

ORGANIC MARKET NEWS



MAY 22 - MAY 29, 2020

ORGANIC GRAPE OUTLOOK



The first Mexican **Organic Green Seedless Grapes** have arrived in limited supply and are selling very quickly.

Light supplies of **Organic Black Seedless Grapes** will arrive to the east coast by 5/25, but the **Red Seedless Grapes** continue to be delayed due to cool weather in Mexico. Harvests are expected to ramp up by early June on all 3 colors, and that's when we'll see pricing come down to more affordable levels for peak season.

Organic Cotton Candy and **Sweet Sapphire Grapes** will come into season by early to mid-June.



OG CHERRIES & APRICOTS

California **Organic Cherries** are in season! Expect light supplies with high prices. But the good news is that we are getting some new fruit and the quality has been nice on the Brooks & Corals. We're offering a bag and clamshell option.

When the Washington crop starts later in June, growers anticipate having good sizing to the fruit, but the amount of volume available remains in question and we expect high pricing to start the season.

California **Organic Apricots** are in peak season as growers move from variety to variety. There may be little gaps here and there, but overall it's a good time to promote this seasonal fruit.

OG PEACHES, NECTARINES, & PLUMS

California **Organic White** and **Yellow Nectarines** are in season and should ramp up quickly to excellent supplies with nice quality in June.

California **Organic Yellow Peaches** are seeing better harvest volume. June should be a good time to promote. **Organic White Peaches** are just getting started, so supplies remain somewhat limited in May.

The first **Organic Yellow Peaches** out of South Carolina are now in season. Size, volume, and promotability will be better during June and July.

The first variety of California **Organic Donut Flat Peaches** are in season. The fruit is on the small side, but still selling well.

New crop California **Organic Red** and **Black Plums** should begin sometime in early June.

OG BROCCOLI & CAULIFLOWER

Organic Broccoli from California continues to see excellent supplies in late May. Due to weather conditions, growers have seen fields bunch together, creating such strong supplies in recent weeks, though the flip side is lighter production for early June. By June, there may be more east coast grown **Organic Broccoli** available when California gets tighter.

Sweet Baby Broccoli will follow the same trend in the coming weeks as lighter supplies are expected.

Organic Cauliflower from California will continue steady availability as we head into early June. Although Cauliflower is expected see shorter supplies, this shouldn't take place until we are closer to mid-June.



OG PEPPERS

NOTE: **Organic Green Peppers** are in season from Coachella, CA and Georgia. Expect quality to be outstanding, but with high prices.

Organic Red, Yellow, and Orange Bell Peppers still remain a struggle. Prices will be higher in June, however there may be an early June promo opportunity from Holland if product can be air-freighted in a timely fashion.

Bagged Organic Mini Sweet Peppers continue to see great availability, but pricing is expected to be slightly elevated as we head into June.



OG LETTUCES

Organic Romaine Hearts continue to see excellent quality and good pricing in late May, however pricing is expected to be on the rise in mid-June due to most growers plant less for the summer months, but continued strong demand, especially on packaged product, will cause the pricing to rise.

NOTE: **Organic Leaf Lettuces** from Lady Moon Farms in Georgia are now done for the season. We will transition supply to the west coast until local **Organic Leaf Lettuces** are in season.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms are back in season from Georgia. Quality has been excellent.

Organic Beefsteak Tomato prices are going up this week as picks are down out of Canada after a string of cloudy weather has stalled production.

Organic Cluster Tomatoes will be steady this week. Production is steady and quality has been sharp.



OG ARTICHOKEs

Organic Artichokes from California continue to see steady supplies. Sizing is inconsistent, but quality is excellent.

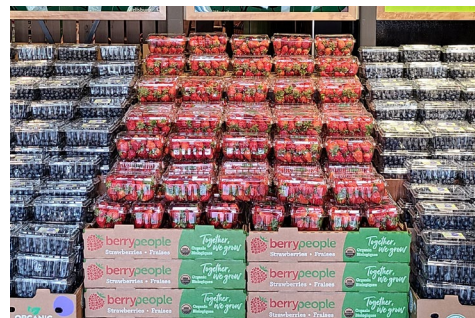


OG MELONS

Organic Seedless Watermelons will continue to be available out of Mexico this week. Quality has been excellent.

ALERT! **Organic Mini Watermelons** are in a brief gap. Product should be available for late May.

