

ORGANIC MARKET NEWS



OUTLOOK FOR MAY 26 - JUNE 3, 2016

ORGANIC MELON SEASON



Mexican and California **Organic Cantaloupes** and **Honeydews** are in excellent supply with promotional opportunities now available! Sizing will be heavy to 9 ct **Organic Cantaloupes** in early June.

California **Organic Galia Melons** are now available in limited supply.

Strong Mexican **Organic Watermelon** production will continue this week. Prices will ease down following the Memorial Day demand.

Lady Moon Farms expects to continue with very good supplies this week on their **Organic Seedless Watermelon**. They'll also continue to have **Organic Sangria (Seeded)**, **Sugar Baby (Seeded)**, and **Orange Seedless Watermelons** (super delicious!) in small production quantities.



OG STONE FRUIT

CA **Organic Apricots** are in a small gap, but we should see the new Patterson variety coming in around Memorial Day.

The first Washington **Organic Cherries** are expected to the first week of June, just missing the Memorial Day holiday.

CA **Organic Yellow** and **White Peach** supply continues to improve with larger sizing and prices sliding off slowly.

CA **Organic Yellow Nectarine** supplies are beginning to ramp up. Expect prices to come off as the weeks roll on.

The first **Organic Plums** and **Pluots** have arrived in limited supplies. Expect supplies to improve and prices to come off over the next couple of weeks.



OG TOMATOES

Organic Hothouse Tomatoes are in good supply out of Canada and Mexico.

Organic Round Field Tomatoes are available out of Florida and Mexico as well.

Organic Cherry Tomatoes are finished from Florida. Georgia will start soon, but supplies are limited from Mexico. **Organic Rainbow Cherry Tomatoes** are in adequate supply out of Florida.

Organic Grape Tomatoes are in good supply out of Florida. Georgia will start soon. Mexico reports adequate supplies.

Organic Roma Tomatoes are still abundant out of Mexico, while Florida reports stable supplies.

Organic Campari Tomatoes are in good supply this week.



OG BERRIES

California **Organic Blueberry** supplies are excellent, quality and flavor is delicious, and prices are continuing to be very promotable. New Jersey **Organic Blueberries** are expected to begin around the 2nd week of June.

Mexican **Organic Blackberry** supplies are steady this week.

Organic Strawberry and **Raspberry** supplies continue to be excellent. Flavor is great and prices here at peak season are favorable for Memorial Day and June promotions!



OG YOUNG THAI COCONUTS

ALERT! Organic Young Thai Coconuts will be OUT OF STOCK next week and supplies on the conventional coconuts will be limited as well. Quality remains solid just very limited supply.



OG SALADS

ALERT! Organic Salad continues to be affected by mildew in **Organic Baby Spinach**. Although the situation is significantly better than a few weeks ago, many shippers continue to struggle with yield and quality related to this issue. This could last for a few more weeks.



OG HASS AVOCADOS

ALERT! Organic Hass Avocado prices continue to climb! 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 48s and 60s **Organic Hass Avocados** are available to offset demand for Mexican fruit, but pricing for California fruit is also rising due to increased demand.



OG CARROTS

Market Update: After a difficult winter and spring, **Organic Carrot** production is finally beginning to recover.

Overall, we are fully supplied no on all **Organic Carrots** out of CA. Organic Jumbo Carrots will begin to be available this week.



OG CITRUS

The **CA Organic Navel Orange Navel** crop will be drying up for the season in the beginning of June. Excellent supplies of Organic Valencia Oranges are now available.

A small shot of **Organic Murcott Mandarins** have arrived in very limited supply. Prices are high.



OG MANGOS

As June approaches, pricing for **Organic Tommy Atkins Mangos** out of Mexico continues to drop. All sizes are plentiful and shippers seem motivated to move fruit.

Organic Ataulfos Mangos continue to be in good supply and condition as well.



OG PEPPERS

Organic Green Peppers are in very tight supply out of CA, but Georgia will start later this week. Some supply should be available out of Canada in early June.



