

ORGANIC MARKET NEWS



OUTLOOK FOR MAY 20 - MAY 27, 2016

ORGANIC BERRY PEAK SEASON



California and Florida **Organic Blueberries** are “rocking and rolling” with excellent supply and prices continuing to drop on 6 oz. and pints. North Carolina should start producing any minute keeping prices low. New Jersey is expected to begin about the 2nd week of June.

Organic Strawberries and **Raspberries** are now finally in excellent supply and promotable! Prices are coming off and the fruit is eating great! Driscoll's will be shipping large berry sizing in 1lb. and 2lb. packs on the **Organic Strawberries**.

Mexican **Organic Blackberry** supplies are steady this week. Driscoll's is starting to harvest **Organic Blackberries** in California too.



OG ASPARAGUS

Organic Asparagus supplies continue to be good out of CA and the quality remains outstanding. CA product will finish up the beginning of June.

Pedersen Farms, in New York, reports adequate supplies of **Organic Asparagus**, but the product is growing slower due to overcast skies. More Organic Asparagus is expected next week from NY, and product should be in supply until mid-June.



OG TOMATOES

OG Round Tomatoes are in limited supply out of Florida and prices are higher. Good supplies are still reported out of Mexico on 20 lbs. and hot house tomatoes.

OG Grape Tomatoes are in decent supply out of Florida and greenhouse production.

OG Cherry Tomatoes are in limited supply out of Florida and almost finished. Adequate supply is available from Mexico, but quality is fair. **Rainbow Cherry Tomatoes** are in steady supply out of Florida.

OG Roma Tomatoes are in very good supply out of Mexico. This is a good time to promote. Florida **Organic Romas** are very limited.

OG Cluster Tomatoes have good supplies available out of Mexico and Canada.



OG HASS AVOCADOS

ALERT! The **Organic Hass Avocado** market is HOT.

Limited availability on 48s and other sizing out of Mexico, along with a very tight conventional market, are causing pricing to jump up dramatically!

California **Organic Hass Avocados** will be available beginning this week in the popular 48ct size. Expect pricing to be slightly higher than the Mexican fruit.



OG CELERY

Organic Celery is in better supply and have lower pricing this week. Quality, in terms of black hard we have seen lately, should less evident.

Organic Celery Hearts are in adequate supply, price is down, and quality is expected to improve this week.



OG CUCUMBERS

Organic Cucumbers from Mexico are in good supply, but California is limited. Pricing did go up, but the market has been so low for so long, it's not a huge jump. **Organic Cucumbers** are finished out of Florida.

Organic Hothouse Cucumbers are in good supply out of Canada, Mexico, and Holland. **Organic Mini Cucumbers** are expected to be in good supply.



OG BROCCOLI

Organic Broccoli is in good supply out of CA, but there is a wide variation of prices and quality. Some of the better quality is out of the Salinas, CA area.

Organic Broccoli Crowns are in good supply and the price this week is expected to come down. Supplies are expected to be good through the end of May.



OG PEPPERS

After a week of abundance, **Organic Green Peppers** tightened up greatly this week out of CA. Some new harvests are expected Friday, but product may still be limited and higher priced this week.

Organic Colored Bell Peppers are priced higher than April due to less production out of Mexico.



OG GINGER

Peruvian Organic Ginger can no longer ship by boat, so it will not come by air, giving a hefty price increase this week. Quality is typical for the end of the season - drier and prone to age defects.

Organic Chinese Ginger is available at a much lower cost.



OG GREEN BEANS

Organic Green Beans continue out of Florida in good supply and at historically low prices. Quality continues to be very good and prices are steady.



OG CA CITRUS

The **Organic Navel** crop will be drying up for the season by the beginning or June. **Organic Valencia Oranges** are in excellent supply. We are recommending retailers consider switching their displays to **Organic Valencia Oranges** for the season.

Organic Gold Nuggets are winding down for the season over the next couple of weeks.

Organic Kumquats are limited with steady markets.



OG MANGOS

Organic Tommy Atkins Mangos from Mexico are in good supply. Prices continue to drop, although not as quickly as anticipated. More and more fruit continues to become available as new regions in Mexico continue to come on.

Organic Ataulfos Mangos are in great supply this week with promotable pricing especially in smaller sizes!



OG KALE

Organic Green Kale out of CA and NC is in good supply. There is no premium kale at this time out of CA due to hail damage.

Maryland is expected to start sometime this week, but weather has been slowing growth. PA expected to have kale in 10 days. FLA and GA are done.