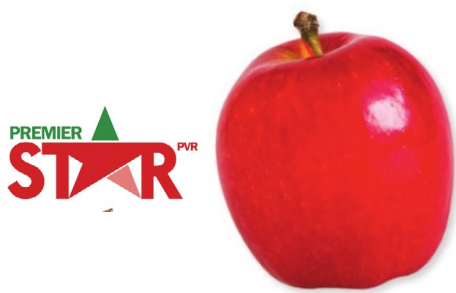
Mexico is still the only game in town for **Organic Cantaloupes**, but California will be looking to start for the last week in May.



OG BERRIES

Organic Strawberries out of California and Mexico are on the other side of the rain issues. Excellent supplies are expected with promo opportunities for June!

Organic Blackberries, Blueberries, and Raspberries out of California and Mexico are in excellent supply with promotional opportunities available.



OG PREMIER STAR APPLES

First time in the US, the New Zealand **Organic Premier Star Apple** is available, but will only be around for a few weeks as the crop wraps up for the season:

www.bostock.nz/product/premier-star



OG KIWIFRUIT

Organic SunGold Kiwifruit from New Zealand are now in season. This delicious fruit will be an excellent item to promote during late May and early June since there will be a supply gap until New Zealand **Organic Green Kiwifruit** come back into season.



OG ASPARAGUS

ALERT! **Organic Asparagus** prices are going up as demand is heavy and CA crops are winding down. Mexico is still crossing product, but volume is limited.

New York grower, Pedersen Farms, is starting harvests and will be available here in late May.



OG CELERY

ALERT! **Organic Celery** for California continues to be a struggle as far as quality is concerned. Although supplies are available at a consistent price, quality has been less than ideal in early to mid-May.



OG SWEET CORN

Organic Bi-Color Corn Sweet Corn from Cal-O began in mid-May and will ramp up volumes as we continue into June.



OG CUCUMBER

Lady Moon Farms' Georgia **Organic Cucumber** season will continue to see improving supplies through May. Product from Mexico is abundant and priced for promotion.

Organic Mini and **Euro Seedless Cucumbers** remain in season, but pricing is up due to increasing labor/social distancing difficulties.



OG COOKING VEG

Organic Green Beans from Georgia are in excellent supply as we head towards the beginning of June, though pricing remains higher than normal due to poor quality out west. **Organic Pouch Bag Green Beans** from C&B Farms have returned with great pricing and availability.

ALERT! **Organic Bok Choy** and **Baby Bok Choy** from California remain very limited. Look for inconsistent supplies at the end of May and early June before California supplies improve. PA grown product should be also be available in late May or early June.

NOTE: **Organic Cabbages** are seeing limited supplies as well at very elevated pricing. California product is very expensive and will be the area that is seeing the best quantities as the east coast transitions north and will be back in season by June.

Organic Green Squash from Lady Moon Farms is still in peak production from Georgia. Expect excellent quality, steady supplies, and promotable pricing in early June.

Organic Yellow Squash from Mexico will remain in limited supply with high pricing until east coast shippers have product in early June.



OG TROPICALS

Organic Tommy Atkins Mangos are still in high demand and pricing remains higher as we close out May. June should see prices finally lower as more fruit should be available.

Organic Ataulfo Mangos will be in good supply for late May.

ALERT! **Organic Fair-Trade Haitian Mangos** poor weather is holding back fruit yet another week, but we will have availability for the last week of May. Growers are projecting fruit well into July!

NOTE: **Organic Pineapple** volume has been down. Summer months usually see supplies dwindle, but we should see enough supply to stay steady.

Organic Hass Avocados will remain steady. With Peruvian fruit beginning to be introduced in the marketplace, pricing has dropped. Pricing will be down from California and Mexico.

48ct and 60ct Equal Exchange **Organic Fair-Trade Hass Avocados** from Peru are now here! This fruit should be available through July.

Organic Cherimoya fruit and **Jackfruit** from will be available for late May.



OG CALIFORNIA CITRUS

Organic Navel Orange supplies are tightening. Expect higher prices as we move into the late season, which is now expected to finish up in early June. We will transition to a nice size crop of **Organic Valencia Oranges** without a hiccup the last week of May.

Organic Cara Cara Oranges are going to wrap up for the season. Expect higher prices.

Organic Golden Nugget Mandarins have popped back up with a surprise last delivery and then we will be done for the season.

Organic Grapefruit is in firm supply with steady pricing.

Organic Lemon supplies are in firm supply with prices on the rise. Mexico is supposed to get started in early June and ramp up with a good crop through the summer. Hopefully this will keep summer pricing from reaching peak levels.

Mexican **Organic Limes** continue in good steady supply.

OTHER STORIES

• **NOTE:** **Organic Vidalia Sweet Onions** will wind down and be done for the season this week. Quality issues have caused this abrupt and early end.

