

ORGANIC MARKET NEWS



OUTLOOK FOR JUNE 10 - JUNE 17, 2016

LADY MOON FARMS PA GROWING SEASON



High quality, professionally cooled and packed **Local Organics**? You bet.

The original home farm of Lady Moon is in season with **Organic Greens** and **Lettuces**. Quality on **Organic Lettuce** at their in Chambersburg, PA location is very good.

Organic Lettuce is also in good supply out of CA, NJ, and VT. The Western product which still has issues with brown rib and rust like discoloration on leaves.



OG GRAPES

Mexican **Organic Green** and **Red Seedless Grapes** are in excellent with promotional opportunities available! But it is yet unknown what effect the unexpected 120 degree heat from last week impact will have on the crop for late June.

California **Organic Green** and **Red Grape** supplies are improving by the day with prices starting to come off. A good crop is expected.

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

The first **Organic Cotton Candy** (essentially sold out), **Sweet Celebration**, and **Sweet Sapphire (Witches Fingers) Grapes** are here! Supplies will be extremely limited through the June Mexico season. Make sure to get pre-orders in as soon as possible.



OG BERRIES

Organic Strawberry supplies continue to be excellent with prices continuing to hover above the floor. Promote 1lb. and 2 lb. packs!

California and Southeast **Organic Blackberry** supplies are ramping up and prices are starting to align. Mexican **Organic Blackberries** are in steady supply this week but are expected end for the season within 10-14 days.

California **Organic Blueberry** supply will transition to the Pacific Northwest and New Jersey by mid-June.

The peak over abundant **Organic Raspberry** supplies are now finished – thanks for the amazing promotions! There are still good supplies at regular market pricing expected through the rest of June.



OG MELONS

California **Organic Cantaloupes**, **Honeydew**, and **Galia Melons** are in excellent supply with promotional opportunities now available!

Extremely hot weather in Mexico has shut down a lot of **Organic Watermelon** fields. There will be some product out of Arizona. Florida is basically finished and will transition to Georgia this week. Expect higher prices for mid-June.

The last Florida grown **Organic Orange-Flesh Seedless Watermelons** are in stock and taste absolutely delicious!



OG TROPICALS

Organic Pineapples overall are in good supply. Prices and availability should be steady for the next few weeks.

Organic Formosa Papayas remain in steady supply with very nice quality, large fruit through the summer months!



OG ASPARAGUS

NY Organic Asparagus growers reports limited supplies for this week. This will be the last for the season.

CA **Organic Asparagus** will finish up in mid-June.



OG ZUCCHINI

GA reports abundant supplies of **Organic Zucchini**. Prices are generally firm.

Organic Zucchini is in limited supply out of Mexico and price is poised to move up.



OG HASS AVOCADOS

ALERT! The **Organic Hass Avocado** market continues to see tight availability overall. Both California and Mexican fruit have been a challenge supply-wise. Prices continue to rise.



OG GREEN BEANS

CA reports adequate supply of **Organic Green Beans** and slightly higher in price than the Florida.

Organic Green Beans out of Florida are done for the time being.



OG KIWIFRUIT

New Zealand **Organic Green Kiwifruit** is expected to be steady with excellent quality.

New crop Zespri **Organic SunGold Kiwifruit** are now available. Supplies on jumbo fruit are limited, but smaller sizes and pouch bags are good options on this sweet, mellow variety.



OG CITRUS

Excellent supplies of California **Organic Valencia Oranges** are now available. The California **Organic Navel Orange** crop will be drying up for the season before the end of June.



OG MANGOS

Organic Tommy Atkins Mangos will continue to be in great supply through the month of June. Look for some great deals on all sizes of fruit. Smaller sized

Organic Ataulfo Mangos remain promotable as well. The larger 12 and 14ct sizes have been very limited.



OG CABBAGE

Organic Cabbage is in very tight supply out of CA. Quality is fair to good.

MD will start next week, while WI will be in house on Monday (6/13). Both will be better quality than what has been available out West.



OG CA PEACHES

Organic Yellow and **White Peach** supplies continue to improve with larger sizing. Prices are coming down slowly. Fruit quality is good - promote!

Organic Donut Peaches are back in decent supply.

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



OG CHERRIES

Washington **Organic Red Cherries** have arrived! Large fruit prevails and a good crop is expected over the next few weeks. At this time, early estimates project the supply will finish before the 4th of July.

California **Organic Rainier Cherries** will finish up over the next couple of days, but is expected to transition without a gap to Washington fruit.



OG PLUMS & APRICOTS

California **Organic "Patterson" Apricots** are in excellent supply, but we should begin to transition to Washington over the next couple of weeks.

California **Organic Black** and **Red Plum** supplies are ramping up.

Organic Pluots are in excellent supply, particularly the red-flesh Flavorosa variety.



