



# ORGANIC OUTLOOK

JANUARY 27 - FEBRUARY 3, 2017



WWW.FSPRODUCE.COM 27 LB EURO

## ORGANIC MANGOS OUTLOOK

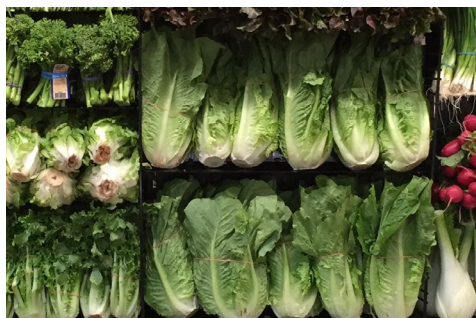


**Organic Mangos** from Peru are in good supply and the quality of the fruit is excellent for late January. The green-skinned Kent variety is cutting great.

Shippers on the east coast who have been bringing containers every week are now starting to go every other week due to supply and have slight gaps in fruit, especially 12ct sizes.

We will begin to see a decline in volumes from now until the end of the Peruvian season.

**NOTE:** Fresh crop **Organic Mangos** from Mexico will be starting off to a later start than normal in 2017. This could keep pricing higher than normal for February. Stay tuned for more info.



### OG LETTUCE

Florida **Organic Red Leaf, Green Leaf, Romaine, Red Butter, and Green Butter Lettuces** all have excellent quality.

**Organic Romaine Lettuce** is more limited in supply this week from Florida than previous weeks.

CA shippers report good supplies of all **Organic Lettuces**, but the quality is not arriving in very good condition.

The **Organic Romaine Hearts** market is tighter this week. Quality has been good to very good.



### OG BERRIES

Chilean **Organic Blueberries** are now on the back end of peak season. Expect prices to begin to rise. Driscoll's **Organic Blueberries** from Mexico are large and flavorful.

**Organic Blackberry** supplies are decent but declining out of Mexico, but could go up in February.

**Organic Strawberry** supplies out of Mexico have tightened significantly this week due to some unexpected cool weather but supplies should rebound in a couple of weeks. Florida **Organic Strawberries** are experiencing an increase as weather has improved. Expect steady supplies this week on fruit from the Southeast.

**Organic Raspberry** volume is dropping and prices remain high. Expect sporadic availability until early-mid February.



### OG PEPPERS

Expect abundant supplies of **Organic Green Peppers** from Florida and Mexico.

**Organic Red, Yellow, and Orange Peppers** are in good supply out of Israel and abundant supply out of Mexico.

**Organic Jalapeño Peppers** are in good supply from CA, FL, and Mexico. **Organic Habanero** are in limited supply from Mexico.

**Organic Mini Sweet Peppers** are in stock. The 11lb pouch bag is selling better than the 1 pint clamshells.





## OG SQUASH

**Organic Zucchini** appears to be in better supply this week. Prices dropped a little, but not much. It's hit or miss whether shippers have supply on any given day.

**ALERT!** **Organic Yellow Squash** is very tight out of Mexico. Florida is out on both **Organic Zucchini** and **Yellow Squash**.



## OG CABBAGE

**Organic Green** and **Red Cabbage** are in abundant supply out of Florida.

California reports good supplies of **Organic Green, Red, and Savoy Cabbage**, while **Organic Napa Cabbage** is limited. The quality out of Florida is superior to California at this time.



## OG APPLES

**NEW ITEMS:** Daisy Girl 12/2 lb pouch bags are available in **Organic Ambrosia, Fuji, Kanzi, Pink Lady, and Red Delicious Apple** varieties. Expected soon are **Organic Gala, Gold Delicious, and Granny Smith Apple** pouches.

New bulk proprietary **Organic Kanzi Apples** from Daisy Girl are available. Kanzi is a juicy, sweet-tart variety.



## OG HASS AVOCADOS

The **Organic Hass Avocado** supplies should be great over the next few weeks. Pricing is trending higher.

Make sure to start planning an expanded set, including pre-conditioned fruit for the "Big Game" since kickoff is only weeks away!



## OG BROCCOLI

The **Organic Broccoli** markets are unstable. Some shippers report limited supplies and higher pricing, while others are lower in price and moving volume. Many shippers sell out on a daily basis and there's a range of pricing available.

**Organic Broccoli Crowns** are in adequate supply. Expect this to be a short lived market. There does not appear to be more supply on the way for next week.



## OG CAULIFLOWER

**Organic Cauliflower** is in very good supply out of Arizona and California. To an extent, some product has been arriving with discoloration. Rain has affected quality for some shippers. But overall, it is a promotable product.

