



ORGANIC OUTLOOK

MAY 19 - MAY 26, 2017



WWW.FSPRODUCE.COM 18 LB

ORGANIC GRAPE SEASON BEGINS

New crop Mexican **Organic Green** and **Red Grapes** are expected to ramp up in a big way for the rest of May with prices easing down towards promotable levels for June.

Quality, crispness, and appearance has been nice, but the sugars have not been coming on as quickly, which is why the supply chain isn't full just yet.

Mexican **Organic Black Grapes** should be arriving any day and supplies should ramp up from there.

Mexican **Organic Cotton Candy** and **Sweet Sapphire Grapes** are expected the second week of June. They will once again be extremely limited so make sure to get your pre-orders in!



OG STONE FRUIT

The first California **Organic Peaches** are here and supplies are ramping up! Expect prices to lower.

We should see the first California **Organic Donut Peaches, Yellow Nectarines, and White Nectarines** before Memorial Day.

The first California **Organic Apricots** came and went. Supplies will continue to trickle in day to day with limited supply.

Fresh crop California **Organic Cherries** have arrived. Limited supplies are expected to continue with high pricing. Northwest **Organic Cherries** will be in season by early to mid-June.



OG BLUEBERRIES

California **Organic Blueberry** supplies are ramping up in a big way. Prices are dropping quickly and quality is some of the best of the season!

Mexican **Organic Blueberries** (out of a new growing area) are starting to gain traction.

Florida and Georgia **Organic Blueberry** volume has improved. The season is only expected to continue for a few weeks. Prices are sliding off!

June should bring in the local New Jersey **Organic Blueberries!** The crop is looking to be a good size this season.



OG MELONS

Florida **Organic Seedless Watermelons** are in good supply in bins and cartons. Lady Moon Farms is also shipping their delightful **Organic Orange Seedless Watermelons. Organic Mini Seedless Watermelons** from Mexico are plentiful and promotable.

Mexican new crop **Organic Cantaloupes** and **Honeydew** are in excellent supply and will transition smoothly into California over the next couple of weeks. Promotional opportunities are available.

Organic Galia Melons have arrived in limited supply and are expected to continue like this for the next few weeks.



OG CUCUMBERS

Very nice quality **Organic Cucumbers** are increasing in supply out of GA. Mexico reports adequate supplies and pricing is up slightly.

Organic Persian (Mini Seedless) Cucumbers are in good supply in loose and packaged.

Organic Hothouse Cucumbers are in good supply out of Holland and Mexico.



OG MANGOS

Organic Tommy Atkins Mango supplies are back and great deals are available on 9ct, 10ct, and 12ct fruit for next week.

Organic Ataulfo Honey Mango supplies are steady and pricing has come off just a bit.

Haitian "**Francique**" **Fair Trade Organic Mangos** continue to be available! This mango is SUPER JUICY and has an amazing flavor profile, which is distinctly different than the Ataulfo "Honey" Mango that is similar in appearance.



OG GREEN BEANS

ALERT! **Organic Green Beans** are in very limited supply out of Mexico and Florida.

Mexico growers report small shipments crossing twice a week. Florida reports slow growth in fields, and both of these issues are pushing the prices higher.



OG CELERY

ALERT! **Organic Celery** is very tight and most shippers only have fair to poor quality - blight, discoloration, and yellowing is seen fairly often. Pricing has moved up this week as well. Sizing may be on the small side. It will be a couple of weeks at least until conditions improve.

ALERT! **Organic Celery Hearts** are very tight and have the same conditions as the celery.



OG LEMONS & LIMES

ALERT! California **Organic Lemon** supplies remain extremely tight with high pricing. This is expected to continue for the foreseeable future.

Mexican **Organic Lemon** supply continues to be delayed and there's no secure arrival date.

Organic Lime supply continues to improve and is expected to be steady.