OG PEPPERS

Organic Green Peppers are in limited supply out of CA. GA has started with adequate supplies. Some volume should be available out of Canada towards the end of June.

Organic Red Peppers are in tight supply this week out of Mexico and Holland. Dominican **Organic Peppers** should be available soon. Pricing is up sharply.

Organic Yellow and **Orange Peppers** are available primarily out of Holland. Both will be extremely limited this week.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli supplies are steady 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**.

Organic Cauliflower is in very tight supply out of CA. Some shippers report more volume on 16s and 12s. Quality has been hit or miss.

Limited supply of **Organic Green Cauliflower** is available out of CA.



OG TOMATOES

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

Organic Hothouse Tomatoes are in good supply out of Canada and Mexico. **Organic Round Field Tomatoes** are available out of Mexico as well.

Organic Cherry Tomatoes are finished from FL. Georgia has started and limited supplies are available from Mexico. **Organic Rainbow Cherry Tomatoes** are finished from FL and none are available from GA. **Organic Grape Tomatoes** are in good supply out of GA, Mexico, and CA.

Organic Roma Tomatoes are still abundant out of Mexico.

Organic Campari Tomatoes are in good supply this week. Good supply seen for this week.

OTHER STORIES:

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

- State Gardens **Olivia's Organics 5 oz. Salads** transitioned from a 6/5oz. pack to an 8/5oz. pack this past week.

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

- California **Organic Grapefruit** supplies continue to be increasingly limited with high prices. Extra-large sizing prevails.

- **Organic Young Thai Coconut** supplies will be steady next week, but pricing remains high due to overall tight availability.

- **Organic Fuji, Gala, Granny Smith, Pink Cripps,** and **Red Delicious Apples** are extremely limited with high and rising prices on fruit from Argentina, Chile, and New Zealand. We will most likely have some sporadic out-of-stocks until July when supplies are expected to slightly improve.

NEW ITEMS OR BACK IN SEASON

CONVENTIONAL

| | |
|---|----------|
| 14830 - CV Apricots Black Velvet 40s Tray | 6.5 lb |
| 14839 - CV Apricots Gold Velvet 40s Tray | 6.5 lb |
| 14845 - CV Apricots CA Clamshell | 16/1 lb |
| 14868 - CV Apricots Sugarcots Clamshell | 16/1 lb |
| 14867 - CV Apricots Sugarcots Tote | 12/2 lb |
| 14840 - CV Apricots Sugarcots 70s | 14 lb |
| 16317 - CV Pluot "Tropical Plumana" (Green) | 16 lb |
| 06447 - CV Pears Papple NZ | 15 lb |
| 06790 - CV Pears Comice NZ | 15 lb |
| 11053 - CV Cantaloupes Bin | 120 ct |
| 17415 - CV Figs Fresh 1-layer | 40-48 ct |
| 17423 - CV Figs Fresh | 12 ct |
| 02981 - CV Lettuce Cello NJ | 24 ct |
| 02256 - CV Squash Green Fancy PA | 20 lb |
| 02334 - CV Zucchini Gold Bar | 20 lb |
| 06068 - CV Apples Jazz 80/90ct NZ | 40 lb |



ORGANIC

| | |
|---|---------|
| 44252 - OG Figs Black Mission | 12/8 oz |
| 43603 - OG Figs Brown Turkey | 12/8 oz |
| 43641 - OG Kiwifruit SunGold 22s 38 ct NZ | 13 lb |
| 43642 - OG Kiwifruit SunGold 36s 55 ct NZ | 13 lb |
| 43636 - OG Kiwifruit SunGold Bag NZ | 10/1 lb |
| 40563 - OG Turmeric | 30 lb |
| *19238 - Turmeric, Wild | 10 lb |





LIST FOR WEEK OF JUNE 10 - JUNE 17, 2016

ORGANIC



PENNSYLVANIA

LADY MOON FARMS - CHAMBERSBURG, PA

- 40532 - OG Beets Red Bunch Premium PA 24 ct
- 40666 - OG Chard Green Premium PA 24 ct
- 40667 - OG Chard Red Premium PA 24 ct
- 41150 - OG Lettuce Green Butter PA 24 ct
- 41159 - OG Lettuce Green Leaf PA 24 ct
- 41155 - OG Lettuce Red Butter PA 24 ct
- 41158 - OG Lettuce Red Leaf Premium PA 24 ct
- 41183 - OG Lettuce Romaine PA 24 ct
- 40628 - OG Greens Dandelion Premium PA 24 ct
- 40811 - OG Greens Kale PA 24 ct
- 40472 - OG Greens Kale Lacinato PA 24 ct
- 40680 - OG Chard Rainbow Premium PA 24 ct
- 41007 - OG Greens Collards PA 24 ct

NEW YORK

PEDERSEN FARMS - SENECA CASTLE, NY

- 40324 - OG Asparagus NY 28 lb.

