



ORGANIC OUTLOOK

JANUARY 26 - FEBRUARY 2, 2018



WWW.FSPRODUCE.COM 25 LB

ORGANIC MANDARINS - WINTER UPDATE

New crop California **Organic Murcott Mandarins** are now in season, but it will be a short one. This seedless, easy-peel, dark-orange variety will be available through early February.

California late-harvest **Organic Satsuma Mandarins** are in a light supply and will finish for the season by the beginning of February.

California **Organic "Candy Mandy" Mandarins** bags are back in decent supply and should continue through mid-February.

Early crop **Organic Golden Nuggets** are almost done, however more groves are being harvested for shipping in early February.

Buck Brand **Organic TDE Tangerines** are in peak season. This specialty variety is a triple cross between a Temple tango, a Dancy mandarin, and an Encore mandarin. Fruit is very flavorful and virtually seedless.



TDE TRIPLE CROSS MANDARIN



OG LETTUCE

Organic Red Butter, Green Butter, Red Leaf, Green Leaf, and Romaine Lettuces are in good supply out of Florida. Quality is excellent!

CA growers report good supplies on all varieties of **Organic Lettuce**, but all are showing brown discoloration on the ribs and on some of the leaves.

Organic Romaine Heart pricing has dropped significantly this week and quality remains good. It's a good time to promote!



OG BLUEBERRIES

Driscoll's Organic Blueberries are in excellent supply out of Mexico with prices continuing to ease down. Promotional opportunities are now available.

South American **Organic Blueberry** supplies have begun to turn around and loosen up with some big promotions in February expected. Even some Pint Packs will be available.



OG MANGOS

Organic Kent Mangos from Peru will be available in 9, 10, and 12 ct sizing early February. In the weeks to follow, the sizing will likely shift to larger fruit in the 7-9 ct per box range.

Organic Ataulfo (Honey) Mangos from Mexico are now available as well! The early season fruit has a clean appearance, but a tart flavor.

A Peruvian **Fair Trade Organic Mango** option is available.



OG BLACKBERRIES & RASPBERRIES

Driscoll's Organic Blackberry and **Raspberry** supplies have started to improve this week with prices easing off. More price drops are expected in the coming weeks.

Other brands of **Organic Raspberries** continue in decent supply this week, and other brands of **Organic Blackberries** continue in steady supply out of Mexico. Firmer prices should be expected heading into February.



OG BROCCOLI

14ct **Organic Broccoli** is in more than adequate supply. Pricing has dropped a bit more this week on bunches and crowns, which are now in better supply as well.

Some shippers still have issues with yellow buds or aphids on product.



OG HASS AVOCADOS

Organic Hass Avocados from Mexico will be in promotable supply for early February.

Be sure to take advantage of our pre-conditioned program so that your customers will have fruit ready to go for the big game.

60 ct are shaping up to be a good value.



OG ASPARAGUS

Organic Asparagus increased in volume this week out of Mexico. Price has dropped dramatically. CA crop will become available in early February.



OG SALADS

ALERT! Due to mostly increased freight costs, be aware that there are price increases going into effect for Olivia's Organics and Earthbound Farms brand salad lines.



OG KALE

Organic Kale is in good supply out of CA. Prices are on the way up, but quality and supplies are good out of CA.

Florida growers report better supplies of **Organic Kales** this week.



OG CUCUMBERS

Organic Cucumbers are in better supply this week out of Mexico and pricing is down somewhat.

Organic Hothouse Cucumbers are in adequate supply out of Mexico.



OG STRAWBERRIES

Organic Strawberry supplies out of all regions are improving with prices coming down. Expect prices to tighten again slightly for Valentine's Day, and then big post-holiday promotions are expected.



OG GOLDENBERRIES

ALERT! Columbian **Organic GoldenBerries (Cape Gooseberries)** have experienced a freeze and will gap. At this point, there is no news when product will be available again.



OG HERBS

Shenandoah Growers has made a change to their **Organic Herb** program. The new branding is named "That's Tasty".

Additionally, the pack size will be .5 oz— because one of the biggest consumer complaints is waste since few recipes use .75 oz.



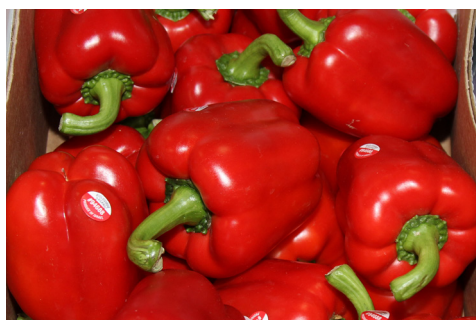
OG GRAPES

Peruvian **Organic Red Seedless Grape** are available with excellent quality. Prices are high. Supplies from Peru will finish for the season in early February and then gap until South Africa begins sometime in mid to late February.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in abundant supply out of Mexico. Quality has been very good. Volume on the 8/1lb microwaveable bags is good. Prices are low and promotional opportunities abound on **Organic Brussels Sprouts**.



OG PEPPERS

Quality on **Organic Color Bell Peppers** continues to be very good out of Israel. Mexico is overrun with all colors of **Organic Colored Bell Peppers** — deals are available! Quality is good, with a some arrival issues noted.

Organic Green Peppers are in good supply from Florida and Mexico.

Organic Jalapeno Peppers are available in good supply out of Mexico and Florida.



OG CA CITRUS

ALERT! **Organic Blood Oranges** will gap for the next couple of weeks. More grove harvests are expected in early February from a different growing region.

Organic Cara Cara Navel Oranges continue in peak season, but at high prices. Expect sporadic gaps to continue until supplies ramp up more in early February.

California **Organic Navel Oranges** are steady this week with some promotional opportunities available on larger fruit.