OG ASPARAGUS

New York has begun their 4-5 week **Organic Asparagus** season with good volume. Slower volume is expected once we hit June.

Organic Asparagus is in adequate supply out of CA. A couple of smaller shippers have jumped in this week. Pricing is stable.



OG BERRIES

Organic Strawberry supplies out of California are now excellent with strong promotional opportunities expected into June.

Organic Blackberry supplies are improving. Expect promotable supplies and pricing by mid-June.

Organic Raspberry volumes are improving daily. Expect prices to lower and excellent volume after Memorial Day.



OG GREENS

Now shipping out of GA: **Organic Kales, Chards, Parsley, Tat Soi, Mustards, Collards, and Dandelions**, as well as 4 **Lettuce** varieties.

New Jersey has started with some **Organic Greens**.

North Carolina has begun with **Organic Lacinato Kale, Green Kale, and Chards** this week.



OG HASS AVOCADOS

ALERT! **Organic Hass Avocados** continue to command a higher price as Mexican and CA volumes are down. Supplies have been steady.

Expect to see Mexican fruit hold a darker color and ripen quickly at room temperature due to the late season and high oil content. Store this fruit colder than you normally would if you are trying to prevent ripening!



OG BROCCOLI

ALERT! The **Organic Broccoli** market is much tighter than last week as shippers simply have less volume. Quality is reported to be good. **Organic Broccoli Crowns** are in VERY limited supply.



OG PEPPERS

Holland and Mexico reports good supplies of **Organic Red, Yellow, and Orange Peppers** at this time.

Organic Green Peppers will be hit or miss with supply out of Mexico this week. Some smaller sizes may be available by the beginning of June.

Organic Mini Mix Sweet Pepper bags are in adequate supply out of Mexico.

ALERT! **Organic Jalapeño Peppers** are in limited supply out of Mexico with higher prices. Georgia will be starting before the end of May.



OG SWEET CORN

Organic Bi-Color 2ct Sweet Corn packs will be available this week for Memorial Day.



OG TOMATOES

ALERT! **Organic Grape Tomatoes** are finished from Lady Moon Farms in Florida, but their Georgia farm will begin harvesting this week. Pricing has moved up. Mexico reports adequate supplies but pricing is up significantly from these growers, too.

Organic Cherry Tomatoes are finished out of Lady Moon Farms in Florida. Mexico has virtually no volume. **Organic Rainbow Cherry Tomatoes** are also finished from Florida, but **Organic Heirloom Cherry Tomatoes** out of Mexico are in limited supply, but the packs don't have much variety.

Mexico reports good supplies of **Organic Round Hothouse Tomatoes** coming this week, but few 20lb packs are available at this time.

Organic Cluster Tomatoes are in abundant supply out of Mexico and have started up in CA as well. Expect more PA product the beginning of June. It's a good time to promote!



OG CAULIFLOWER

More plentiful **Organic Cauliflower** supplies are expected heading into June out of CA. Product is generally arriving in good condition.



OG LETTUCE

GA has good supplies of **Organic Red Leaf Lettuce**. **Organic Green Leaf Lettuce** is more limited this week. **Organic Romaine Lettuce** will be available all this week. **Organic Green and Red Butter Lettuces** are limited. Quality overall has been very good.

Expect **Organic Green and Red Leaf Lettuces** out of NJ by Memorial Day and PA to start on their Organic Lettuce program in early June.

Prices are coming down on **Organic Romaine Hearts**. Improved quality and good supplies are expected for grilling for Memorial Day.

CA Organic Lettuce still has some quality issues such as marginal browning and discoloration of ribs, but quality has improved. Pricing has also begun to come down.

OTHER STORIES:

- The tops of **Organic Bunch Carrots** have improved this week as there is not as much discoloration.

- **Organic Pineapples** continue to be in ample supply with pricing following on some larger fruit. Dole 6ct pines continue to sell well with a hot price attached to them!

