your displays
- Keep your displays up at least one week
- Submit your displays pictures to Steph Fleetman ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by February 15th



These apples are absolutely amazing, and a great way to build sales with them is through sampling. Once a customer tastes one of these, they will be hooked!

## Prizes:

1st-**\$500** | 2nd-**\$300** | 3rd-**\$200**

Talk to your Four Seasons sales rep or merchandiser for display ideas!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | [www.fsproduce.com](http://www.fsproduce.com)



# MARKET NEWS

# CONVENTIONAL OUTLOOK

## PROMOTABLE PREMIUM APPLES

During the winter months, give your shoppers some consistently delicious and well-textured apples to enjoy!

**Ruby Frost Apples**, grown in NY from this fall's harvest, are now available for winter promotion. This apple has Braeburn and Autumn Crisp parentage. In addition to the beautiful skin color, **Ruby Frost** have a crisp and juicy texture, with a balanced sweet and tart flavor.

**Sweet Cheeks Apples** from PA and NY, harvested late in the fall, are now in season for winter promotion as well. **Sweet Cheeks** is a cross between Honeycrisp and Pink Lady/Cripps Pink. The texture is firm and crunchy, and they taste very sweet, with some tanginess underneath.

**SnapDragon Apples** from New York are promotable for January. This apple has Honeycrisp parentage. They're crisp, crunchy, firm, and sweet, with a little zip to the flavor.

**Jazz, Envy, Kiku, Opal, and Pinata Apples** are also in season and selling well.



[rubyfrostapple.com](http://rubyfrostapple.com)

[sweetcheeksapples.com](http://sweetcheeksapples.com)

[snapdragonapple.com](http://snapdragonapple.com)



### CV BERRIES

**Blueberries** will be in peak supply until late January from Chile. Now is the time to promote pints. Quality has been very nice on all Chilean fruit.

**Strawberries** will be in decent supply this week with the majority of the volume coming out of Mexico. Some shippers had thought that market pricing would have dropped more this past week, but growing areas in Oxnard, CA had rain, and Florida's volume is still lighter than expected. Quality has been very nice, but it might be mid to late January until pricing slides again.

**Blackberries** and **Raspberries** will continue to be in tighter supply with higher pricing this week. Cooler weather in Mexico is still having an impact on overall supplies and pricing. Quality has been very nice.



### CV MANDARINS

**ALERT!** The **Clementine Mandarin** season is ending in California. The maturity of the fruit is past it's prime, and because of the rain it has made mid to late January a struggle.

Arrivals to the east coast have had quality issues in early January. Major shippers, including the **Halos** brand, will see heavy prorates and even a supply gap during late January.

California **Mandarins** will be back for the February through April season with the **Tango** and **Murcott** varieties.

Until the new California **Mandarin** varieties come into season, we will fill in with whatever is available of decent quality from Spain, Morocco, and California in a variety of labels.



### CV TOMATOES

**Grape Tomatoes** are very promotable right now. Both Florida and Mexico are in full production and flushing with product. Quality has been excellent from both regions, but we are promoting Florida mainly at this time.

**Roma Tomato** prices will hold again this week. Mexico is still waiting on their production to hit. A cooler weather spell hit last week in Mexico and created a gap. Product is beginning to cross again, but it will still be some time until very promotable volume comes across. Florida is still seeing a lot of demand on the market keeping prices steady.

**Round Tomato** prices will be steady and hold this week. Mexico is short on production due to the cool weather gap; the demand has been on Florida. We will start to see better volume as the month goes on.



### CV GREENHOUSE TOMATOES

**Cluster Tomato** prices are on the rise again this week. Demand is out-pacing supply right now causing the rise. Quality has been excellent.

Hothouse grown **Beefsteak Tomato** prices will hold steady again this week. With better growing conditions in Mexico, more fruit with better sizing is becoming available. If growing conditions stay ideal, pricing should come down as the month progresses.



### CV ASPARAGUS

**ALERT!** **Asparagus** prices will rise significantly this week. Peru fields are finishing up and Mexico is not quite ready to start shipping. Pricing will remain on the higher side through the end of the month until Mexico starts seeing better volume.

We will begin to switch to product of Mexico as soon as it's available. February is shaping up to be a very promotable month for new crop Mexican **Asparagus**.



### CV LETTUCES

**Green Leaf, Red Leaf, and Romaine Lettuce**s are steady in Yuma, AZ, but the recent cold weather (with several nights close to freezing) has slowed growth.

Expect higher prices to continue through mid-January. Fringe burn, wind burn, and epidermal peeling are common issues during this time of the year.