We will make a seamless transition to California grown new crop **Organic Sweet Onions** headed into June.

• **Tasteful Selections Organic Ruby Sensation** and **Medley Baby Potatoes** (codes 41970 and 41972) will be back in stock Memorial Day Weekend after a supply gap earlier this month.

• **ALERT!** We will continue to see out of stocks on the **Organic Sweet Potato 12/2ct Trays, 18/1 Baby Mix Trays, and 48ct Wrapped Jewels** for the foreseeable future due to the social distancing constraints on packing lines.

NOTE: **Organic Greens** from Lady Moon Farms in Georgia are still in production, although they are fairly limited. As we approach the end of their Georgia season, expect us to supplement supplies from other regions and shippers until Lady Moon Farms in PA begins later in the summer.



Earthbound Farm has begun transitioning back to their heritage logo on all Earthbound Salads.

In addition to their logo change, the four salads below will be labeled with new descriptions. There will be NO change to the blends or UPCs.



Code: 41411
"Bright Herb Salad" > **"Herb Salad"** 8/5 oz
UPC: 0-32601-90045-8



Code: 41399
"Baby Lettuces" > **"Sweet Baby Lettuces"** 8/5 oz
UPC: 0-32601-90085-4



Code: 41272 -
"Baby Spinach & Spring Mix" > **"50/50"** 8/5 oz
UPC: 0-32601-90011-3

Code: 41999
"Baby Spinach & Spring Mix" > **"50/50"** 6/10 oz
UPC: 0-32601-90019-9

Code: 214150
"Baby Spinach & Spring Mix" > **"50/50"** 6/1 lb
UPC: 0-32601-90013-7



Code: 218702
"Mighty Spinach" > **"Spinach & Bok Choy"** 8/5 oz
UPC: 0-32601-95210-5



FOUR SEASONS PRODUCE LOCAL LIST:

May 22 - May 29, 2020

CONVENTIONAL

FIFER ORCHARDS - Wyoming, DE

358 - CV Asparagus Standard DE 28 lb

FLAIM FARMS - Vineland, NJ

205 - CV Arugula 24 ct
1362 - CV Chard Green NJ 12 ct
1170 - CV Dandelion Bunch NJ 12 ct
1308 - CV Greens Collard NJ 18 lb
1315 - CV Greens Kale NJ 18 lb
1510 - CV Herb Mint NJ 12 ct Box
1475 - CV Leeks Bunched 12 ct
3042 - CV Lettuce Boston 24 ct
3050 - CV Lettuce Green Leaf NJ 20 lb 24 ct
3065 - CV Lettuce Red Leaf NJ 20 lb 24 ct
3097 - CV Lettuce Romaine 35 lb 24 ct
2205 - CV Spinach Bunched 24 ct

NARDELLI LAKE VIEW FARMS - Cedarville, NJ

2876 - CV Endive (Chicory) NJ 24 ct
2900 - CV Escarole NJ 24 ct
1315 - CV Greens Kale NJ 18 lb
1510 - CV Herb Mint NJ 12 ct Box
1475 - CV Leeks Bunched 12 ct
3042 - CV Lettuce Boston 24 ct
3050 - CV Lettuce Green Leaf NJ 20 lb 24 ct
3065 - CV Lettuce Red Leaf NJ 20 lb 24 ct
3097 - CV Lettuce Romaine 35 lb 24 ct
2205 - CV Spinach Bunched 24 ct

EASTERN FRESH GROWERS - Cedarville, NJ

357 - CV Asparagus NJ 28 lb

TOIGO FARMS - Carlisle, PA

23155 - CV Tomatoes Heirloom Mix PA 10 lb

ORGANIC

EASTERN FRESH GROWERS - Cedarville, NJ

40325 - OG Asparagus NJ 11 lb

FLAIM FARMS - Vineland, NJ

40208 - OG Arugula Premium NJ 24 ct
40488 - OG Beets Red Bunched 12 ct
40682 - OG Chard Rainbow 12 ct
40685 - OG Chard Red 12 ct
40650 - OG Dandelion NJ 12 ct
40671 - OG Greens Collard 12 ct
40676 - OG Greens Kale Lacinato 24 ct
40640 - OG Herb Cilantro 30 ct
219525 - OG Herb Mint NJ 12 ct
40210 - OG Herb Dill NJ 24 ct
41159 - OG Lettuce Green Leaf Prem NJ 24 ct
40900 - OG Spinach Bunched NJ 24 ct

LANCASTER FARM FRESH COOP - Lancaster, PA

40513 - OG Baby Bok Choy 20 lb
40900 - OG Spinach 24 ct

FLAIM FARMS



LANCASTER FARM FRESH COOP



MEMORIAL DAY OFFICE & DELIVERY SCHEDULE

SATURDAY (5/23):

Normal office and delivery schedule (Sunday orders due by 10 am).