- **Organic Formosa Papaya** supplies continue to tighten. Sizing will be in the 16-18ct range which is smaller than normal. **Organic Golden Solo Papayas** will be available on a smaller volume basis in the future – let your sales rep know if you are interested!

- CA reports limited supplies of **Organic Green Cabbage**, while **Organic Red** and **Savoy Cabbage** are virtually nonexistent. **Organic Napa Cabbage** is very limited and expensive. **Organic Green Cabbage** from Florida is also limited this week.

- **Organic Brussels Sprouts** are more limited in supply this week out of Mexico. Pricing has moved up. Product should be available until mid-June.

- Mexican and California **Organic Valencia Oranges** are ramping up. Expect prices to stay firm as **Organic Navel Oranges** finish up for the season.

- California **Organic Grapefruit** supplies remain firm with high prices. This is expected to continue for the foreseeable future.

- New crop **Organic Diva Apples** from New Zealand are expected to arrive the first week of June. Import **Organic Gala Apple** prices are actually lowering with large supplies of fruit coming in and the New Zealand product on the way.

- Great deals of **Organic Young Thai Coconuts** will continue as supplies are plentiful.



MEMORIAL DAY MERCHANDISING

Monday, May 29, 2017

DELIVERY AND OFFICE SCHEDULE:

WED (5/24) – Extra deliveries made to support pre-holiday sales in most regions.

THURS (5/25) THROUGH SAT (5/27) – Standard delivery and office schedule.

SUN (5/28) – Sales office open 8:00am to 1:00pm.

MON (5/29) MEMORIAL DAY – Sales office open with limited staffing 8:00am to 12:00pm. **Very limited deliveries to pre-planned customers**

TUES (5/30) – Standard delivery and office schedule.

WED (5/31) – Extra deliveries made 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 25th. Don't play catch up throughout the holiday weekend.
- Expand your **berry sections**. Full variety is available on Organic and Conventional berries.
- 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 at a common price per pound. 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 23rd** or **Wednesday, May 24th**. 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 25th**. 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 25th** and **Friday, May 26th** 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.





CONVENTIONAL

FLAIM FARMS - VINELAND, NJ

- 00205 - CV Arugula NJ 24 ct
- 00551 - CV Beets Red Bunch NJ 12 ct
- 00592 - CV Bok Choy Baby (Shanghai) NJ 30 lb
- 00591 - CV Bok Choy NJ 30 lb
- 02875 - CV Endive/Chickory NJ 18 ct
- 02901 - CV Escarole NJ 18 ct
- 01034 - CV Cilantro NJ 30 ct
- 01041 - CV Cilantro NJ 15 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 18ct NJ 18 lb
- 01346 - CV Greens Mustard NJ 18 lb
- 01350 - CV Greens Turnip NJ 18 lb
- 01355 - CV Swiss Chard Rainbow NJ 12 ct
- 01362 - CV Swiss Chard Green NJ 12 ct
- 01368 - CV Swiss Chard Red NJ 12 ct
- 01462 - CV Kohlrabi Green NJ 12 ct
- 01478 - CV Leeks Bunched NJ 12 ct
- 03042 - CV Lettuce Boston NJ 24 ct
- 03028 - CV Lettuce Boston Red NJ 12 ct
- 03050 - CV Lettuce Green Leaf NJ 24 ct
- 03065 - CV Lettuce Red Leaf NJ 24 ct
- 03097 - CV Lettuce Romaine 35 lb NJ 24 ct
- 01510 - CV Mint Box NJ 12 ct
- 01704 - CV Parsley Curly NJ 30 ct
- 01702 - CV Parsley Curly NJ 15 ct
- 01715 - CV Parsley Italian Flat Leaf NJ 30 ct
- 01713 - CV Parsley Italian Flat Leaf NJ 15 ct
- 01185 - CV Radish Daikon NJ 20 lb
- 03127 - CV Radish Red Bunch NJ 24 ct
- 03205 - CV Scallions NJ 48 ct
- 02200 - CV Spinach Bunched NJ 24 ct