### CV BROCCOLI & CAULIFLOWER

Recent cold weather has slowed **Broccoli** production dramatically in Yuma, AZ and Mexico. Quality remains excellent. There is some relief with eastern **Broccoli Crowns** supplies out of Florida. The Florida deal will continue through early April.

**ALERT!** **Cauliflower** production also has been slowed by recent cold weather. Supplies in Yuma are extremely limited, with all shippers prorating aggressively.



### CV CUCUMBERS

**ALERT!** Very cold weather has damaged **Cucumber** plantings in the Sonora and Sinaloa regions of Mexico. Growers are still assessing the damage, but this will affect short and long-term availability.

**Euro Seedless Cucumbers** are also on the rise, but quality remains excellent.



### CV ARTICHOKES

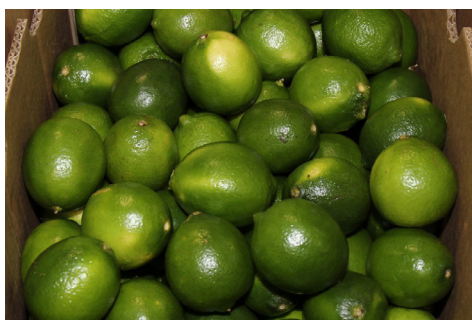
**Artichoke** supplies in Salinas, CA are very light and are skewing towards smaller sizes – 24s and smaller. Most product in Salinas will have some minor discoloration from frost.

The Mexican deal has started in a small way. Look for markets to remain elevated over the next few weeks.



### CV CELERY

**Celery** supplies are light in Oxnard, CA, and there are widespread issues with pitting and blight. Yuma and Brawley will start in mid to late January. Shippers report significantly better quality in the desert.



### CV LIMES

We are into the **Limes** winter crop when volume is starting to decline, pushing the market up. With occasional inclement weather curtailing harvesting, less fruit is available. If demand continues as is, prices should stabilize through January, but by mid-February prices will push higher again as volume decreases even more.



### CV ONIONS

There are signs of strength in the **Onion** market. **White Onions** are in short supply and that market has shot up in particular from all growing regions. It is expected to see this market on all colors increase in price over the next couple weeks before growers start shipping new crop **Onions** in the next month or two.



## CV POTATOES

**Count Russet Potato** pricing and availability has leveled off this week. There are some sharp deals on 10/5lb bagged **Idaho Russets**, and should be around for the next couple of weeks.

**Red** and **Gold Potatoes** out of Prince Edward Island (PEI) have increased in price this week due to strong demand and more limited supply of quality potatoes.

**White Potatoes** remain in good supply and quality out of PA and NY.



## CV HONEYDEW

**ALERT!** Light **Honeydew** supplies and stronger prices will pretty much be the story for January. Growers' largest growing region in Guatemala has finished and the next region there and in Costa Rico are off to a slow start.

Mid-January should be the worst for supplies with prices going up again. We should see some improvement in late January.



## CV CITRUS

With a gap coming for mid to late January on California **Clementine Mandarins**, here are some other **Citrus** items to promote:

- **Vintage Sweet Heirloom Navel Oranges**
- **SUMO Citrus**
- **Cara Cara Oranges**
- **Blood Oranges**
- **TX Grapefruit**
- **Minneola Tangelos**



## CV AVOCADOS

After a few weeks of some very cheap prices, the **Hass Avocado** prices have climbed steadily. Increased demand overall has driven the market, especially going into the week of the Big Game. The thought is prices will go up a couple of dollars each week before the Big Game.



## CV CANTALOUPE

**Cantaloupe** supplies have improved, and prices are coming down. More product is arriving into the Northeastern ports, so availability will be better and prices continuing to come down.



## CV SWEET RED PEPPERS

Mexico is coming into season on winter crop elongated **Sweet Red Peppers** promoted in 15 lb boxes. Expect promotable supplies headed into February.



## CV SCALLIONS

**ALERT!** Cold weather has slowed **Scallion (Green Onion)** production in winter growing regions. Supplies are down and prices are up. Quality has been inconsistent with occasional discoloration on some of the tops.



## CV BROCCOLI RABE

Andy Boy **Broccoli Rabe** remains promotable for January. Now is a great time to feature this item for famous regional recipes (Roast Pork and Broccoli Rabe Sandwiches with Sharp Provolone - no Po'boys here) and for Diet Season cooking. Don't pull a "Double Doink" - make sure you've got a great display!



## CV CHOPPED GREENS

**ALERT!** Glory Foods brand **Chopped Collards** and **Kale** have experienced extreme shortages since Thanksgiving. This has all been due to wet weather that damaged fields back in the fall and growers just can't catch up. We're being told that supplies will improve in late-January.