SUNDAY (5/24):

Normal office and delivery schedule.

MONDAY (5/25):

Normal delivery schedule, office open 8:30 am - 12:30 pm, taking orders for Tuesday 5/26 delivery.

Please contact your sales rep with any questions!

Have a safe & healthy Memorial Day weekend!

CONVENTIONAL MARKET NEWS

MAY 22 - MAY 29, 2020

LOCAL SPRING VEGETABLES UPDATE



This New Jersey **Local Spring Vegetable** season sure has been a challenge so far! Unfavorable weather and temperatures during April, with a few frosts, plus some high winds near harvest time, have hampered the 2nd plantings and caused late harvests on a variety row crop vegetables.

NOTE: New Jersey **Asparagus** harvests have been very limited this year and promotions have been canceled and turned into just keeping up with everyday demand. However, the future looks good with better volume, perhaps in the beginning of June.

Quality on local New Jersey **Red & Green Leaf Lettuce, Endive, Escarole, and Romaine Lettuce** has been great so far, but cool weather and wind from the week of 5/18 has really impacted some plantings, making growers wait until their next fields are ready.

All our local farmers are very optimistic that once we have consistently warm temps and sun crops will take off. Cooler than normal nights have really slowed the growing processes. The whole menu of great local products is expected to become available, just hoping for Mother Nature to cooperate and bring that much need warm and sunny weather.

(See page 4 for a listing of expected items.)



CV STONE FRUIT

Yellow Peaches and **White Peaches** are in good volume with deals to be made out of California headed towards June.

The California **Yellow Nectarines** deal is rather tight as the fruit has been slow to come off the trees, and what has come off has shown a smaller sizing profile.

South Carolina **Yellow Peaches** are ramping up as well, but still heavy to the smaller sizes (2-3/8" and 2-1/2"). Some larger fruit is starting to become available (2-3/4") but at high pricing.

California **Apricots** are in peak season with deals in the middle to smaller sizes.

California **Cherry** growers dodged a bullet and didn't get some rain that was expected. They will be moving into the peak of the season through mid-June and will have good supplies and large sizes. Demand is good.

The first **Rainier Cherries** from California will be arriving to the east coast the week of 5/25.



CV BERRIES

Blueberries became very tight this week out of Georgia and North Carolina. Georgia volumes dropped significantly, and North Carolina is just getting ready to start for the season. This gap will be short lived; however, pricing did jump up for Memorial Day. Quality out of both growing areas has been excellent. We are also filling in with **Blueberries** out of California.

Driscoll's **Limited Edition Sweetest Batch Jumbo Blueberries** continue in peak season with some promo opportunities for late May and early June.

Blackberries and **Raspberries** will remain steady once again this week from Mexico.

Aggressive pricing will still be available on **Blackberries**, however **Raspberry** pricing will remain steady. Quality has been solid on both.



CV STRAWBERRIES

Good News! **Strawberries** are in good supply this week from the Salinas and Watsonville, CA areas. Rain during mid-May did slow down some production but going forward supplies are looking good!

Berry sizing remains very large, and the quality is excellent. We expected to have promotional opportunities on 1lb and 2lb throughout the month of June. Contact your rep for more details.

We will have the **Berry Big's** from Driscoll's through early June. Be sure to try these huge berries in the new recyclable cardboard tray.



CV CANTALOUPE

ALERT! The Florida Athena style **Cantaloupe** crop was a bust due to poor weather conditions. Georgia growers are now expected to start until the very end of May. Demand will be strong with many orders already on the books with pricing higher than normal for this time of year.

ALERT! Mexico has been crossing carton **Cantaloupes** and Southern California started this week. For now, most of the fruit from both areas is peaking on 12 counts and smaller with very little 9 count.



CV GRAPES

NOTE: On Mexican **Grapes**, harvests came to a screeching halt. As growers moved from their southern vineyards to the north, cool weather slowed things down and now they are waiting for the **Grapes** mature to the right sugar levels. Little to no fruit will be crossing for late May, however there is enough old crop fruit from Chile to cover the gap.

ALERT! **Cotton Candy Grapes** will gap until northern growing regions start in Mexico in early to mid-June.

