

# ORGANIC MARKET NEWS

MAY 20 - MAY 27, 2022

## ORGANIC GRAPE SEASON STARTING



**Organic Grape** season is just getting started in Mexico and Southern California will shortly be behind it. Time to cut this best-seller organic fruit back into your display sets!

The first new crop Mexican **Organic Green** and **Red Grapes** are expected to be available just ahead of Memorial Day. **Greens** will start mostly with the "Perlette" variety, and "Flames" on the **Reds**.

First arrivals of this fruit have looked excellent, and will be followed by what looks like a strong crop out of California.



### OG STONE FRUIT

**Organic Yellow** and **White Peaches** are now in season and volumes will ramp up in coming weeks from California.

**Organic White Donut Peaches** will be available on some of the early varieties for late May.

**Organic Yellow Nectarines** are finally coming into better supply from California, though pricing is on the high side to start.

**Organic Cherries** are now in season from California and demand has been good. Supplies will be sporadic due to earlier cold damage until Washington gets started later in June.

California **Organic Apricots** are in season and now is a good time to add them to your display while they're available. Washington will begin with their new crop in June.



### OG LETTUCES

New Jersey and Pennsylvania harvest have begun in mid-May and will provide a seamless transition. **Organic Red** and **Green Butter Lettuces** from Pennsylvania will also become available in late May.

**Organic Romaine Lettuce** from Lady Moon Farms in Georgia has finished for the season, and **Organic Green** and **Red Leaf Lettuce** are expected to end by the last week of May. As the Lady Moon production concludes, we will move straight into local PA and NJ organic production.

Local **Organic Romaine Hearts** from Pennsylvania will become available in late May! Supplies will be limited, but what a neat item.

**Organic Romaine Hearts** and **Iceberg Lettuce** from California continue to yield steady production in May. Steady volumes and pricing are expected through the remainder of May while quality is expected to remain strong.



### OG BERRIES

**Organic Raspberries** and **Blackberries** are promotable out of California and Mexico. Quality has been excellent and supplies remain strong.

**Organic Blueberries** remain steady out of California, Georgia, and Mexico. The next region, North Carolina, is starting very lightly but volume is extremely limited. Quality has been nice and steady.

Local New Jersey **Organic Blueberries** are expected to start the week of June 13th. Crops are looking good at this point and poised for a good season.

**Organic Strawberries** will be steady out of California. Prices are more reasonable as growers are coming into stronger production with warmer temperatures bringing on the fruit. Driscoll's supplies will be available again with decent volume as the warmer temperatures are maturing fruit. Quality from the Salinas/Watsonville, CA area has been outstanding from all growers.





## OG TROPICALS

**Organic Mango** supplies are steady for late May. There will be promotional and display opportunities during June on **Organic Round** and **Ataulfo Honey Mangos** from Mexico, and **Organic Fair Trade Francique Mangos** from Haiti!

**Organic Formosa Papayas** are in great supply for the entire month of May. Quality has been excellent.

**Organic Pineapples** have tightened for the middle and end of May. Pricing remains steady.



## OG CELERY

**NOTE:** **Organic Celery** from California remains limited in mid-May, but gradual improvements are expected starting in June as volumes may begin to increase towards the end of the month and pricing will subsequently improve as well. Quality will remain subpar through May.

**NOTE:** **Organic Celery Hearts** continue to have extremely light availability and are priced exclusively.



## OG KIWIFRUIT

New Zealand **Organic SunGold Kiwifruit** is available! We have good supplies of volume-filled and 8/1lb clamshell fruit in stock now. Fruit looks great!



## OG EGGPLANT

**NEW:** Look for **Organic Mini Eggplant** from Great Lake Greenhouses (GLG) in May starting 5/27. This year-round, greenhouse grown product will add a unique option to your eggplant offering and will be great for grilling!

**Organic Eggplant** from Lady Moon Florida is ending in late May. Strong volumes and excellent quality should be expected through the Memorial Day holiday but will end shortly thereafter. Production from other East Coast growers will supplement the end of the season.



## CV BRUSSELS SPROUTS

**Organic Brussels Sprouts** production remains consistent from Mexico in mid-May. As late May approaches, promotional pricing and volumes will be available as a great display builder. Can you grill Brussels Sprouts? Yes, you can.

**Bagged Organic Brussels Sprouts** from Hippie Organics are available and make an excellent addition to Brussels Sprouts displays!