Organic Lacinato Kale is available out of CA, with a little out of NC available. **Organic Red Kale** is in good supply out CA.



OG SWEET CORN

There is no **Organic Sweet Corn** available to load in CA or Mexico this week, but FL may have some to load next week.

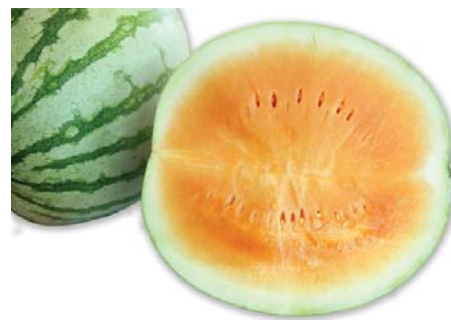
Supplies may be snug for Memorial Day weekend.



OG MELONS

Mexican **Organic Cantaloupes** and **Honeydews** are in excellent supply with promotional opportunities now available.

California Organic Cantaloupes, Honeydews, and **Galia Melons** are now available.



OG WATERMELONS

Organic Watermelons continue in good supply this week out of Mexico. Florida could see some supply issues due to the rainfall this past week. Look for steady pricing this week.

Lady Moon Farms is also in their micro-season of **Organic Seeded Sugar Baby, Sangria Seeded,** and **Orange Seedless Organic Watermelons.**



OG GRAPES

Mexican **Organic Green, Black, and Red Seedless Grapes** are in good, steady supply and should continue until California is in full swing.

Coachella, California desert crop **Organic Green** and **Red Grapes** are here in very limited supply and higher pricing.

It will be about 3 more weeks until we see **Organic Cotton Candy, Sweet Celebration, and Sapphire (Witches Finger) Grapes** from Mexico. Supplies will be very limited through the season. Make sure to get pre-orders in as soon as we have a confirmed arrival date.



OG STONE FRUIT

CA Organic Apricots are in season and continue in steady supply.

The **CA Organic Cherry** crop was hit with rain and hail, damaging fruit badly. Little to no California fruit is expected to come to the East Coast. Washington is suggesting an early crop with supplies expected to begin arriving in early June with **Organic Rainier Cherries** expected to begin 2 weeks after the reds.

CA Organic Yellow and **White Peach** supply continues to improve with larger sizing and pricing sliding off slowly. **CA Organic Donut Peaches** are expected to have a small gap at the beginning of June.

The first **CA Organic Yellow Nectarines** have arrived in limited supplies and more are coming. A small gap may be experienced before excellent supply kicks in.

The first **Organic Black Plums** and **Pluots** are expected this weekend in limited supply.



OG LETTUCE

Organic Lettuce is finishing out of Lady Moon Farms in Georgia this week. It will be about 21 days until we see **Organic Lettuce** from Lady Moon's Pennsylvania farm.

CA reports good to abundant supplies of all **Organic Lettuce**, but is showing rib rust and some pink discoloration on the stems. Price is expected to remain steady on premium product, but there is lesser quality **Organic Lettuce** at a lower price available as well.

Organic Romaine Hearts are in good supply out of CA. Pricing is steady.

OTHER STORIES:

- Mexican **Organic Valencia Oranges** are in good supply and are expected to continue for the next couple of weeks.

- California **Organic Lemon** supply continues in a severe decline and prices continue to increase steeply. Expect large fruit to virtually disappear. 140/165 ct fruit will be the new normal. We expect to see some Mexican fruit in early June.

- **Organic Lime** supply is extremely limited. Fruit is extremely small and prices are very high.

- Argentinean **Organic Abate, Anjou, Bartlett, Red Bartlett, Golden Russet Bosc, and Packham Pears** continue in excellent supply with promotional opportunities available.

- **Organic Pineapples** continue to be available with pricing down slightly. Quality is good.

- Italian **Organic Green Kiwifruit** supply is very tight as the last week or so wraps up. Demand is strong, which is causing sporadic gaps. New Zealand's first arrival is expected in the beginning of June. Get ready for new crop **Zespri Organic SunGold Kiwifruit**, set to arrive the 2nd week of June!

- Organic Salads are through the worst of the quality issues we have been seeing over the past month. Bulk options continue to be a challenge.