EASTERN FRESH GROWERS - CEDARVILLE, NJ

- 00357 - CV Asparagus NJ 28 lb

SAM FISHER - CHRISTIANA, PA

- 02165 - CV Rhubarb PA 20 lb

ORGANIC

PEDERSEN FARMS - SENECA CASTLE, NY

- 40324 - OG Asparagus NY 28 lb

FLAIM FARMS - VINELAND, NJ

- 40900 - OG Spinach Bunch NJ 24 ct
- 40670 - OG Greens Collards NJ 24 ct
- 40210 - OG Dill NJ 24 ct
- 40640 - OG Cilantro NJ 30 ct

CHRIST KING - LANCASTER, PA

- 43491 - OG Rhubarb PA 10 lb





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MEMORIAL DAY WATERMELON UPDATE



The weather has improved in the Northeast and Memorial Day **Watermelon** demand has kicked in so we are seeing supplies tighten. Markets have reacted and prices will stay steady until the pulls for the holiday are over.

Quality has been nice out of Florida and Mexico on 60ct, 45ct, and 36ct bins.

Good supplies will continue this week on Mini Watermelons. Stores can promote at a sharp price point on this item.



CV STONE FRUIT

Volume is starting to improve along with size. We're starting to see some **Peaches** and **Nectarines** up in the 48/50 ct size range on the tray pack & 2-layer cases, and growers are starting to pack 60 size in the 25 lb. volume fill. Stickered "tree ripe" fruit is now consistently available.

Apricots have been running nice with color and size and prices are down with supplies better than demand. The **White Peaches** and **Nectarines** are available for a good mix of variety and **Raspberry Apricots** will arrive next week for something a little special. "**Galaxy**" **Flat White Peaches** will be available soon, most likely before Memorial Day.



CV BERRIES

Steady California **Strawberry** supplies and affordable prices are expected this week. Keep promoting!

North Carolina will be getting started in a very small way this week on **Organic Blueberries**. Georgia will continue to struggle with volume. We will see prices remain on the higher side versus a typical May. Supplies are expected to be lower following Memorial Day. New Jersey **Blueberries** are slated for mid-June.

Raspberries and **Blackberries** are in steady supply and pricing this week.



CV CHERRIES

The **Dark Sweet Red Cherry** volume is picking up and prices are hitting promotional levels. Weather is great and the quality of the fruit is very good. Size also is very good with ample supplies, even on the 9.5 row.

Be sure to increase display size to drive sales now that peak season is here!

Rainier Cherries are going as well. They are clean with plenty of big fruit starting to come into play.



CV LETTUCE

Romaine Hearts are in good supply with nice quality - promote!

Iceberg Lettuce quality is very sharp right now, with good weights. Pricing is steady to lower with promotable opportunities.

There is good supply and quality of **Leaf Lettuce** from both California and New Jersey. We will continue to have both options this week with steady to lower pricing.



CV GREEN ONIONS

Green Onions are in good, promotable supply from Mexico and New Jersey. Pricing will be steady to lower this week.



CV CELERY

ALERT! Not only is **Celery** in extremely short supply, but demand remains strong. All sizes are very limited with expensive pricing this week. Quality has been fair.

There is no relief in sight for this month, and we're hearing not until mid-June when Salinas, CA starts (currently shipping from Oxnard, CA).



CV CUCUMBERS

We will have a nice deal on **12/6ct Mini Seedless Cucumbers** the week heading into Memorial Day weekend - please ask your sales rep for details!

12ct Cello Wrapped Seedless Cucumbers are plentiful and promotable.

Cucumbers are limited with light production from Mexico and transition from Florida to Georgia. Quality is solid.



CV RADISHES

ALERT! 6oz and 1lb Cello Radishes remain extremely limited with steady to higher pricing. Arizona product is the only real game in town, with new crop Michigan product not slated to start for another few weeks.