**Organic Romanesco** is in limited supply out of CA.



## OG PINEAPPLES

**ALERT!** **Organic Pineapples** will be very limited coming out of Costa Rica.

We have brought in some Mexican **Organic Pineapples** in to help with the supply deficit. Expect pricing to remain higher for the next few weeks.



## OG CUCUMBERS

**Organic Cucumbers** are in better supply this week out of Mexico and are slightly lower in price.

**12/6ct Organic Mini Cucumbers** are in good supply.

**Organic Hothouse Cucumbers** are very tight out of Mexico and there is some lesser quality available. Spain reports decent supplies of **Organic Hothouse Cucumbers**.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** from Mexico are in much stronger supply this week. Quality is very good. Product is also available in 8/1 lb microwaveable bags.

Prices are still down a bit and shippers are having trouble moving product. Prices should be steady where we're at now for the first week of February. Supplies should be strong after that.





## OG SALADS

**ALERT!** Organic Salad suppliers are projecting more shorts and supply issues heading into next week. Expect more of the same with sporadic outs in **Organic Salad** lines, especially in **Baby Arugula** and **Baby Spinach**.



## OG EGGPLANT

Mexico reports abundant **Organic Eggplant** supplies. Mexico also has **Organic Graffiti Eggplant**.

**Organic Eggplant** is limited out of Florida.



## OG GREEN BEANS

**Organic Green Beans** are in excellent supply out of Mexico. Quality is very good. Florida growers report adequate supplies of **Organic Green Beans**. CA **Organic Packaged Green Beans** are in good supply.



## OG YOUNG THAI COCONUTS

**ALERT!** **Organic Young Thai Coconuts** will continue to be tight with prices climbing even higher next week. In "normal" years Thai Coconuts tighten up in late spring and early summer as the seasons winds down and starts up again.

The season seems to be shifting pretty drastically this year, and the industry can expect shorter supply and elevated prices as soon as next week! Supplies will be limited going forward for the few weeks and beyond. In theory this will eliminate some of the availability issues heading into the summer months.



## OG CALIFORNIA CITRUS

The first **Organic Moro Blood Oranges** are expected the second week of February in limited supply and high prices.

California **Organic Golden Nuggets** continue in steady supply this week. Quality and flavor are nice!

**Organic Cara Cara Oranges, Kumquats, and Murcott Mandarins** are in season, but continue to be limited due to the rain.

California **Organic Navel Orange** and **Minneola Tangelo** supply is expected to improve in early February. Prices remain high.

**Organic Pummelos** are gapping due to the rain. Hopefully we will see a few more before the end of the season.



## OG TOMATOES

**Organic Round Tomatoes** are in adequate supply out of Florida this week. Mexico reports abundant supplies of **2-layers** and **Hothouse Tomatoes** with caylyx.

**Organic Cherry Tomatoes** are in good supply from Florida at this time. Mexico has been hit or miss with supply this week. Pricing is steady. **Organic Rainbow Cherry Tomatoes** are in good supply out of Florida.

**Organic Grape Tomatoes** are in good supply out of both Florida and Mexico. Mexico has deals.

**Organic Roma Tomatoes** are in abundant supply out of Mexico. Supplies are adequate from Florida.

**Organic Cluster Tomatoes** are more limited in supply this week out of Mexico with pricing up. Supplies are limited from California.

## OTHER STORIES:

- **Organic Artichokes** are in good supply out of California. Quality has been very good. Prices have softened a bit, particularly on 30s.

- California grown AV Thomas **Organic Sweet Potatoes**, in all colors and sizes, are steady in price this week and the quality is outstanding at usual.

- Peri & Sons is expecting to wind down on organic supply sooner than expected. **Organic Yellow Onions** are particularly in short supply. Due to this we have switched up to Washington grown **Organic Onions** and the quality on the first arrivals have been outstanding. Pricing has increased slightly from where we were out of NV but the quality should remain fantastic.

- Look for sharp attractive pricing on all bagged **Cinacia Organic Fingerling Potatoes!**

- Peruvian **Organic Green Seedless, Red Seedless, and Red Globe Grapes** are winding down for the season and we transition to South African product.

- **ALERT!** California **Organic Lemon** supplies are extremely tight and prices continue to take steep inclines. Quality is weaker due to the rain.

- **Organic Lime** supply continues to be very limited as the gas crisis continues in Mexico.

