

# ORGANIC MARKET NEWS



OUTLOOK FOR JANUARY 28 - FEBRUARY 4, 2016

## ORGANIC BRUSSELS SPROUTS PEAK SEASON

**Good News!** Peak season is here for **Organic Brussels Sprouts**. There are good supplies out of both Mexico and California.

Overall, quality and appearance are nice for **Organic Brussels Sprouts**. Some product is showing some evidence of Aphids, but it's minor.



### RETAILER PICK!

Product is also available in microwavable pouch bags. This is a great convenience product to add to organic sets now through April.



### OG CUCUMBERS

**ALERT!** Organic Field Cucumbers will be extremely limited once again this week. It's been a struggle to source product off the East Coast, West Coast, or Mexico.

We will have excellent supplies on **Organic European Cucumbers** as we continue to import them from Spain.



### OG HASS AVOCADOS

**36ct and 48ct Organic Hass Avocados** are in great supply this week. We continue to offer sharp prices to help promote through this popular time of year for the upcoming BIG GAME.

Pre-book extra volume of preconditioned fruit now to help you make sure you have ripe fruit on display 2/4 to 2/7 to help drive sales through this period.

**60ct Organic Hass Avocados** have been not quite as plentiful as the larger fruit. Pricing will be higher on the 60s next week.

**Equal Exchange Fair Trade Organic Avocados** are also in steady supply with excellent quality.



### OG BROCCOLI & CAULIFLOWER

#### GREAT NEWS!

**Organic Broccoli** and **Cauliflower** are going to be extremely promotable for the next two weeks - now is the time to offer deals to your customers on both items!

Quality has been absolutely beautiful on both. Commodities and supplies appear plentiful for the next month.



## OG PINEAPPLES

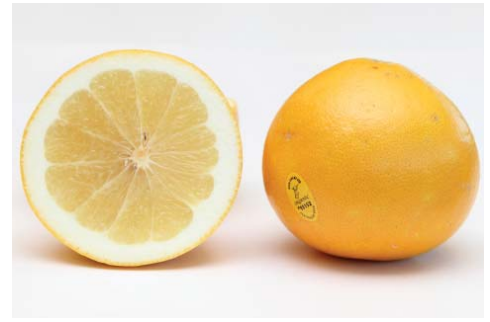
**ALERT!** Organic Pineapples will essentially be out of stock next week due to very limited supplies. This will likely continue to be the trend through February.



## OG GRAPEFRUIT

California Organic Grapefruit are back in firm, but steady supply.

Florida Organic Grapefruit supplies are in very limited and sporadic.



## OG BUCK BRAND CITRUS

New this week from Buck Brand Organic Citrus:

- Organic Meiwa Kumquats
- Organic Nagami Kumquats
- Organic Red Globe Pummelos
- Organic Marmalade Oranges



## OG SQUASH

Organic Green Zucchini and Yellow Squash will continue to be limited again this week. We're securing the majority of our volumes out of Mexico at this time, but it will be a couple more weeks until supplies improve.



## OG GRAPES

Peruvian Organic Green and Red Seedless Grapes are extremely limited with very high prices. They will finish up for the season by mid-February.

Peruvian Organic Red Globe Grapes are here in good supply.



## OG CELERY

Finally, price relief on Organic Celery is coming! Supplies on Organic Celery Hearts, as well as Organic Celery (24ct & 30 ct), are beginning to improve across the board. Pricing and quality will begin to improve as we head into February.



## OG PEPPERS

Supplies on Organic Green Peppers are beginning to improve out of Mexico, but will remain extremely limited out of Florida. We expect pricing to gradually slide over the next couple weeks.



## OG TOMATOES

Our greenhouse grower in Virginia will begin harvesting Organic Cluster Tomatoes next week. Get ready for local Organic Tomatoes in February!



## OG KALE

Supplies on Organic Green and Lacinato Kale are in excellent supply out West as growers will be harvesting heavier volume this week. These will be two great items to promote this week!