Bunched Radishes from NJ are steady.



CV MELONS

Mexico is now the primary region for **Melons** The Central American **Melon** deal is finished for the year.

Heirloom-style **Tuscan Cantaloupes** are now in season. Flavor is very good.

California expects to get started on **Cantaloupe and Honeydew** in early June.

Eastern Athena-style bin **Cantaloupes** will be in good supply this week.



CV GRAPES

Southern California **Grape** growers have started their harvests. Mexican new crop **Grapes** are also in season. Both areas are struggling and have not been able to ramp up volume due the unusually cool weather in both Mexico and California.

The spot market remains strong, showing very little flex as most shippers struggle to cover ad commitments. Growers are struggling with size as well, more so on the **Red Seedless Grapes**, which are at best a large. Many growers are optimistic that volume and size will improve.



CV BROCCOLI & CAULIFLOWER

Good News! **Broccoli Crown** supply is increasing, and the prices are coming down as a result. Our main supply will be Eastern **Broccoli Crowns** - "Atlantic Fresh" box out of South Carolina.

Cauliflower quality is outstanding right now, with lower pricing this week. Promote!



CV ASPARAGUS

Warmer weather will help to improve **Asparagus** supplies out of New Jersey and Michigan.

The Northwest region also has some very nice product. Look for prices to come down slightly this week as supplies improve.



CV SWEET CORN

NOTE: White Sweet Corn harvests are falling short of demand, and now Bi-Color and Yellow Sweet Corn are less plentiful too. Non-ad pricing is up. Quality remains nice out of Florida.



CV GREEN BEANS

Green Beans are in good supply with promotable volumes this week.



CV ARTICHOKES

We continue to have a nice deal on Jumbo Artichokes - promote!



CV PEPPERS

Green Peppers will transition from Florida to Georgia. Quality is good with steady to lower pricing this week.

With Mexico finishing and California just starting, 15lb Red Peppers remain limited, while 11lb Red, Yellow, and Orange Greenhouse Bell Peppers are steady.

Mini Mixed Sweet Peppers quality is outstanding right now with promotable volumes.

8/3ct Rainbow Peppers remain promotable.



CV TOMATOES

15lb Hothouse Tomatoes are in tighter supply with increased pricing this week.

The big flush is over on 11lb Cluster Tomatoes. Quality is outstanding though. There will be a bump up in price this week.

ALERT! 2-Layer and 25lb Vine Ripe Tomatoes are limited from Mexico and Florida with a big jump in pricing this week. Roma Tomatoes are limited with higher pricing this week.

ALERT! Grape and Cherry Tomatoes are priced higher this week with limited supplies from Florida and Mexico.

ALERT! Campari Tomatoes remain tight, but we should have other "cocktail" tomato options in its place.

Blended Flavor Tomato pints are a great deal right now with lower pricing this week



CV CITRUS

The last shot of bagged Halos and Smiles Mandarins have arrived and as they clean up, that season will be over, except for the Gold Nugget Mandarins. We can go into June with these in the 10/3 lb. "Lumpy Bumpy" label from Sunkist. These are counting 10 to 12 pieces of fruit per bag and they are very sweet.

The Lemon market is strong, prices are higher, and demand exceeds supplies as expected going into the warmer time of year.

Navel Oranges continue to wind down but may stretch to the end of the month. Quality continues to be good.

OTHER STORIES:

- Brussels Sprouts are very tight with higher pricing this week, as production in central California is light.

- Eggplant is limited with higher pricing this week from California.

- Anise (Fennel) is tighter in supply with higher pricing this week. Quality is nice.

- Collards and Kale are steady from New Jersey.

- Zucchini and Yellow Squash are steady from Georgia. Hard Squash is limited from Mexico.

- Spinach is steady, with a nice deal again this week on 12/10oz Spinach. Please talk to your sales rep for details.