OG ASPARAGUS

CA Organic Asparagus will finish up in mid-June.

NY reports adequate supplies and excellent quality. NY is expected to go through mid-June as well.



OG GREEN BEANS

Organic Green Beans are in adequate supply out of Florida. Price is going to move higher soon.

CA reports limited supplies of **Organic Green Beans** that are priced far above the Florida market.



OG BROCCOLI

Organic Broccoli is more limited in supply this week. There might be a slight uptick in pricing on both 14ct and crowns. Quality has been very good. North Carolina reports limited supplies of **Organic Bunched Broccoli**.



OG LETTUCE

Organic Lettuce is finished from GA. Supplies are good in CA, but quality is fair to good. Rib rust and leaf discoloration are main issues, particularly on **Organic Romaine** and **Red Leaf Lettuce**.

PA expects **Organic Romaine Lettuce** to begin next week, with **Organic Red** and **Green Leaf Lettuce**, following behind shortly thereafter.



OG CAULIFLOWER

Organic Cauliflower is in very tight supply out of California. Some shippers are reporting more volume on 16s than 12s. Quality has been hit or miss.

Organic Green Cauliflower is in limited supply out of CA as well.



OG POTATOES

Fresh crop **Organic Yellow** and **Red Potatoes** have switched up to the Bakersfield, CA growing region and the quality is much nicer than we have seen out of the desert. Price has also come off considerably since making the change to Bakersfield, CA grown **Organic Potatoes**.

Bakersfield, CA grown new crop **Organic Russet Potatoes** will get started towards the middle of next week but will be very high priced and limited in supply. We will bring in a limited amount of count new crop russets and will also continue to support the Colorado grown russets at a lower cost



OG LOCAL PRODUCE

OG Rhubarb – available out of PA

OG Kale – Available out of MD

Available in early June from PA -

Organic Green Kale, Red Kale, Lacinato Kale, Dandelion, Red & Green Boston Lettuce, and Romaine Lettuce.

Following shortly after:

Organic Red & Green Leaf Lettuce, Collards, all varieties of Chard, Tat Soi, Bunch Beets, and Gold Beets



OG GRAPES

Mexican and California **Organic Green** and **Red Seedless Grapes** are in good, steady supply. Now is the time to begin your promotions! The Mexican fruit is priced lower at this time.

It will be about 1-2 more weeks until we see **Organic Cotton Candy**, **Sweet Celebration**, and **Sapphire (Witches Finger) Grapes**. Supplies will be small and **very limited** through the season so make sure to get pre-orders in as soon as we have a confirmed arrival date.

California and Mexican **Organic Black Seedless Grapes** are in steady supply.

OTHER STORIES:

- Italian **Organic Green Kiwifruit** supply will transition to New Zealand over the next few days without a gap. Expect higher prices on this premium fruit. Get ready for new crop **Zespri Organic SunGold Kiwifruit** that's set to arrive approximately the 2nd week of June.

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

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

- **Import Organic Braeburn Apples, Fuji, Gala, Granny Smith, Pink Cripps, and Red Delicious Apples** are all very limited and prices are high.

- **Organic Zucchini** is in adequate supply out of Mexico. Price is poised to move up. GA reports abundant supplies of zucchini. Markets are generally firm.

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

- **Organic Cabbage** is in very tight supply out of CA. Quality is fair to good. Expect better supplies in June.

NEW ITEMS OR BACK IN SEASON

CONVENTIONAL

11959 - CV Watermelon Yellow Seedless	4 ct
11059 - CV Cantaloupes Athena Bin	110 ct
11050 - CV Cantaloupes Athena Bin	150 ct
16325 - CV Pluot Black "Amigo"	16 lb
16154 - CV Pluot Red "Eagle Eye"	16 lb
15011 - CV Cherries Washington 10.5 Row	8/2.2 lb
15048 - CV Cherries Washington 11 Row	8/2.2 lb
15049 - CV Cherries Washington 11.5 Row	8/2.2 lb
17550 - CV Kiwifruit SunGold 1-Lyr Xlg	18 ct
17552 - CV Kiwifruit SunGold Bag	10/1 lb
01866 - CV Peppers "Hot Shot"	12/5 oz
23378 - CV Tomato Prova	12/1 lb