Florida Organic Greens will be available from Lady Moon but are commanding premium pricing.





## OG LETTUCE

All **Organic Red Leaf, Green Leaf, and Romaine Lettuces** will be in excellent supply from Lady Moon this week. Quality has been excellent.



## OG MANGOS

**Organic Mangos** are in great supply. We are currently offering Peruvian **Organic Kent Mangos** that eat incredibly! Please expect fruit to be slightly less hard than their Tommy Atkins counterparts. Please do not let this deter you from this fruit. The flavor and creaminess more than make up for it.



## OG PEARS

The first Import Organic Pears are expected to arrive in by the end of February.

**Organic Anjou, Red Anjou, and Bosc Pears** are tighter and higher priced from the storage crop in the Pacific Northwest.



## OG BERRIES

**Organic Blueberries** out of Chile have loosened this week. Good supplies are now available with prices dropping a little.

Mexican **Organic Blackberry** supply is tightening up with cooler weather this week. Expect prices to rise.

**Organic Strawberry** and **Raspberry** prices continue to be limited with high prices. We should see slightly better supplies and prices by mid-February.



## OG CA CITRUS

**Organic Blood Oranges, Navel Oranges, Minneola Tangelos, Pummelos, Satsuma Mandarins (both bald and stem & leaf)** are in good supply.

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

New crop Organic Murcott Mandarins continue to be in limited supply and some stem & leaf product is expected this week. Pouch bags will follow a week after that.



## OG APPLES

All **Washington Organic Apples** remain extremely tight, with limited supplies and markets on the rise. This is expected to continue until imports begin in the spring. Expect to see sporadic gaps in some varieties.

Some lower grades of **Organic Granny Smith** and **Honeycrisp Apples** continue to help achieve lower price points. Expect a nice piece of fruit with some slight cosmetic imperfections.

The first notes on **Import Organic Apples** are starting to manifest. The crop is expected to be smaller this season and prices will be high. The first arrivals are expected around the first week of April.

# OTHER STORIES:

- Mexican **Organic Valencia Oranges** are in good supply and are expected to continue to be until domestic fruit begins in early in mid to late February.

- **ALERT!** **Organic Herbs** continue to fall short of demand on many items, especially the bulk lb. options.

- **Organic Lime** supply is steady but we continue to see slight firming in markets.

- **Organic Formosa Papayas** are in good supply this week and next. Condition has been good.

- 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.

- **Organic Russet Potatoes** will switch varieties this week from Norkotah over to Canella on both bags and count. **Organic Red and Yellow Potatoes** continue to be nice quality out of Canada with a steady market price.

- More volume of **Organic Asparagus** is available this week, with lower case costs.

- California **Organic Lemon** supply is firm with a little higher pricing due to sporadic rains. Prices have moved up. **Organic Meyer Lemons** are in steady supply.

# NEW ITEMS



## CONVENTIONAL

13168 - CV Mandarin Page Stem&Leaf	1/2 cs
10260 - CV Strawberry Stem	4/1 lb
10866 - CV Grapes Black Sdls Prem Import	18 lb
16136 - CV Plum Black Vf Chile	20 lb
14996 - CV Cherries Jumbo Chile	11 lb
02954 - CV Lettuce Artisan (Trio)	12/4 ct
02956 - CV Lettuce Artisan	8 lb
02775 - CV Lettuce Little Gem Hearts	10/6 ct
00995 - CV Cauliflower Green	12 ct
00996 - CV Cauliflower Orange	12 ct
00998 - CV Cauliflower Purple	12 ct