NEW ITEMS OR BACK IN SEASON

CONVENTIONAL

14865 - CV Apricots Raspberry Tote	12/2 lb
14866 - CV Apricots Raspberry Clamshell	16/1 lb
14826 - CV Aprium "Bella Jewel"	14 lb
15708 - CV Peaches Donut White Tray	11 lb
15739 - CV Peaches Donut White Clamshell	14/1 lb
15633 - CV Peach Cobbler Kit w/Peaches	12/1
15465 - CV Nectarine White 54/56 2-Lyr	18 lb
12777 - CV Grapefruit Red California Premium Jumbo	18 ct
14383 - CV Mandarin Satsuma Import	10/3 lb
13959 - CV Mandarin Clementines Import	10/3 lb
10161 - CV Raspberries Sunshine Driscoll's	12/6 oz
10160 - CV Raspberries Golden Driscoll's	12/6 oz
11945 - CV Watermelon Seeded Sangria Bin 24lb. Avg	28 ct
12035 - CV Watermelon Seeded Bin 20lb Avg	35 ct



ORGANIC



44530 - OG Strawberries Driscoll's	4/2 lb
43402 - OG Grapes Black SDLS Mexico	18 lb
43875 - OG Grapes Green SDLS USA	19 lb
43872 - OG Grapes Green SDLS OG	18 lb
43908 - OG Grapes Red SDLS USA	19 lb
43884 - OG Grapes Red SDLS OG	18 Lb
43875 - OG Grapes Green SDLS USA	19 lb
41804 - OG Watermelon Bin SDLS 18lb. Avg	36 ct
43581 - OG Watermelon Orange 5ct	60+ lb
43609 - OG Watermelon Orange 6ct	60 lb
43744 - OG Melon Galia USA	5/6 ct
43750 - OG Melon Galia USA	8 ct
43750 - OG Melon Galia USA	8 ct
43754 - OG Honeydew OG	6 ct
43853 - OG Peach Yellow 50s	18 lb
43862 - OG Nectarine Yellow 60s Volume Filled	18 lb
43996 - OG Nectarine White 60s Volume Filled	18 lb
43858 - OG Plums Black 40s-60s Volume Filled	28 lb
43854 - OG Plums Black 60s Volume Filled	28 lb
44335 - OG Pluot 50/60s Volume Filled	28 lb
43972 - OG Pluot 50s/60s 2-Layer	16 lb
43133 - OG Avocado Fair Trade	40 ct
43147 - OG Avocado Hass CA	48 ct
41093 - OG Cucumber	45 lb
40389 - OG Peppers Padron Clam	12/1 pt



LIST FOR WEEK OF MAY 20 - MAY 27, 2016

CONVENTIONAL

NEW JERSEY

FLAIM FARMS - VINELAND, NJ

00205 - CV Arugula NJ 24 ct
03042 - CV Lettuce Boston NJ 24 ct
03050 - CV Lettuce Green Leaf 20 lb. NJ 24 ct
03065 - CV Lettuce Red Leaf 20 lb. NJ 24 ct
03097 - CV Lettuce Romaine 35 lb. NJ 24 ct
03132 - CV Radish Red Bunch NJ 24 ct
03205 - CV Scallions NJ 48 ct
00551 - CV Beets Red Bunch NJ 12 ct
00591 - CV Bok Choy NJ 30 lb
00592 - CV Bok Choy Baby (Shanghai) NJ 30lb
00790 - CV Cabbage Chinese NJ 30 lb
01034 - CV Cilantro NJ 30 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 18 ct NJ 18 lb
01346 - CV Greens Mustard NJ 18 lb
01362 - CV Chard Swiss Green NJ 12 ct
01368 - CV Chard Swiss Red NJ 12 ct
01462 - CV Kohlrabi Green NJ 12 ct
01478 - CV Leeks Bunched NJ 12 ct
01516 - CV Mint Box NJ 12 ct
02200 - CV Spinach Bunched NJ 24 ct

EASTERN FRESH - CEDARVILLE, NJ

00351 - CV Asparagus Microwave NJ 18/10 oz
00357 - CV Asparagus NJ 28 lb

PENNSYLVANIA

SUNNY HARVEST - COCHRANVILLE, PA

02165 - CV Rhubarb Local PA 20 lb



ORGANIC

NEW YORK

PEDERSEN FARMS - SENECA CASTLE, NY

40324 - OG Asparagus NY 28 lb.

PENNSYLVANIA

TUSCARORA ORGANIC GROWERS COOP - HUSTONTOWN, PA

43491 - OG Rhubarb PA 10 lb



CONVENTIONAL MARKET NEWS

OUTLOOK FOR MAY 20 - MAY 27, 2016

WATERMELON OUTLOOK



This has been an unusual May for both **Watermelon** production and, more importantly, consumer demand for **Watermelon**.