ORGANIC

43181 - OG Buck Kumquat Centennial	10 lb
45357 - OG Buck Lemon Pink Varigated	10 lb
43664 - OG Buck Sweet Lime Palestinian	20 lb
44411 - OG Buck Orange Mango Valencia	20 lb
44451 - OG Blueberries Driscoll's USA	12-1 pt
43722 - OG Blueberries USA	8-18 oz
43689 - OG Cantaloupe USA	9 ct
44335 - OG Pluot 50/60 Volume-Filled	28 lb
43436 - OG Plums Red Premium USA	64-72 ct
44665 - OG Plums Red Clamshell	10-1.25 lb
43633 - OG Kiwifruit Volume-Filled 33/36sz NZ	92/99 ct
43614 - OG Kiwifruit 1-Lyr Nzl	33/36 ct
44379 - OG Mango Tommy Atkins Mexico	9 ct
48162 - OG Peppers Green Large	11 lb
40779 - OG Peppers Red Large	22 lb
41363 - OG Tomato Hothouse	10 lb
41980 - OG Potato Ruby Crescent	12/1.5 lb
44467 - OG Tomato Cherry Orange	12/1 pt
41398 - OG Tomato Grape Gold	12/1 pt



CONVENTIONAL MARKET NEWS

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FRESH CROP GRAPES

Crisp and juicy, fresh crop **Grapes** with green stems, are back!

The markets are falling on all **Grapes** as the volume from Mexico is increasing which is moving the California markets down as well. Expect to still pay a premium for California.

On the **Red Seedless Grapes**, all the supply from Mexico and Coachella, CA, is on the **Flame** variety. These are small and round, but the flavor has been very sweet with excellent crunch!



The amount of **Perlette Seedless Grapes** is dropping, which will be your cheapest **White Grape**. This year we have seen some nice **Perlettes** with size and flavor. More **Sugarones** are available, both Mexico and California which will offer you the best size for extra-large and some jumbo berries.

Black Seedless are picking up in volume as well, with **Red Globes** still two or three weeks away.

PEAK SEASON BERRIES



STRAWBERRIES

Strawberries are in steady supply and promotable pricing will continue for early June out of both Santa Maria and Watsonville/Salinas, California.

BLUEBERRIES

Good **Blueberry** supplies will continue this week out of Georgia, North Carolina, and California. Look for prices to ease down on 12/1 pts following the Memorial Day demand.

RASPBERRIES & BLACKBERRIES

Promote both **Raspberries** and **Blackberries** this week. Excellent supplies and pricing will continue for the next few weeks.



CV GREEN BEANS

Green Beans are in tighter supply. Florida is done because of the rain. Georgia is bumping prices up.



CV BRUSSELS SPROUTS

Brussels Sprouts are steady and quality is excellent.



CV SQUASH

Zucchini is promotable and quality is nice from Mexico. **Yellow Squash** is promotable.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns harvest volume is down. No **Eastern Broccoli** will not be available until Summer. Pricing will be higher this week.

Cauliflower is in light supply. Pricing is steady to higher.



CV LETTUCE

Iceberg Lettuce price is lower this week. Quality is nice.

Romaine Hearts, Green Leaf, Red Leaf, and Romaine Lettuces are steady.



CV MELONS

Mexican **Cantaloupe** and **Honeydews** are promotable thanks to good harvest volume, plus Arizona grown fruit is becoming available. This will keep prices affordable. California fruit is also set to begin in the next two weeks. Florida **Athena Cantaloupes** are available, but are in limited supply.



CV CA STONE FRUIT

As the season progresses we are starting to see all the fruit with bigger sizes. We are starting to see more 48/50ct on **Yellow Peaches** and **Nectarines**, **White Peaches**, and only 54/56ct on the **White Nectarines**. **White Donut Peaches** are in, both in tray pack and 14/1 lb. clamshells.