- The first new crop import **Organic Green** and **Red Bartlett Pears** out of Argentina are expected to arrive in 2-3 weeks. Initial supplies will be limited with high pricing but will ease after the first few weeks. New **Daisy Girl Organic Bosc, Green Anjou, and Red Anjou Pears** 12/2lb high graphic pouch bags have arrived.





# NOW AT FOUR SEASONS PRODUCE



- 42832 - OG Apple Ambrosia Pouch Bag 12/2 lb
- 44562 - OG Apple Fuji Pouch Bag 12/2 lb
- 44563 - OG Apple Gala Pouch Bag 12/2 lb
- 44565 - OG Apple Gold Delicious Pouch Bag 12/2 lb
- 44564 - OG Apple Granny Smith Pouch Bag 12/2 lb
- 44561 - OG Apple Kanzi Pouch Bag 15/2 lb
- 42828 - OG Apple Pink Lady Pouch Bag 12/2 lb
- 42829 - OG Apple Red Delicious Pouch Bag 12/2 lb
  
- 42167 - OG Pear Anjou WXF Pouch Bag 12/2 lb
- 49241 - OG Pear Bosc Pouch Bag 12/2 lb
- 42168 - OG Pear Red WXF Pouch Bag 12/2 lb

## ENVY APPLE CONTEST WINNERS

### 1ST PLACE



**YES! ORGANIC -  
HYATTSVILLE**

### 2ND PLACE



**NATURE'S PANTRY -  
NEW WINDSOR**

Thank you to everyone who entered the contest!



# 2017 DISPLAY CONTEST IS NOW OPEN!

## IDAHO POTATO

LOVER'S



MONTH



Enter the 2017 Idaho Potato Lover's Month Display Contest using Idaho® grown potatoes sourced from Potandon Produce LLC and Potandon will match your winnings from the Idaho Potato Commission.



**1. Displays must be in the produce section of the store. Qualifying displays must include ALL of the following products:**

- Fresh Idaho® potatoes (bag, bulk, or both) that have a clear label showing the Idaho® name and the Grown In Idaho® seal
- A clearly marked Idaho® dehydrated potato product
- HORMEL® Real Bacon Bits
- Country Crock® Original, Simply Delicious, Calcium, Churn Style and/or Light spreads
- Displays may not include potato products from other states

**2. Display point-of-sale(POS) materials must include special themed POS material from the Idaho Potato Commission. You may create your own display support materials as well. Creativity is encouraged!**

POS material can be ordered directly from the Idaho Potato Commission website at [www.idahopotato.com/forms/3](http://www.idahopotato.com/forms/3).

**3. Enter the Idaho Potato Commission display contest by filling out the entry form on their website at [www.idahopotato.com/retail](http://www.idahopotato.com/retail).**

All entries must be received by the Potato Lover's Month Display Contest Review Committee no later than **March 17, 2017**.

Prizes will be matched by Potandon if your display includes any combination of Green Giant® Fresh, Sunfresh®, Klondike Rose®, Klondike Goldust®, or private label potatoes which bear the Idaho seal.

Idaho Potatoes from Potandon Produce available at Four Seasons Produce:

- 04540 - CV Potatoes Idaho Russet Green Giant 10/5lb
- 04555 - CV Potatoes Idaho Russet Green Giant 5/10lb
- 04567 - CV Potatoes Idaho Russet Prime-Size Baker Green Giant 100/10lb
- 04482 - CV Potatoes Red Green Giant 10/5lb (Idaho grown)
- 04449 - CV Potatoes Gold Green Giant 10/5lb (Idaho grown)
- 04450 - CV Potatoes Klondike Rose Green Giant 10/5lb (Idaho grown)
- 04483 - CV Potatoes Klondike Goldust Green Giant 10/5lb (Idaho grown)







# CONVENTIONAL OUTLOOK

JANUARY 27 - FEBRUARY 3, 2017

WWW.FSPRODUCE.COM US #1

## PROMOTABLE PEPPERS!



There are not many items with a better value than **Green Peppers** right now. Quality is excellent and pricing is very aggressive. Be sure to talk to your sales rep on different pack options for **Green Peppers** like jumbo stickered or 55-70ct large in 25 lb boxes.

**15lb Sweet Red Peppers** are still very promotable with nice quality.

**11lb Red, Yellow, and Orange Bell Peppers** are steady from greenhouse growers.

**10/3ct Rainbow Peppers** remain plentiful and aggressively priced.

**Mini Mixed Sweet Peppers** are more limited, resulting in higher pricing this week.



### CV BERRIES

Look for **Strawberry** supplies to remain less abundant and prices on the higher side as we head into Valentine's Day, but look for markets to adjust immediately following the holiday.