## OG AVOCADOS

**ALERT!** **Organic Hass Avocado** prices from Mexico rose even higher as California supplies are ending earlier than expected. Look for more limited volume and pricing to remain higher with no break in sight for early summer.



## CV CUCUMBERS

**Organic Cucumber** are in a transitional phase as Mexico crops continue to wind down, while the domestic East Coast supply from Georgia and North Carolina improves. Lady Moon Farms in Georgia began harvesting in early May, and volumes continue to grow throughout the month. Both Mexican and other domestic product will be available to supplement Lady Moon supplies until volumes reach their peak!

**Organic Euro** and **Mini Seedless Cucumbers** market is expected to remain steady, with excellent quality and availability heading into June.



## OG WATERMELONS

**Organic Seedless Watermelon** bins will be available with steady supplies ahead of the Memorial Day holiday. Quality has been excellent out of Mexico.

**Organic Mini Seedless Watermelon** prices will be promotable out of Mexico. Growers are coming into a strong flush, and quality has been excellent just in time for the unofficial start of summer!



## CV CABBAGE

**Organic Cabbage** production from North Carolina has begun to strengthen in mid-May. **Organic Green** and **Napa Cabbage** are both being harvested, while **Organic Red Cabbage** is expected to begin harvest in late May. Quality has been excellent!





## OG MELONS

9ct and 12ct **Organic Cantaloupes** have arrived from the Imperial Valley, California and in great supply.

5ct **Organic Honeydew** are available from Mexico. There's great brix (sugars) and appearance on these first of the season dewes.



## OG TOMATOES

**Organic Beefsteak** and **Cluster Tomatoes** out of Canada are coming on with stronger volume and better market pricing. Quality has been outstanding, and pricing is expected to ease a bit heading into the beginning of June. We continue to source most of our product from Canada but there is Mexico product available.

**Organic Cocktail Tomatoes** are in better supply, along with **Organic "Poppies"** and **"Brites" Snacking Tomatoes** from Wholesum.

**Organic Grape Tomatoes** from Lady Moon Farms are done for the Florida season and will gap until Georgia begins during June. In the meantime, we'll fill in with **Organic Grape Tomatoes** from other brands.



## OG SWEET CORN

California grown **Organic Bi-Color Sweet Corn** is coming into season and will be available in limited supply just ahead of Memorial Day.

It is not uncommon for **Organic Sweet Corn** to be trimmed at the top.



## OG BROCCOLI & CAULIFLOWER

**Organic Sweet Baby Broccoli** from California continues to yield strong volumes in mid-May. Expect promotable pricing to continue throughout May.

**Organic Broccoli** from California continues to yield steady volumes in mid-May. In addition to California, East Coast production from North Carolina and Georgia continues. With steady supplies and pricing, **Organic Broccoli** is a great promotable item as Memorial Day approaches.

**Organic Cauliflower** from California continues to produce inconsistent volumes. Early May began with strong volume and promotable pricing, followed immediately by supplies beginning to tighten and price increases. As late May approaches, volumes are expected to grow, and promotional volumes are expected to be available once again.



## OG ASPARAGUS

**Organic Asparagus** are expected to remain steady through the end of May. We continue to source **Organic Asparagus** from New Jersey, California, and Peru.

New local arrivals from New York on 28lb **Organic Asparagus** are in season and available.



## OG PEPPERS

**Organic Color Bell Peppers** from Canada continue to experience lighter supplies in May. Conditions are expected to continue into June before any improvements but will remain strong. Expect increased prices and lighter availability.

**Organic Green Bell Peppers** are in better availability for late May. Production from Coachella, California is beginning to strengthen while Georgia production has begun in a limited fashion. Expect availability and pricing to improve in late May or early June.

**Organic Mini Sweet Peppers** remain in stable supplies from Mexico.

**Organic Jalapeño Peppers** from Lady Moon Farms in Georgia are expected to begin in late May and will grow in volume as June begins.





# Memorial Day Merchandising Tips

MEMORIAL DAY IS MONDAY, MAY 30



## MERCHANDISING ACTIONS

- Timing! Your **fruit counters** should be reset with fresh crop **Stone Fruit, Soft Fruit, Grapes, and Melons** by Thursday, May 26. Cut back on apples, pears, and citrus. Don't play catchup through the holiday weekend, especially on the seasonal product.