Coachella, CA **Green Seedless Grapes** start this week and **Red Seedless Grapes** have projected start date of 5/28.



CV PEPPERS

Green Bell Pepper prices will ease down this week as GA starts into better supplies. Quality has been nice from California and Georgia.

11lb Red, Yellow, and Orange Bell Pepper prices are holding this week. Supplies out of Canada are still limited and demand remains strong.

ALERT! 25lb bulk choice **Red, Yellow and Orange Peppers** are extremely tight this week. **Red and Yellow** will improve as Georgia starts up and California comes into better supply.



CV BROCCOLI

Broccoli Crowns coming out of South Carolina and North Carolina are beautiful. Pricing is day of to reflect current pricing. California is tightening up on supply. Only a few growers are pushing out at lower prices, everyone else is going up in price daily.



CV ASPARAGUS

NOTE: **Asparagus** remains limited and strong this week. Michigan has begun but are not in full swing yet. Product from Mexico remains on the west coast and the Peruvian market here on the east coast are slowly coming down as supplies get better.



CV CABBAGE

Green and Red Cabbages will be steady this week and maybe start to trickle down as supplies get better. Natural transition created a higher market, but Georgia supplies continue to improve.



CV MANGOS

Champagne brand **Honey Ataulfo Mangos** will be promotable for June in the 14ct case.

There are other sizes of **Round Mangos** headed into June as well.



CV SQUASH

Green Squash remains promotable this week from GA and Mexico. Quality has been good.

Yellow Squash prices are coming up some. Wind and heavy rains have hurt some of the Georgia production as **Yellow** is a much more delicate variety. Quality on what is available will be good, but harvests are more limited.



CV CUCUMBERS

Euro Seedless Cucumbers will be very promotable this week. Canada is in a flush and quality is nice.

Super Select Cucumber prices are rising some this week. Product in GA is limited due to rain and Mexican supplies are starting slow down some. Quality from both areas has been nice, and with better weather in GA should be in better supply.



CV GREEN BEANS

Green Bean prices remain steady this week. Quality has looked nice coming from Georgia and Florida.



CV ARTICHOKES

Andy Boy **Jumbo Artichokes** are in good supply. Most of the volume is 12ct and 18ct. Quality is good, and prices are expected to only lightly fluctuate.

Ocean Mist 12/2lb **Baby Artichoke** clamshells are expected to arrive the last week of May.



CV LETTUCE

Overall, **Iceberg Lettuce** quality has been very nice. However, we have seen a range of prices based on which grower has availability from day to day.



CV VIDALIA SWEET ONIONS

NOTE: **Vidalia Sweet Onions** will start to come out of storage this week which will equate to higher prices.

A lot of shippers have walked away from the remainder of their crop due to internal quality issues that they have observed. We could see a very volatile market here in the next few weeks.



CV RADISHES

ALERT! **Radishes** are very limited this week as supplies are in a gap.

ALERT! **Bagged Radishes** will be very limited in supply and should hopefully improve by the end of the month.



CV SALADS

ALERT! We are experiencing some heavy pro-rates on **Fresh Express Salads**, often over 1000 cases per day are being cut from our orders. This is due to high demand as well as lower attendance and social distancing challenges at the Pennsylvania facility due to COVID-19.



CV SWEET CORN

ALERT! Abruptly, Florida **Sweet Corn** growers canceled loads that were pre-booked for Memorial Day demand. Their season is ending abruptly weather and growing issues including bug damage on the silk ends. Georgia growers are the next **Sweet Corn** region but their weather has been cool and delayed harvests.

There will be a gap between Florida and Georgia production and it can't come at a worse time here in late May. Expect some pro-rates and short supplies through the rest of May.



CV WATERMELONS

ALERT! **Watermelon** have been hurt by the recent cool, rainy weather in Florida. Demand is strong. Some growers could not fill their ad commitments. The next plantings and regions have been delayed. There is very little fruit available from Texas plus the freight to the Northeast is more expensive.

45ct will be in short supply and 60ct will be the main size for bin Watermelons through the end of May. Prices are up.



CV TOMATOES

Beefsteak Tomato prices will start to come down as better harvests are expected out of Canada. Quality has been consistently excellent.

NOTE: **Grape Tomato** prices jumped significantly this week as heavy rains hurt Florida crops. Quality on what is available is nice, but volume is extremely light.

Roma Tomatoes will be promotable this week from Florida and Mexico. Quality from both areas has been very nice.

Vine Ripe Tomato prices continue to weaken as more product becomes available. Product from Mexico has been very nice. Florida does have some as well but most volume is out of Mexico.