Both **Red** and **Black Plums**, where it was mostly 50's and 60's are now showing good supplies of 40's and some 30's. We will have the first **Pluots**, both **Red** and **Black**, arriving this weekend in the 14-pound Euro.

Apricots are still in good supply with plenty of large sizes available. **Red Raspberry Apricots** are done for the season.



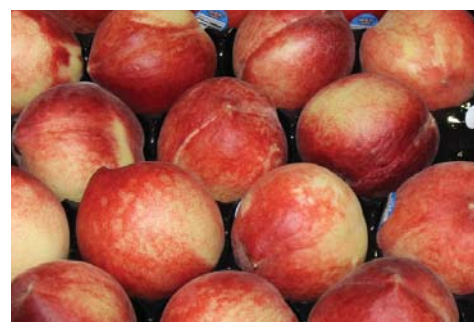
CV CHERRIES

After a dismal finish to the California season, we are anxious to start the **Washington Cherry** crop!

The first arrivals on Washington fruit will be on the East Coast right around Memorial Day.

Prices will start high but work their way down. Washington growers pack an 18lb. case instead of a 16lb. case (like they do in California).

Volume should pick up by the weekend, with possibly some lower prices. Next week will see a better increase with additional price drops.



CV EASTERN PEACHES

Georgia and South Carolina are in full swing and there are adequate supplies to support promotions on 2 1/2" **Peaches** with a few larger sizes starting to come in.

Prices are down on the 2 1/2" **Peaches** with many growers getting very aggressive on the price on the smaller sizes as most of the retail demand is for the larger fruit.



CV PEPPERS

15lb. Red Peppers are of excellent quality and promotable.

Green Peppers are a bit higher in price this week, but quality is nice.

11lb. Peppers are lower in price.



CV MANGOS

There has been an abundance of 12 counts and smaller **Mangos** from Mexico and South America. Going into next week we will continue to offer great prices on 12 count **Mangos**.

10 count and larger fruit, still reasonable in price will continue to get a premium price due to a much lighter volume.



CV CUCUMBERS

Euro Cucumbers are promotable and lower in price.

Super Cucumbers are steady from Mexico.

12/6ct Mini Seedless Cucumbers are promotable and prices are lower. **CuteCumbers** are also promotable.



CV TOMATOES

Beef Tomatoes are steady to lower. **Cluster Tomatoes** are promotable and have nice quality.

Vine Ripe 20lb. and 25lb. Tomatoes are steady. 20# and 25# steady.

Grapes and Cherry Tomatoes are tighter in supply. Pricing is higher.

Campari Tomatoes are steady. **Mixed Medley Tomatoes** are higher. Don't forget to try **Village Farms Specialty Tomatoes** in pouch bags.



CV POTATOES

Green Giant **Gold** and **White Potatoes** have transition over to new crop Potatoes and will have much higher costs this week associated with new crop prices

The **Count Russet Potato** market has increased slightly this week due to increased demand going into the holiday. Larger counts continue to be a premium price in comparison to the smaller counts.



CV ONIONS

Vidalia Onions continue to be in promotable supply and nice quality as we round out the month of May.

ALERT! The **Onion** markets on **Red, White, and Yellow**, in all sizes and packs, have drastically increased in price this week. Contributing factors: **Texas Onions** abruptly finished, CA has sizing and quality issues due to rains early in the growing cycle, and New Mexico crop is just not ready to start shipping due to heavy rains recently.

Prices have jumped several dollars and may jump more.



CV WATERMELONS

The southern regions of Florida will be finished this week on **Watermelons** leaving central and northern Florida. There will still be plenty of fruit around. Georgia is also set to start in the next two weeks. Continue promoting Watermelons for the next few weeks.



CV HASS AVOCADOS

The **Hass Avocado** market remains very strong and the price difference from 40's and larger fruit being cheaper than the 48 counts has disappeared. It may be another two weeks before we see fruit arriving from Peru and get any relief from these high prices.

The next market news edition will be published on June 3rd!