- Expand your **berry sections**. Full variety is available on organic and conventional berries during the spring peak!

- 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. Key items to expand: **Corn, Lettuces, Tomatoes, Celery, Cabbage & Slaw Mix, Green & Colored Peppers, Cucumbers, Radishes, Scallions, Portabella Mushroom Caps & Slices, Sweet Onions, and New Potatoes.**

- Drive sales and margin through **melon displays**. Fine 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: *Vidalia Onions, Colored Peppers, Asparagus, Portabella Mushroom Caps & Slices, Eggplant, Count Russet Potatoes, and Green & Yellow Squash.*



You might even want to try 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 **Sweet 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 **Sweet Corn** and get premium retail for the added value and convenience.

### TOMATO PATCH:

Create mass displays using *Grape, Vine Ripe, Beefsteak, Cocktail, Heirlooms, Mixed Cherry, and Cluster Tomatoes.* Be sure to add *Basil* to these displays.





## DELIVERIES & PLANNING

- Order your **hard goods** and **semi-perishables** to hit your store early - by Tuesday, May 24 or Wednesday, May 25. 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 26. These lines and items include: *Potatoes, Onions, Carrots, Mini Carrots, Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pineapples, and bin Watermelons.*
- 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 **Sweet Corn** by the pallet and try to have it in by Thursday, May 26, and Friday, May 27, and keep it watered or iced down. 42 cases per pallet.

## Memorial Day Schedule

### Saturday 5/28:

Normal office and delivery schedule.

### Sunday 5/29:

Normal office and delivery schedule.

### Monday 5/30:

Normal delivery schedule, office open 8:30am - 1:00pm, taking orders for Tuesday 5/31 delivery.

Please contact your sales representative with any questions.

*Have a happy and safe Memorial Day!*



# CONVENTIONAL MARKET NEWS

MAY 20 - MAY 27, 2022

## STONE FRUIT TIME!



As the weather warms, and picnic and outdoor party season begins, it's time to reset your counters with new crop USA **Stone Fruit**.

California **Peaches** are coming into steady supply. Our primary offering on 2-layer **White** and **Yellow Peaches** will be from Prima-Wawona.

In South Carolina, **Eastern Peaches** have just started and volumes will ramp up after Memorial Day. For the week of 5/23, we'll have 25 lb volume-filled cases of **Eastern Yellow Peaches** in 2 1/2" and 3 1/4" sizing.

California **Yellow Nectarines** are just a little bit behind peaches in their ramp up. Quality on the recent arrivals look very nice. First of the season **White Nectarines** will be available just before Memorial Day.

California **Apricots** are in season, but this year's crop will be lighter so prices will stay elevated until the Washington crop starts later in June.

California **Dark Sweet Cherries** continue in season, though this year's pricing is staying on the high side since the "Bing" variety was damaged by cold earlier in the spring. California **Rainier Cherries** will be available with limited volumes for late May and early June.

California **Red** and **Black Plums** are getting started in a small way during late May. There are still some "Angelino" variety **Black Plums** from Chile available at a value.



### CV BERRIES

**Blackberries** remain promotable out of California and Mexico. Production continues to be strong with excellent quality and nice flavor on the Driscoll's brand.

**Blueberry** supplies will be tighter as Georgia crops finish up and North Carolina has not yet started. Mexico continues to harvest but it is late in the season and volume is not as strong. New Jersey local **Blueberries** are expected to start around June 13.

**Raspberry** prices and harvests are steady out of California and Mexico with nice quality.

**Strawberry** prices will ease down as production out of Santa Maria/Salinas/Watsonville, California areas have really started to increase. Temperatures have increased in those regions and now the fruit is finally maturing faster.

Supplies are coming on just in time of Memorial Day demand. Quality has been excellent, and expect good supplies through Memorial Day.



### CV MELONS

Flavorful **Specialty Melons** coming into season for the week of 5/23 include **Sugar Kiss Melons** (soft and sweet high-sugar melon) and **Tuscan-style Cantaloupes** (extra sweet cantaloupes with defined ribs on the rind).

**Cantaloupes** and **Honeydew** are arriving from Mexico with decent supply and excellent quality. We will continue to have good supply on 9ct & 12ct for **Cantaloupes** and 5ct & 6ct for **Honeydews**.

