

# ORGANIC MARKET NEWS



OUTLOOK FOR JANUARY 21 - JANUARY 28, 2016

## ORGANIC BROCCOLI & CAULIFLOWER IMPROVEMENT



### Good news!

More volume has come on for **Organic Broccoli**, so look for lower prices this week. Product quality has been arriving “good” to “very good”. **Organic Broccoli Crowns** are in better supply too.

Finally, after ridiculous high costs, expect to see lower pricing this week on **Organic Cauliflower** as more volume comes on in California. There are promotional opportunities on all sizes! 12ct and 16 ct will be in stock, plus pre-book opportunities are available on 9 ct.



### OG HASS AVOCADOS

Quality remains fantastic on **Organic Hass Avocados** from Mexico. Supplies are steady enough for promotions on larger sizes (36-48ct) through the Big Game. 60ct and smaller fruit has been less plentiful.

**Organic Fair Trade Hass Avocados** continue to be available in nice supply as well.



### OG BERRIES

**Organic Blueberry** supplies out of Chile have improved this week. Promotional opportunities are available for late January and into February.

Mexican **Organic Blackberry** have been plentiful and affordable but supplies have tightened up with the cooler weather this week. Expect prices to rise slightly.

**ALERT!** **Organic Strawberry** and **Raspberry** prices continue to be limited with high prices. We hope to see slightly better supplies and prices by mid to late February.



### OG PINEAPPLES

**ALERT!** **Organic Pineapples** are becoming very tight in supply. Expect prices to jump sharply and for occasional prorated or out-of-stock situations.

Long term forecasts through the 1st quarter continue to be bleak.





## OG ROMAINE HEARTS

Markets of **Organic Romaine Hearts** are still fairly tight, with almost all packs showing some amount of blister on the ribs.

Product is coming out of CA and the Mexico market still fairly tight, with almost all packs showing some amount of blister on the ribs.



## OG LETTUCE

**Organic Lettuce** out of CA/AZ continues to show some conditions from the earlier cold such as blistering on the ribs.

Florida continues to have good supply on **Organic Romaine, Red Leaf, and Green Leaf Lettuce**.

**Organic Red and Green Butter Lettuces** are tight in supply out of both FL and CA.



## OG BUCK BRAND CITRUS

**New this week from Buck Brand:**

- Organic Oro Blanco Grapefruit
- Organic African Shaddock Pommelos,
- Organic TDE Tangerines - best seller, intense flavor, both sweet and acidic.

Also in stock are **Organic Blood Oranges, Cara Caras, Minneolas**, plus several culinary varieties.



## OG APPLES

Several shippers are now selling their premium variety **Organic Apples** that were picked this past fall.

Here are some delicious ones to try:

- **Organic Autumn Glory** - sweet, fruity, cinnamon
- **Organic Lady Alice** - firm, sweet-tart
- **Organic Opal** - firm, slow-to-brown, sweet



## OG CABBAGE

**Organic Green Cabbage** is in fairly tight supply out of FL. CA shippers are reporting adequate supplies. Quality is the best out of FL.

**Organic Red Cabbage** is very limited out of CA and FL. **Organic Napa Cabbage** is in adequate supply out of CA. **Organic Savoy Cabbage** is in limited supply out of CA.



## OG GRAPES

**Peruvian Organic Green and Red Seedless Grapes** are extremely limited with very high prices and will finish up for the season in the next couple of weeks. The reds have about 50% color.

**Peruvian Organic Red Globe Grapes** are here in good supply.



## OG CUCUMBERS

**ALERT!** **Organic Field Cucumbers** remain virtually unavailable out of CA and Mexico with no short term relief in sight.

**Organic Hothouse Cucumbers** out of Mexico and Spain are in limited supply.



## OG SQUASH

**Organic Squash** is still in tight supply out of Mexico, particularly on **Organic Zucchini**.

**Organic Yellow Squash** volume is a little better this week, but prices are very high. Most **Organic Yellow Squash** being packed is fancy/extra fancy.



## OG KALE

**Organic Green Kale** is in good supply out of CA and Mexico, while FL is more limited.

**Organic Lacinato Kale** is in good supply out of CA, but limited out of Florida.

Both regions have good supply of **Organic Red Kale**.





## OG ONIONS

Peri & Sons is expecting to wind down on supply much sooner than they were expecting. They expect supplies on both **Organic Red** and **Yellow Onions** to be finished out of Nevada by the middle of February.