Watermelon sales have been far below the normal May pace due to the cool, rainy weather in the greater Northeast region. Retailers and wholesalers got backed up on inventory, causing falsely low pricing in an attempt to move product.

Fruit is coming on in new areas of Florida and even though production may be off versus last year, there appears to be decent amounts of fruit to support Memorial Day demand. Temperatures are expected to be in the 70s & 80s in the Northeast approaching Memorial Day, which should help rekindle demand.



CV CHERRIES

BAD NEWS:

It was a dismal end for the **Cherry** season in California. Most growers have abandoned what is left on the trees because the yields are so poor following rain. Those who are still packing intend to keep most of the fruit on the West Coast.

GOOD NEWS:

Washington is just around the corner, with some growers anticipating packing a handful this week-end. The first pickings will be on the expensive side until into the middle of June. At that point, volumes and pricing will be at a point to support promotions.



CV GRAPES

We recommend retailers transition out of old crop Chilean **Grapes** and into fresh crop product from Mexico and the California Coachella desert.

Mexico and Southern California are now shipping a good volume on new crop **Flames** and **Black Seedless**. **White Seedless** has been lagging behind in volume but should pick up next week as **Sugarones** and **Primes** and **Superior Seedless** are crossing in Mexico. It's been mostly **Perlettes** from Mexico and California until now.

You will see a definite split in the market between the fruit crossing in Nogales, Arizona and the domestic fruit, with product from the USA getting a premium price.



CV MELONS

We will continue to see very promotable volumes of **Cantaloupe** and **Honeydew** out of Mexico this week. Arizona is also beginning to harvest fruit. The last of the off shore fruit will keep this market weak heading into Memorial Day.

Bin Athena Cantaloupes: Farmers are trying to assess the damage in Florida following the rain last week. We could see a gap early in the week as they need a few days to dry out.



CV STRAWBERRIES

We should see **Strawberry** prices stabilize this week, but the fruit remains very promotable. Quality and sizing is excellent!



CV BLUEBERRIES

North Carolina and California **Blueberries** are in very good supply. Florida **Blueberries** will finish for the season and Georgia will be transitioning to their next variety.

Driscoll's 12/1pt and 8/18oz packs are available out of North Carolina.



CV RASPBERRIES & BLACKBERRIES

Look for good supplies and promotable pricing this week on both **Raspberries** and **Blackberries**.

Late May is looking like a fabulous time to do aggressive promotions on Driscoll's **Raspberries** in particular.



CV SWEET CORN

Sweet Corn pricing is steady, supplies are very good, and quality is nice. Most product will be from Florida this week, but Georgia is also starting.



CV ICEBERG LETTUCE

The **Iceberg Lettuce** market is unsettled. Pricing is lower, but from the shipping side, pricing is up and down daily. Quality is nice, but supply is trying to find a steady trading level.



CV HASS AVOCADOS

The **Hass Avocado** market continues to be strong but has leveled out and should remain where it is until Peruvian fruit arrives the first of June. Supplies are light, but at these prices they are adequate.



CV ASPARAGUS

We will continue to source **Asparagus** both domestically and off shore. New Jersey volume should increase this week with the expected warm weather.

Michigan volumes will also increase. Pricing will ease down as more product becomes available.



CV LEAF LETTUCE

California **Leaf Lettuce** is steady to lower in pricing and quality is good. Romaine hearts are limited with steady pricing.

New Jersey Leaf Lettuce is lower in pricing, excellent quality, and fresh.

Red Boston Lettuce (12 ct) has started from New Jersey. **Hydro Boston Lettuce** is into promotable volumes with lower pricing this week from Mucci Canadian hothouses.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are in good supply from California and quality is excellent. **Eastern Broccoli Crowns** are extremely limited.

Cauliflower is limited with steady to higher pricing.



CV EASTERN PEACHES

Both Georgia and South Carolina are in good **Peach** volume. Size is still peaking on the smaller fruit, but we are seeing more of the 2 1/2" with little or no 2 3/4".

We should see better sizing in about two weeks. So far quality and color has been great!



CV CUCUMBERS

Cucumbers are steady and are nice quality from Mexico.

Cello-wrapped Cucumbers from Canada are in great supply and promotable. Pricing will be lower this week. **"CuteCumbers"** are in good supply.



CV COOKING VEG

Brussels Sprouts are lower in price with excellent quality. They are promotable again!



CV CA STONE FRUIT

Supplies and size is much better this week on both **Peaches** and **Nectarines** out of California.

California can offer a big **Peach** which is not available on the Eastern fruit as of yet.