Florida-grown **Athena-style Cantaloupes** in 120ct bins will be available 5/23 for your Memorial Day sets!

**Watermelon** prices are increasing ahead of Memorial Day. 60ct smaller fruit has really been very snug as most growers are cutting in new fields with larger sized fruit available, also 60ct demand is way up for price point. Quality has been really nice this season out of Florida.

**Mini Seedless Watermelons** will be available and markets are promotable out of Mexico. Quality has been excellent.



### CV GRAPES

New crop California **Red Seedless Grapes** are available with excellent quality, fresh green stems, and a flavor pop!

For a premium red variety, "**Sweet Celebration**" **Red Grapes** from Mexico will be in our XL code, with great taste and superb quality!

For inflation-buster value, old crop Chilean **Red Seedless Grapes** remain promotable on price and volume through May on LG size.

"**Sweet Globe**" **Green Seedless Grapes** are arriving from Peru in large size and Mexican "**Primes**" and "**Early Sweets**" **Green Grapes** in XL.

**NOTE:** Bag **Cotton Candy Grapes** from the Jalisco region of Mexico started in season, but ran into some post-harvest quality issues, so this item will gap until the new primary growing region starts later in June.

Look for Chilean **Black Seedless Grapes** to remain promotable through Memorial Day.





## CV MANGOS & PINEAPPLES

**Round Mangos** are in good supply as we head into Memorial Day. The beautiful "Pango Mango" brand **Keitt** variety in a 9/10ct size grown in Puerto Rico. Mexican fruit is also available a little cheaper in the **Tommy Atkins** variety in 6ct and 12ct size.

**Haitian** and **Ataulfo Honey Mangos** are in good supply through the end of May.

**Pineapples** have been steady for the month with prices staying a little higher than expected on smaller 8ct fruit and other sizes. There will be nice supplies of Del Monte **HoneyGlow Pineapple** for late May and early June.



## CV ORANGES

**Blood Oranges** are peaking with great flavor and firm fruit as we get into the "Sanguinelli" variety! Bagged options are available as well.

**Navel Orange** quality remains solid with great taste, but this market getting tight. Smaller size fruit is getting hard to come by, but we will stay in stock.

Import **Navel Oranges** are getting started out of Morocco and will be available at a value as the California season wraps up.



## CV SPECIALTY TROPICALS

**Dragon Fruit** from Ecuador is available primarily on white flesh-red skin fruit, with more limited volume on the **Yellow Pitahaya**. **Passion Fruit** and **Rambutan** are also available for late May and early June.



## CV LEMONS & LIMES

**Lemons** are peaking out of the Southern California Coastal Region with promotable pricing on both choice and fancy fruit. Both bagged **Lemons** and loose **Lemons** are promotable currently with good quality. **Seedless Lemons** from Wonderful and **Meyer Lemons** from Sunkist are also available.

**Limes** are in great supply heading into June. The market has finally dropped to more reasonable pricing and should steady itself out in the upcoming weeks! Look for promotable pricing for Memorial Day and then balance out to more reasonable pricing after the holiday.



## CV MANDARINS

Import **Mandarins** remain in good supply out of Morocco with great tasting fruit.

The California fruit is finishing up, so look for import options available through the summer months. We have both 10/3lb and 15/2lb as options in our Import lines.



## CV GREEN BEANS

**Green Bean** prices will continue to ease off due to the Georgia crop starting now that Florida is almost finished. Quality and availability have been excellent.



## CV LETTUCE

**NEW!** Code 231295 - **CV Lettuce Artisan Baby Iceberg** 12/2 ct. These are perfect for wedge salads, those vacation road sandwiches, and salads! There's just enough lettuce to get the job done without worrying about any waste.

Local New Jersey growers have steady supplies of **Green Leaf**, **Red Leaf**, **Romaine**, and **Boston Lettuces**.

**Cello Iceberg**, **Romaine**, and **Romaine Hearts** are looking to have less availability as we finish out the month of May from California.

Quebec growers are right around the corner. They are looking to start harvesting in mid-June.



## CV ASPARAGUS

**Prices** are expected to ease off heading into the end of May on local New Jersey and Delaware 28lb **Asparagus**. Quality has been excellent, and we are in peak season for local **Asparagus**.

Michigan has also started their **Asparagus** deal, which brings more volume into the market on 28lb, causing the market drop.