## OG ASPARAGUS

**Organic Asparagus** continues to lag behind last year's harvest as far as volume. This is a direct result of lower and freezing temps in some areas of Mexico. Prices are firm.



## OG CHARD

**Organic Red, Green, and Rainbow Chard** are in tight supply out of FL. California has below adequate supplies and the market is firm.



## OG CA CITRUS

**Organic Blood Oranges** continue this week with somewhat limited supplies.

Full box **Organic Cara Cara Oranges** continue with a deep pink flesh, good flavor, and a nice exterior.

**Organic Minneola Tangelos** are in good supply.

Late season **Organic Satsuma Mandarin** supplies are back up and running with both bald and stem & leaf fruit.

The first **Organic Kumquats** of the season have arrived. We are stocking a 12/8 oz. pack.

New crop **Organic Murcott Mandarins** have arrived in limited supplies and some stem and leaf product is expected by the end of January. Pouch bags will follow in the beginning of February.



## OG CARROTS

**ALERT!** **Organic Carrot** shippers continue to have issues getting product out of the fields and now all **Organic Carrots** shippers are prorating product. The tightest are the larger sized **Organic Carrots**, the ones used to pack in cello 5lb, 2lb, and 1lb bags. **Organic Jumbo Carrots** are currently non-existent. This will continue for at least another few weeks.

Some shippers have also begun having trouble supplying **Organic Baby Peeled Carrots**. **Organic Bunch Carrots** are also in limited supply out of CA.

**Organic Loose Juice Carrots** out of CA are now limited. **Organic Rainbow Cello Carrots** out of WI will finish this week, while **Organic Rainbow Carrots** out of CA are actually in adequate supply right now.

Canada is reporting limited supplies of storage **Organic Carrots** that they are packing into 2lb and 5 lb cellos.



## OG TOMATOES

**ALERT!** **Organic Round Tomatoes** out of Mexico are in very little supply.

**Organic Cluster Tomatoes** out of Mexico are in adequate supply.

**Organic Roma Tomatoes** are in increasing supply out of Mexico while FL is limited.

**Organic Grape Tomatoes** are in shorter supply out of both Mexico and FL. Prices are up.

**Organic Cherry Tomatoes** are in tight supply this week, but volume should increase next week.

**Organic Heirloom Tomatoes** are available out of both Canada and Mexico.

# OTHER STORIES:

- **Organic Navel Oranges** crop continues in firm supplies because of the sporadic rains.

- **Organic Gold Delicious Apples** will gap this week but more fruit is expected to be packed the last two weeks of January. Prices will be higher.

- **Organic Granny Smith** and **Fuji Juice Apples** out of Washington have much higher prices and extremely limited availability.

- **Organic Russet Potatoes** will switch varieties this week from Norkotah over to Canella on both bags and count. **Organic Red and Yellow Potatoes** contin-

ue to be nice quality out of Canada with a steady market price.

- California **Organic Lemon** supplies are firm with a little higher prices due to sporadic rains. **Organic Meyer Lemons** are in firm supply.

- **Organic Grapefruit** tastes great right now from both Florida and California. El Nino rains have slowed harvesting somewhat.

- **Organic Lime** supplies are steady, but we continue to see slight firming in prices.

- **Organic Anjou Pear** supplies have tightened up significantly and prices are high. **Organic Red Anjou Pears** are in extremely limited supplies with stronger markets.

- **Organic Bosc Pears** have tightened up significantly with prices on the rise.

- The first Import **Organic Bartlett Pears** are expected to begin by the end of February.



# Pear Up Pears

## with USA PEARS

# DISPLAY CONTEST



**IT'S TIME TO PEAR UP!**

### HOW TO ENTER:

**1**

Build an eye-catching display of Anjou, Red Anjou, and Bose USA Pears!

**2**

Keep your super cool display up for at least one week (7 days) during January 15 - March 31, 2016.

**3**

Submit a photo of your display along with the entry form to USA Pears by the deadline of April 15, 2016.

## EVERYBODY WINS!

All who submit complete and eligible entries will receive a \$20 Amazon Gift Card as a reward for participating!

This national display contest is open to any store in the U.S. or Canada that wishes to participate. Void where prohibited by law or company policy. Prizes will be awarded per participant's company policy. One entry per store location.

Entries will be judged on a 100 point scale for appearance, creativity, and educational impact. See contest rules for details.

**BONUS POINTS**  
CARRY TWO SIZES!

13 winners will be announced in each of the following categories:

- ..... 1-5 cash registers
- ..... 6-9 cash registers
- ..... 10 or more cash registers

**39 WINNERS**

Need insPEARation? Pear Up with USA Pears POS Packs are available!