Nectarines have come on very strong and prices are starting to come down.

Plums, both **red** and **black** have started in a small way with mostly small fruit like 60's and smaller with larger sizes drawing a hefty price.



CV PEPPERS

15lb. Red Peppers are in good supply with lower pricing this week. We are into nice big fruit and this is a great item to promote.

11lb. Red, Yellow, and Orange Peppers are steady.

Mini Mixed Sweet Peppers are in good supply with lower pricing this week. They are a great item to promote!

Green Peppers are more limited with an uptick in pricing this week. We will still be mostly in jumbo premium California product.



CV TOMATOES

There is an excellent supply of **Vine Ripe Tomatoes** out of Florida.

Beef Tomatoes and **Cluster Tomatoes** are both very promotable.

Grape Tomatoes are promotable, but there is an up-tick in price. **Cherry Tomatoes** are also promotable!

Campari Tomatoes are steady.

"Wild Wonders" Medley Tomatoes are in great supply and are promotable.

Roma Tomatoes are steady.

DISPLAYS OF THE WEEK





MEMORIAL DAY MERCHANDISING

Monday, May 30, 2016

DELIVERY AND OFFICE SCHEDULE:

Wednesday 5/25 - Extra deliveries in most regions to support pre-holiday volume

Thurs/Fri/Sat 5/26-5/28 - Normal office and delivery schedules

Sunday 5/29 - Sales office open 8 am - 1 pm

Monday 5/30 (Memorial Day) - Sales office open with limited staffing 8 am - 12 pm., very limited deliveries

Tuesday 5/31 - Normal office and delivery schedules

Wednesday 6/1 - Extra deliveries in most regions to support post-holiday refill

MERCHANDISING TIPS:

- Your **fruit counters** should be reset with fresh crop stone fruit, soft fruit, grapes, and melons by Thursday May 26st. Don't play catch up throughout the holiday weekend.
- Expand your **berry sections**. Full variety is available on Organic and Conventional berries, including some big packs.
- Your **vegetable counters** also need to have some adjustments made. Cut back the spacing on the hard cooking vegetables such as turnips, winter squashes, parsnips, etc. The key items to expand will be corn, lettuces, tomatoes, celery, cabbage and slaw mix, green & mixed color peppers, cucumbers, radishes, scallions, portabella mushroom caps & slices, sweet onions and new potatoes.



- Drive sales and margin through **melon displays**. Find sharp price points for whole melons and also build large refrigerated or ice displays of cuts and halves, sold at higher per pound prices. This extra margin on cuts will provide nice profit mix and options for shoppers.

POPULAR DISPLAY THEMES:

- **Veggie Grilling** – Try a display that includes Organic or Conventional: Vidalia onions, stoplight peppers, asparagus, portabella mushroom caps & slices, eggplant, anise, count russet potatoes, and green & yellow squash. You might even want to tray up a combination of these items and weigh it at \$4.99 lb. Tie in Garlic Expressions and other marinades and minced garlic.



- **Corn Crazy** - Build a large, secondary display of corn using a bin dummied up to control your display quantities. Position a clean trashcan at the display for your customers to shuck their corn. To make very good margin, trim, strip and tray pack 5 ears of corn and get premium retail for the added value and convenience.

- **Tomato Patch** - Mass display tomatoes using grapes, vine ripens, beefsteaks, cocktail and browns, heirlooms, mixed cherries and clusters. Be sure to add basil to these displays.

DELIVERIES AND PLANNING:

- Order your **hard goods** and **semi-perishables** to hit your store early - by **Tuesday, May 24th** or **Wednesday, May 25th**. Get 'em in and load up the department. These are items that you don't want to be fooling with come the weekend: salad dressings, dips, salsa, juices, croutons, fruit dips, nuts, etc. Have your evening associates pack out these sections at night. Avoid that congestion in your aisle during business hours.

- Bring in your **hard vegetables** and **fruit** by **Thursday, May 26th**. These lines and items include: potatoes, onions, carrots, mini carrots, apples, pears, oranges, lemons & limes, honeydew, cantaloupe, pineapple and bin watermelon.

- There is no need to be overly cautious with **bin watermelons**. This is only the beginning of the summer picnic season. Your risk is low even if you have a few extra melons after the holiday. Store watermelons at room temperature.

- Bring in your **corn** by the pallet and try to have it in by **Thursday, May 26th** and **Friday, May 27th** and keep it watered or iced down.

- **Don't be stuck waiting on a truck**. Load up early and attempt to spread your tonnage throughout the week to help level the volume.