VIRGINIA

RED SUN FARMS - DUBLIN, VA

- 40233 - OG Cucumber European VA 12ct



NEW JERSEY

FLAIM FARMS - VINELAND, NJ

- 00205 - CV Arugula NJ 24 ct
- 00455 - CV Basil NJ 15 ct
- 00560 - CV Beets Gold Bunch NJ 12 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
- 00745 - CV Cabbage Green NJ 50 lb
- 00795 - CV Cabbage Savoy NJ 30 lb
- 00855 - CV Carrots Bunch NJ 24 ct
- 01032 - CV Cilantro NJ 60 ct
- 01362 - CV Chard Swiss Green NJ 12 ct
- 01355 - CV Chard Swiss Rainbow NJ 12 ct
- 01368 - CV Chard Swiss Red NJ 12 ct
- 01034 - CV Cilantro NJ 30 ct
- 01170 - CV Dandelion Bunch NJ 12 ct
- 01200 - CV Dill NJ 24 ct
- 02875 - CV Endive/Chickory NJ 18 ct
- 02901 - CV Escarole NJ 18 ct
- 01308 - CV Greens Collard NJ 18 lb
- 01315 - CV Greens Kale 18 ct NJ 18 lb
- 01346 - CV Greens Mustard NJ 18 lb
- 01350 - CV Greens Turnip NJ 18 lb

CONVENTIONAL

- 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 20 lb. NJ 24 ct
- 02910 - CV Lettuce Naked NJ 24 ct
- 03065 - CV Lettuce Red Leaf 20 lb. NJ 24 ct
- 03097 - CV Lettuce Romaine 35 lb. NJ 24 ct
- 03099 - CV Lettuce Romaine Red NJ 12ct
- 01516 - CV Mint Box NJ 12 ct
- 01704 - CV Parsley Curly NJ 30 ct
- 01715 - CV Parsley Italian Flat Leaf NJ 30 ct
- 01180 - CV Radish Daikon NJ 40 lb
- 03132 - CV Radish Red Bunch NJ 24 ct
- 03205 - CV Scallions NJ 48 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
- 02981 - CV Lettuce Cello NJ 24 ct

CONNECTICUT

PELL FARMS - SOMERS, CT

- 10229 - CV Strawberries CT 8/1lb.



PENNSYLVANIA

FRANK SENSENIG - LANCASTER COUNTY, PA

- 02256 - CV Squash Green Fancy PA 20 lb
- 02334 - CV Zucchini Gold Bar PA 20 lb

JOSEPH S. WEAVER - LANCASTER COUNTY, PA

- 00999 - CV Cauliflower Jacket Bin PA 60 ct

IVAN ZIMMERMAN - LANCASTER COUNTY, PA

- 00997 - CV Cauliflower Jacket Bin PA 70 ct
- 02256 - CV Squash Green Fancy PA 20 lb

CONVENTIONAL MARKET NEWS

OUTLOOK FOR JUNE 10 - JUNE 17, 2016

SOFT FRUIT/STONE FRUIT SEASON



PLUOTS/PLUMCOTS:

Amigo Black Plumcots and **Red Eagle Eye Plumcots** are in season from Family Tree Farms.

New this week is the **Green Plumcot** with red blush - called Tropical Plumana. This is a must try variety!

Plumogranate Plumcots will be in season for mid-June.

SPECIALTY APRICOTS:

Super Sweet Sugarcot variety Apricots are in season from Family Tree Farms. Also in season for mid-June are Kingsburg Farms **Black Velvet** and **Gold Velvet Apricots**. Yum!

SPECIALTY PEACHES:

Family Tree Farms signature flat peach - "**Peach Pie**" **Peaches** are coming into season. This flat yellow-flesh, yellow-skin variety is cool to look at and delicious to eat! The fruit is marketed in convenient 1 lb. clamshell packs.

PEACHES:

California, Georgia and South Carolina are all in good volume of **Yellow Peaches** with plenty of larger sizes coming off the trees now. Prices continue to tick downwards.



NECTARINES:

California is shipping a good volume on **Nectarines** now and with size improving some growers are starting to pack 56 size and larger fruit into the 25 lb. volume filled pack.

Size still is peaking on the 60 size, so with plenty of this size available prices will be down considerably with the 56's getting as much as a ten dollar premium.

White Nectarines are now in season too.

PLUMS:

Volume is steadily picking up on both **Red** and **Black Plums**. Larger sizes (50 and bigger) are still getting a strong price, with plenty of the smaller sizes. 60's and smaller have little demand, so this is where the deals are. They are about half the price of the larger fruit.