Call 503-852-9720 or visit [trade.usapears.org/contest/](http://trade.usapears.org/contest/)

to order your free pack. Limit one per store.

**\$16,530**  
IN PRIZES

Winners in each store category will receive:

- 1st Place: ..... \$1,000
- 2nd Place: ..... \$750
- 3rd Place: ..... \$500
- 10 Honorable Mentions: ..... \$150 each



CELEBRATING  
**25**  
YEARS!



# 2016 DISPLAY CONTEST

**DOUBLE**  
YOUR CHANCES OF  
WINNING!  
MORE THAN  
**\$200,000**  
IN CASH & PRIZES!



## 2016 Display Contest

More THAN \$50,000 IN CASH PRIZES ALONE!

**GET CONSUMERS EXCITED** by creating a sales-driving product display with custom point-of-sale materials and recipes.

1. Build an attractive and memorable display with Idaho® Potatoes, HORMEL® Real Bacon Bits & Country Crock®.
2. Incorporate the website addresses below into your display to give your customers access to other great recipes and information.

For more info, visit [www.idahopotato.com](http://www.idahopotato.com)  
or contact your Four Seasons sales rep or merchandiser!

# CONVENTIONAL MARKET NEWS

OUTLOOK FOR JANUARY 21 - JANUARY 28, 2016

## DISAPPOINTING FLORIDA STRAWBERRY SEASON



**ALERT!** Florida **Strawberry** growers continue to battle poor growing weather - heavy rain, high winds, and then near freezing temperatures. This makes for a dire situation on Florida fruit. Harvests are way off and growers are unable to fill their commitments with retailers and wholesalers.

Florida growers are hopeful to have some better volume coming on right after Valentine's Day. This will all depend on the weather over the next few weeks.

Availability on Mexican **Strawberries** will remain limited as demand continues to exceed supply.

Prices will remain very high for the remainder of January and into February. Supplies will also remain very limited.



### CV APPLES

We will continue to see strong prices on 88 count and larger sizes of most varieties from the Northwest, especially on **Gold Delicious, Gala, Fuji,** and **Pink Lady Apples.**

The market and supply on **Red Delicious Apples** is in better shape. Demand continues to be strong with sporadic supplies depending on what growers pack from day to day.

**Honeycrisp Apples** continue to be available in a small way, with the price nearly triple over other varieties on the premium grade. There are some Canadian Honeycrisp Apples available along with some occasional Eastern Honeycrisp Apples popping up now and then.



### CV HASS AVOCADOS

**Hass Avocado** prices have been creeping upward, up four to five dollars over the past two weeks. They will continue to go up as we get closer to the Big Game weekend. This increase in pricing should not prevent retail promotions.

The market is actually being manipulated by Mexican growers, using rain as an excuse for not picking, controlling the volume coming into the U.S.

There has been some better deals on 40 ct and larger fruit, but that too is creeping up.



### CV TOMATOES

**ALERT!** **Cluster Tomatoes** are extremely tight with steady to higher pricing this week. Quality is nice.

**Vine Ripe Tomatoes** are still limited with steady pricing.

**Grape Tomatoes** remain limited. Florida production remains low from weather related issues and this has put pressure on the Mexican market, which is also seeing lower yields right now.

**Campari** and **Sapori Tomatoes** remain tight with shortages expected.

There is more supply of **Beef Tomatoes** with lower pricing this week.





## CV LETTUCE

**Iceberg Lettuce** supplies are beginning to improve and pricing is easing down.

There are good supplies of **Romaine, Green Leaf, and Red Leaf Lettuce**. Pricing will be steady to lower on these items. There is still some blister and peel from weather related issues.

**Romaine Hearts** are steady in supply and pricing is steady to lower. There is still some blister and peel from weather related issues.



## CV CUCUMBERS

**Cucumbers** remain limited from Mexico. Pricing will be steady to lower with nice quality.

**Cello Wrapped Cucumbers** are available from Mexico, but shelf life has been short. New crop out of Canada is starting by early February. Pricing will ease this week.