## ORGANIC

42075 - OG Buck Kumquat Meiwa	10 lb
42074 - OG Buck Kumquat Nagami	10 lb
42073 - OG Buck Orange Marmalade	20 lb
42071 - OG Buck Pummelo Red Globe	32 lb
44238 - OG Tang Honey W.murcott Stem&Leaf	20 lb
44237 - OG Mandarin Murcott	25 lb
44529 - OG Mandarin Murcott Pouch	12/2 lb
48624 - OG Grapes Green Clam	10/1 lb
43745 - OG Melon Galia Mex	8 ct
40119 - OG Let Rom/Fusion	24 ct
41269 - OG Lettuce Iceberg	24 ct
40389 - OG Peppers Padron Clam	12/1 pt
40461 - OG Broccoli Wrap	14 ct
40529 - OG Brussels Micro	8/1 lb
40636 - OG Cauliflower Orange	12 ct
41820 - OG Cauliflower Purple	12 ct
40187 - OG Broccoli Rabe	24 ct
41030 - OG Squash Buttercup	35 lb
41228 - OG Squash Delicata	20 lb
44470 - OG Tomato Tasti Lee 30-35 ct	20 lb





# CONVENTIONAL MARKET NEWS

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## ASPARAGUS BECOMES PROMOTABLE



**Asparagus** is coming into peak season!

11 lb. boxes of **Asparagus** from Mexico and Peru are at promotable price and volume levels this week.

We expect to see the first 28lb **Asparagus** boxes out of Mexico by the end of the week. Volume to start the season should meet expectations.

We should see good promotional opportunities through the month of February.



### CV CELERY

**Good News!**

The **Celery** market is finally easing off. Pricing is still on the higher side, but certainly down from where it has been. Product is now coming from Yuma, AZ as well as Oxnard, CA. Quality has been nice.



### CV BERRIES

The weather struggles continue out of Florida. **Strawberry** supplies will be extremely limited again this week with prices remaining very high. Mid-February is still the projected timing of better volume.

Look for **Blueberry** prices to increase slightly this week. Strong promotions on **Blueberries** have tightened things up a little. This will still be the berry to promote for the next few weeks.

**Raspberry** and **Blackberry** supplies and markets will remain steady this week. Higher retailers have eased demand helping to keep things level.



### CV BROCCOLI & CAULIFLOWER

**Good News!**

**Cauliflower** remains a great item to promote! Quality is outstanding with steady to lower pricing this week. We have nice "**Bonipak**" **Cauliflower**.

**Broccoli** is great to promote! Quality from California and Mexico is outstanding with lower pricing this week.





## CV FENNEL (ANISE)

There is good supply of California "Bonipak" label Fennel (Anise) this week with outstanding quality. Pricing will be lower and this is a great item to promote.



## CV GREEN ONIONS

**Green Onions** are in better supply with lower pricing this week from Mexico, both iced and ice-less.



## CV MELONS

Look for promotable supplies this week on both Cantaloupes and Honeydew. Costa Rica, Honduras, and Guatemala are all shipping fruit.



## CV FL TANGERINES

Supplies on **Honey Tangerines** continue to be tight as quality and crop conditions continue to limit available/packable fruit. Pricing will remain higher for the duration of **Honey** deal.

The industry began **Royal Tangerines/Temples** this week as an alternative. Appearance is excellent and flavor is peak of season. Pricing seems to be all over the board.



## CV FL JUICE ORANGES

**Juice Oranges** at the beginning of last week saw heavy packing/shipping volume as the industry was playing catch-up on supplies. Growers are still very bullish on pricing as grower shippers limit

**Pineapple/Midsweet** harvesting so as not to run out of oranges before **Valencias** start. **Juice Oranges** are peaking on larger sizes as 125ct will become increasingly scarce. Brix levels and juice content are excellent as quality will only improve going forward.



## CV FL GRAPEFRUIT

**Red Grapefruit** shipments were up significantly last week. The states **Grapefruit** crop appears to be peaking on larger sizes as 48ct/56ct were difficult to come by last week. Increased export sales on smaller fruit also contributed to lack of small sizes. Pricing has remained very steady with growers and eating quality and appearance remain very good!