CHERRIES:

Cherry prices literally plummeted by the end of last week. With many growers expecting low volumes for the first two weeks of their **Cherry** season, most ad business wasn't set to start for the third week of June. Most growers were caught off guard by how quickly the harvest volume kicked in within just a few days.

Until demand starts to catch up with the volume, there will be a lot of good quality **Cherries** at very aggressive prices, with the best deals on the 11.5 row and smaller fruit with the 9.5 row up from there with all other sizes falling in between.





CV ZUCCHINI

Zucchini is in decent supply from Georgia. Light supplies have started from New Jersey and Pennsylvania.



CV CABBAGE

Excellent supply of **Cabbage** from Georgia, North Carolina, and New Jersey is available. We will have NJ this week and PA the following. Pricing is steady to lower.



CV CELERY

Good quality and lower pricing on **Celery** leads to good promotional opportunities this week! All sizes are flush.



CV WATERMELONS

The tropical storm that hit Northern Florida caused some **Watermelon** loading issues. These regions were coming to an end so it just finished their deal about a week early.

Georgia will get started at some point this week. They are assessing some of the damage from the storm too. Prices will be higher this week with supplies being more limited than we have seen over the past few weeks. Growers are going to hold these prices through the 4th of July.



CV MELONS

Continue to promote **Melons**! Arizona and California are in full swing with **Cantaloupes** and **Honeydews**.

Georgia and South Carolina have started with bin and carton **Athena Cantaloupes**. We'll be offering bins and cartons.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are steady in supply and price. Quality is nice from California.

Cauliflower is lower in pricing this week. Quality is nice.



CV BERRIES

Promote **Strawberries** in mid-June! There will continue to be good demand keeping markets and prices steady.

We will transition this week into **Blueberries** from New Jersey. Volumes will ramp up quickly and there will be great promotional opportunities for the 4th of July. Fruit from the Pacific Northwest will also be available starting this week in the Driscoll's brand.

Keep promoting **Raspberries** and **Blackberries** as good supplies and pricing will continue. Quality from Driscoll's is top notch!



CV TOMATOES

Beef and Cluster Tomatoes are steady from Canada.

Vine Ripe two-layer and **25 lb. Tomatoes** are more limited with higher pricing this week from Mexico. Florida is finishing and South Carolina starts this week, hence the gap in production bumping up pricing.

Grape and Cherry Tomatoes are steady.

Roma Tomatoes are available, but there is an uptick in price this week.



CV CUCUMBERS

12/6ct Mini Seedless Cucumbers are abundant and low in price this week. They are a great item to promote!

Cucumbers are limited from Mexico and Georgia. We continue with nice Mexican product, with an uptick in pricing this week.

Cello-wrapped Cucumbers are flush with very aggressive pricing.



CV HASS AVOCADOS

ALERT! A reduction of **Hass Avocados** shipping from Mexico will occur over the next six weeks. The remainder of this seasons "old crop" is in the hands of fewer growers, who have preferred quality and are being offered premium pricing.

Flora Loca or "New Crop" **Hass Avocados** will be available mid-July, pending maturity testing. Mexico's rainy season will slow the fruits ability to meet minimum maturity requirements ahead of schedule. This could delay Flora Loca's entry into U.S markets. Shipments from Mexico will regain traction during the month of August.

Peruvian **Hass Avocados** will begin arriving mid/late June and will run through September. Shipping reports indicate fruit on the water consists primarily of 40/48/60ct. Fruit will continue to size up and larger sizes will be available with later arrivals.



CV GRAPES

The market on **Grapes** is dominated by the amount of Mexican fruit crossing in Nogales, Arizona. There is plenty of both **Red** and **White Seedless Grapes** which has driven prices down, with plenty of fruit already packed waiting to ship to the U.S. This should keep prices level for the next few weeks, but down the road we should see this market rebound as Southern California winds down and we wait for fruit to start up in the Bakersfield/Delano area of California.

We will see the effects of the extreme heat wave in both Mexico and Southern California with temps that topped at 120 degrees last week. Growers are already expecting some heavy damage to fruit that is still on the vine waiting to be harvested. By the time we get into July we may see a much different market.

Cotton Candy Grapes will be available this week in very limited quantities.



CV LETTUCE

Pricing on **Iceberg Lettuce** is steady to slightly lower this week. Quality is good. There is some **New Jersey Cello Wrapped Lettuce** available, which we will carry. Supplies are light, but pricing is lower with nice quality.

Good supply of **New Jersey Leaf Lettuce**, especially **Romaine**, is available with lower pricing and promotable volumes this week. **Western Leaf Lettuces** are steady.

Canadian **Leaf Lettuces** are starting, although we won't be carrying them just yet, this will help keep the market in good supply. **Romaine Hearts** are steady.

Hydro Boston Lettuce is in excellent supply and prices are promotable!

Displays of the Week!