## CV BROCCOLI

North Carolina **Broccoli Crowns** are coming into season just as Georgia winds down. Supplies will be steady for late May and early June on eastern product.





## CV SQUASH

**Zucchini Squash** from Mexico and Florida will continue to arrive with outstanding quality as product is starting to come out of Georgia as well. Prices are expected to remain steady.

**Yellow Squash** prices are expected to remain steady. Crops are in transition to Georgia.



## CV PEPPERS

**Green Bell Peppers** will be steady in volume out of Mexico, Florida, and California. They are expected to transition to Georgia by the end of May.

**Mini Mix Peppers** will be promotable with outstanding quality for the month of May and into June out of Mexico.

11lb **Hothouse Color Bell Pepper** prices are expected to continue to increase through the end of May. Canada should start their next crop of **Peppers** the first week of June, causing a drop in the market. Quality is excellent and supplies will increase, making it promotable here through June. We continue to source most of our product from Canada, which is jumbo sizing.

- **Grapefruit** crop remains strong with great quality with excellent promotable pricing. Look for Star Rubies from CA to be around through July. 5lb bags are available as well.

- **NOTE: Celery** is still pricey but growers in the Salinas Valley, CA area expect to begin harvesting in the beginning of June. It will be a slow start but once it starts in Salinas, pricing should slowly come off. It is looking like mid-June until we see relief in pricing.

- Honduran **Hard Squash** is now done, and we have a little inventory left to clean out in the **Spa-**



## CV SWEET CORN

Florida **Bi-Color Sweet Corn** should be plentiful for Memorial Day based on the slower movement at higher inflation-pushed price points. **White Sweet Corn** is more limited.

**Sweet Corn** will transition to Georgia in June and may be a bit rocky as Georgia has had some cooler temps and weather damage.



## CV POTATOES

New Items – **Little Potato Company Griller Displays**, **Tasteful Selection American Blend Shippers** (pre-order), and **Green Giant 14/4ct Russet Potatoes** (ready-to-eat/grill).

10/5lb **Red, Gold, and Russet Potatoes** will be available from Prince Edward Island for our value lines, but they have been really challenged with trucks on this order. They should be available before Memorial Day. Green Giant premium packs continue in stock on all 10/5lb.

Local PA 10/5lb **White Potatoes** and **Unclassified White Potatoes** are now done for the season from Bender. There are possibly some options on Prince Edward Island **White Potatoes** for the rest of May but with freight, there shouldn't be much of a gap.

## OTHER STORIES

**ghetti** and **Acorn** lines. We have received our first arrival of the Mexican **Butternut** and **Spaghetti Squash**, and the product looks very nice. **Butternut** continues to be tight and expensive.

- **NOTE: Hass Avocado** from Mexico are going up in price again. Peru is providing a cheaper option but little to no 60ct fruit exists. This is closing the gap between 48ct and 60ct Mexican grown fruit as 60ct has remained firm but 48ct prices have been on the decline from Mexico.

- We will make the transition over to California new crop desert grown **Onions** in late May as



## CV CUCUMBERS

**Euro and Mini Seedless Cucumbers** will be promotable as we head into May. Quality and availability have been excellent.

**Super Select Cucumber** market continue to ease off. Quality has been excellent out of Mexico and Florida. **Cucumbers** have started in Georgia as well and should be in Baja Mexico by June.



## CV TOMATOES

**Jumbo Vine Ripe Tomato** (field packs) are available for late May from the south. Prices are expected to increase as we head into the end of May as the Florida crop finished and Georgia is not expected to start until the beginning of June.

2-layer **Vine Ripe Tomatoes** from Mexico are in season with 4x4 and 4x5 sizing.

**Specialty Snacking Tomatoes** from NatureSweet will be promotable through June. There will be spot buys on various packs of Sunset **Specialty Tomatoes** available in late May and early June.

**Roma Tomato** market is promotable as we head into the end of May. There is an abundance of product out of Mexico and quality has been excellent. Supplies will remain steady.

Georgia is winding down. Pricing on California product will be very similar pricing to Georgia. There will be a full line of packs and sizes, beautiful new crop quality, and promotable pricing.

- **SunGold Kiwifruit** in bulk and 8/1lb clamshells from Zespri arrived from New Zealand, and we are stocked and ready to go. **Green Kiwifruit** from Chile and Italy are steady. New Zealand fruit week is just weeks away.