## CV LETTUCE

**Iceberg Lettuce** is in much better supply, with pricing lower this week. Quality is good and this is a good item to promote this week (finally!).

**Romaine, Green Leaf, and Red Leaf Lettuce** are in better supply with good quality. Pricing will be lower this week. Although we still might see some, we are starting to get away from blister and peel.

**Romaine Hearts** are also in better supply with lower pricing this week. Like the leaf lettuce, we are getting away from the blister and peel, but still might see some.



## CV PEPPERS

15lb **Red Peppers** are a great item to promote this week: nice quality and lower pricing!

11lb **Red, Yellow, and Orange Peppers** are in better supply from Mexico with steady to lower pricing this week. 25lb **Pepper** pricing for all colors will be lower this week too.

**Green Peppers** remain on the limited side.

**Mini Mixed Sweet Peppers** are trending up in price and supply is going down. We should be steady in price the first half of the week, but may be up the second half of the week.



## CV CUCUMBERS

Honduran **Cucumber** supply has kept Mexico in check. We will stick with nice Mexican product as there is not much of a price difference, but pricing will definitely be lower this week.

New crop **Cello Wrapped Cucumbers** have started from Canadian Greenhouses! Pricing will be lower this week.

**Mini Seedless Cucumbers** are still high in price but supply should be steady.





## CV WATERMELONS

High **Watermelon** prices over the past month or two have eased demand. We are seeing slightly better supplies out of Mexico and from off shore. Look for lower prices this week with steady supplies.



## CV GREEN BEANS

**Green Beans** are limited from the rain in Florida and light Mexican supply. Pricing is trending up.



## CV CABBAGE

**Cabbage** remains limited from Florida and Texas with higher pricing than normal.



## CV CA CITRUS

Growers are finally getting a break in the weather and are back picking and packing on all varieties.

**Navel Oranges** are now beginning to peak on the 88 counts and larger fruit and with plenty of 36's, 40's and 48's at attractive prices in the loose bins and 8 lb. and 10 lb. bags in bins. The smaller sizes are firming up on price.

**Satsuma Mandarins** are finished, and growers are now packing the **Page Mandarins with stem and leaf** which are due to arrive this weekend. **Pixie Mandarins** will become available this week for shipping.

**Car Cara Oranges, Minneolas** and **Blood Oranges** are in good supply as well.

The **Lemon** market continues to plug along with steady markets and supplies.



## CV GRAPES

The supply and markets on **Grapes** continue to be a struggle. There seems to be a little better supply on **Red Seedless**, but only on the medium and medium/large box with varied pricing from shipper to shipper. Large through jumbo reds continue to be priced very high. The market on white seedless is where the reds were a few weeks ago, very short and the spot market commanding a very strong price.

### UPDATE:

In previous market updates we were looking forward to the first week into February with central Chile getting started with production and volume picking up by the middle of the month with prices coming down. Well, these expectation will be falling way short as this area has endured extreme wet weather and some growers now projecting a 60% loss on just the red seedless crop. This will only keep prices propped up and we will have to deal with some of this rain fruit and the quality issues that can develop. Should be a fun February.



## CV TOMATOES

**Beef** and **Cluster Tomatoes** are steady at the higher pricing, but new crop will start soon in the US and Canada.

**Two layer** and **25lb Tomatoes** are down in price a bit with nice quality.

**Grape Tomatoes** are limited with outstanding quality. Pricing is trending up. **Cherry Tomatoes** are limited and steady in price.

**Roma Tomatoes** are more limited with higher pricing this week.

**Campari** and **Sapori Tomatoes** are still limited. We are hearing it will be that way until mid-February.

## OTHER STORIES:

- **Eggplant** and all **Squashes** are steady from Mexico is quality and price.

- **Radishes** remain limited with steady pricing.

- **Brussels Sprouts** are steady in quality and price.

- **Endive** and **Escarole** remain limited with higher pricing this week.