**12/6ct Mini Seedless Cucumbers** are limited with higher pricing.



## CV PEPPERS

**15lb Red Peppers** are more abundant with promotable volumes. Pricing will be lower.

**11lb Red, Yellow, and Orange Peppers** are more abundant from Mexico. Pricing will be lower this week.

**Mini Mixed Sweet Peppers** remain in good supply with promotable volumes.

**ALERT! Green Peppers** remain limited from Mexico and Florida with steady to higher pricing.



## CV CAULIFLOWER

Three words to sum up the **Cauliflower** market: **promote, promote, promote!** Pricing will be lower yet again this week with outstanding supplies and nice quality. This is a GREAT week to two weeks to lower price points and sell extra cases.



## CV BROCCOLI

Western and Mexican **Broccoli Crowns** are more abundant with lower pricing this week.

We should see **Eastern Broccoli Crowns** within a week or two.



## CV MELONS

Costa Rican **Honeydew** and **Cantaloupes** have started to arrive, along with Honduras and Guatemala. We will see prices ease down slightly as the pipeline starts to get refilled. Look for promotional opportunities in the next few weeks.



## CV BERRIES

Steady **Blueberry** supplies from Chile are expected this week. Prices will remain stable. This is the one berry that has been, and will remain promotable.

**Blackberry** and **Raspberry** supplies and prices are steady this week.



## CV GREEN ONIONS

**Green Onions** are still limited, but slightly more product on the market has caused downward pricing.

We continue to carry **Knob Scallions**, in the "Little Bear" label, on a consistent basis.



## CV ASPARAGUS

Mexico is starting to open new **Asparagus** fields. This will help to ease down an extremely high market.

Peru will continue with limited supplies. Look for lower markets this week. 28lb boxes should be available by the first week of February.



## CV WATERMELONS

Off shore **Watermelons** will continue to arrive sporadically with strong demand. Mexico has started bringing a limited amount of fruit into the US. Prices will remain steady this week, but we should see markets ease in the next few weeks as long as Mexico continues to ship fruit.



## CV ONIONS

**Onions**, in all colors and sizes, continue to increase this week. Strong demand exceeds supply. This is expected to be the story for the remainder of the season.

**ALERT!** Expect retail bagged **Yellow Onions** to go up a few dollars this week.



## CV MANDARINS

Import **Clementine Mandarin** supplies are winding down quickly. There will be very few gift boxes available at East Coast ports for late January.

California growers have stayed ahead of the rain with their bag **Clementine Mandarins** but that is quickly coming to an end. Growers will switch to **Tango** and **Murcott** variety mandarins (for Halos) by February.



## CV FL TANGERINES

Much the same as last week, there were very few **Honey Tangerines** available. There were a few shippers packing remaining **Sunburst** and **Dancy** varieties to try and satisfy **Tangerine** demand.

**Honey Tangerines** will be very short in supply this year and what little is available will be expensive!

**Temples** have been reclassified as **Tangerines** and will be sold as **Royal Mandarins/Tangerines**. Supplies of **Royal's** should start to appear over the next 2 weeks and run through February.



## CV NAVEL ORANGES

The **Navel Orange** demand continues to get better as we move into peak season. Pricing seems to have stabilized and even strengthening on smaller sizing. This will continue as the **Navel Oranges** are sizing up and should be peaking 72/88/56 going forward.

Growers were able to pick several days this week and look good on inventory for now. By staying ahead of demand, they've lessened the impact of the rains. But with more storms coming down the pipeline that could change.



## CV PINEAPPLES

**Pineapple** demand continues to exceed supplies, with most shippers rationing out a light supply coming into the U.S.

Prices are stronger on **Pineapples**, but not crazy. This market could persist for several months.

# OTHER STORIES:

- The Northwest is pretty much done on **Bartlett Pears** with the price on what is left, up ten to twelve dollars. Import **Bartlett Pears** will not hit the East Coast until the first part of February. **Anjou Pears** are still in good supply with the market stable along with some **Bosc Pears**.

- The **Idaho Count Potato** market has jumped again this week. With limited nice quality of **Count Russet Potatoes** with good demand this market is looking to continue to increase weekly.

- **Grapefruit** eating quality is peak of season with most packers putting a good grade in the carton.

- The **Celery** market remains high. Supplies are limited from Oxnard, CA.

- **Cabbage** supplies remain limited from all regions: South Florida, Texas and California. Pricing will be steady to higher this week and is expected to remain limited for at least the next few weeks. Quality has been nice.

- **Green Bean** quality is nice. The market pricing has an upward feel due to low supplies from the rain.

- **Green** and **Yellow Squash** remain limited from Mexico with steady to higher pricing. Quality is solid. **Hard Squashes** are steady.

- **Brussels Sprouts** are limited from Santa Maria, CA and Mexico. Quality is nice with steady pricing.