**Blueberry** prices will continue to rise this week as Chilean volumes are past their peak. Mexican production will continue, but they will raise their prices as overall volumes decline. Driscoll's **Blueberries** from Mexico remain superior in quality.

**Raspberry** and **Blackberry** prices will remain higher this week. Supplies on the tighter side out of Mexico.



### CV TOMATOES

**Beef Tomatoes** are plentiful all of a sudden from greenhouse production in Mexico. Pricing will be down significantly with promotable volumes.

**Vine Ripe 2-Layers** and **25lb Tomatoes** are plentiful with steady/aggressive pricing.

**Roma Tomatoes** are plentiful with aggressive pricing.

**Grape Tomatoes** remain excellent in quality and pricing is rock bottom.

**Cluster Tomatoes** remain limited.

**Campari Tomato** pricing will be steady to lower as more volume is expected to come back on within the next week.



### CV ONIONS

**ALERT!** The **Onion** market has really reacted to the recent weather events in the Pacific Northwest, particularly the extremely heavy snow collapsing the roofs of several major storage sheds of onion growers. We have seen **Onion** costs double in the course of this week on bulk packs from the west coast.

Mexican **Onions** have started this week in a limited way and have not provided the relief to the market that was originally anticipated.

We expect turmoil in the **Onion** markets (supply & pricing) to continue through February on all colors and sizes.





## CV SWEET POTATOES

There is certainly a spread in the North Carolina **Sweet Potato** market at the moment. We have some very high quality sweet potatoes at the moment, some at very sharp pricing – contact your sales rep today!



## CV MELONS

**Cantaloupes** and **Honeydew** volume and pricing will remain promotable this week on larger size fruit. Smaller fruit is expected to arrive in better supply over the next two weeks.



## CV ASPARAGUS

Mexican **Asparagus** production will continue to increase this week and into February. We expect to begin pulling the 28lb boxes by the end of the week. For now it will still be 11lb Standard and 15lb Tips.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** are in great supply with nice quality. Pricing will be lower this week and will be a great item to promote.

24/1 lb mesh bags are plentiful as well with aggressive pricing.



## CV CUCUMBERS

Mexican **Cucumber** quality remains excellent, with lower pricing this week.

**Mini Seedless Cucumber** packs are steadily priced.

**Cello-wrapped Cucumbers** remain limited, but pricing is steady.



## CV BROCCOLI & CAULIFLOWER

**ALERT! Broccoli Crowns** remain limited. California weather issues basically wiped out their crop and Eastern supplies are not available right now, either putting all the pressure on the Mexican supply.

**Cauliflower** supplies are lighter with an up-tick in price this week. Quality is nice.



## CV PINEAPPLES

**NOTE:** The past couple of months we've seen a good supply at great prices on large sized **Pineapples**. Like a flip of a switch, the market has turned.

Supplies are way down with many vendors are oversold and unable to cover contract business.

Look for higher prices and possible gaps in supply through the next month.



## CV CALIFORNIA CITRUS

**ALERT!** It's been a rough couple of weeks for California **Citrus** with the immense amount of rain. Picking has been limited and supplies have been sporadic, especially on **Mandarins**. We should see vast improvements going into the weekend as picking commences as things dry out.

On **Navel Oranges**, the 56 counts and larger fruit, will remain limited. The fruit growers are able to get to is all small.



## CV LETTUCE

The **Iceberg Lettuce** market is trending higher. There have been such low prices because of warmer weather pushing product along, but now rain and cloudy weather is slowing product down. Quality is expected to be fair to decent.

**Romaine, Green Leaf, and Red Leaf Lettuces** are trending up in price. Last week's rain in Yuma, AZ is causing mildew issues and hence reduced yields driving up prices. Quality is expected to be good, but yields are just down.

There is still good supply of nice quality **Romaine Hearts**. Pricing is steady with promotable volumes.





## CV GREEN BEANS

Green Beans are in good supply from South Florida with nice quality. Pricing will be steady to lower this week – this is a good item to promote.



## CV BROCCOLI RABE

Bunched Broccoli Rabe is in steady supply.

Please be sure to ask for details on the new 12/11oz pack!

## OTHER STORIES

- Eggplant quality and pricing is steady.
- **ALERT!** Zucchini and Yellow Squash remain limited with steady pricing.
- All Hard Squashes are in good supply.
- 24ct Artichokes from Ocean Mist remain in good promotable supply.
- The Celery market is steady with good quality from Oxnard, CA. These are good promotable volumes.

# DISPLAYS OF THE WEEK