Organic Minneola Tangelos continue in good supply with excellent quality.



OG TOMATOES

Organic 2-Layer Round Tomatoes are increasing in supply out of both Mexico and Florida, but the Mexican price has dropped more quickly than Florida. Quality is very good.

Organic Grape Tomatoes are in good supply out of Florida and Mexican product is abundant with cheap prices.

Organic Cherry and Rainbow Cherry Tomatoes are in good supply out of Florida. Prices are steady.

ALERT! **Organic Cluster Tomatoes** are very scarce, and prices reflect availability. **15 lb Organic Hothouse Tomatoes** are limited.

Organic Heirloom Tomatoes are in good supply on mix packs out of Mexico. Quality and color are very nice.

Organic Roma Tomatoes are increasing in supply out of Mexico. Prices are lower. Florida has adequate supplies.

OTHER STORIES:

- **Organic Pineapple** supplies will be great for the last week of January.

- Import **Organic Cherries** are very limited with sporadic outs and high prices.

- **Organic Celery** is in good supply out of Mexico and CA. Quality has improved a bit, but some heart is still present on some of the Mexican product. Pricing is down slightly this week.

- **Organic Green Beans** are in slightly better supply out of Mexico this week, but pricing is still high. Expect more the first week of February. Florida is still not ready to harvest.

- **Organic Eggplant** is in adequate supply out of Mexico, but limited from Florida.

- **ALERT!** **Organic Bunch Spinach** is in very tight supply this week. One main grower is out for late January. Pricing is high.

- **Organic Formosa Papayas** are back in steady supply after an unexpected gap for mid-January. Quality is good. Price is back down a bit for next week.

- **ALERT!** **Organic Young Thai Coconuts** will be very tight in supply for the next several weeks.

- The **Organic Cauliflower** market price has dropped as volume has increased, but bruising and discoloration are still apparently with most shippers.

WINTER SEASON ORGANIC TOP 40 JANUARY - MARCH



Based on Four Seasons Produce, Inc. historical case volume data from 2017. This reflects availability and market conditions from last Jan - March.

1. OG Bananas
2. OG Strawberries
3. OG Blueberries
4. OG Avocados Hass
5. OG Mangos
6. OG Salad, Baby Spinach 5 oz
7. OG Peppers Red Bell
8. OG Tomatoes Grape
9. OG Raspberries
10. OG Broccoli
11. OG Blackberries
12. OG Mushrooms Crimini (Baby Bella)
13. OG Kale Green Bunch
14. OG Salad, Spring Mix 5 oz
15. OG Cauliflower
16. OG Basil
17. OG Cucumbers
18. OG Navel Oranges, Loose
19. OG Squash Zucchini
20. OG Romaine Hearts
21. OG Mushrooms White
22. OG Salad, Baby Arugula 5 oz
23. OG Salad, Super/Power Greens 5 oz
24. OG Sweet Potatoes Garnet
25. OG Mushrooms Shiitake
26. OG Celery
27. OG Kale Lacinato Bunch
28. OG Lettuce Romaine
29. OG Beans Green
30. OG Brussels Sprouts
31. OG Tomatoes, Loose
32. OG Lemons, Loose
33. OG Onions Yellow
34. OG Apples Gala, Loose
35. OG Salad, Baby Kale 5 oz
36. OG Tomatoes Cluster
37. OG Mangos Ataulfo (Honey)
38. OG Grapes Red
39. OG Salad, 50/50 5 oz
40. OG Mint



If you would like a consultation on how to improve your organic produce sales through item selection and display, contact:

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Naturipe Organic Blueberries Display Contest

Contest runs February 5 - March 4, 2018.

2 CATEGORIES:

CATEGORY 1: **BIGGEST DISPLAY** CATEGORY 2: **MOST CREATIVE**

There will be 3 winners in each of the 2 categories!

1ST
PLACE



iPad

2ND
PLACE



Amazon Echo Show

3RD
PLACE



\$100 Gift Card

****A MINIMUM OF 15 CASES OF NATURIPE ORGANIC BLUEBERRIES MUST BE PURCHASED FROM FOUR SEASONS PRODUCE TO BE ELIGIBLE FOR THE CONTEST****

EVERYONE IS A WINNER!

Every entry will receive 2 hats.



Send your contest photos by March 9th to Steph Fleetman (stephf@fsproduce.com).



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com





CONVENTIONAL OUTLOOK

JANUARY 26 - FEBRUARY 2, 2018

WWW.FSPRODUCE.COM 8/1 LB

FLORIDA STRAWBERRIES PROMOTABLE FOR LATE JANUARY



Florida **Strawberry** growers are finally into a little stretch of nice weather.

Good news! Harvests will be plentiful and prices will be lower thanks to the extra volume.

Promotability should continue for the rest of January. Valentine's Day pulls will bring pricing back up for early February.

Driscoll's brand will continue to be priced at a premium over other brands.



CV PEPPERS

We will have excellent opportunities on all **Colored Hothouse Bell Peppers**, including some 10/3 pack options. Quality has been excellent on all hothouse pepper from Mexico.

Supplies on **Green Peppers** are beginning to tighten slightly as cooler weather has dipped into Mexico. Florida has also shown some quality issues this past week due to the cold weather they experienced, so the best quality will be out of Mexico. Look for pricing to climb as overall demand shifts to the west.



CV HASS AVOCADOS

Hass Avocado harvest levels remain steady from Mexico, and arrivals are expected to increase this week as it serves as the main market supplies for the "Big Game".

Overall supply is anticipated to remain abundant, with steady harvest volumes out of Mexico and gradual crop increases in California. As we continue to prepare for the "Big Game" demand, pricing and volume are anticipated to be steady.



CV MANDARINS

The gap is over on Halos brand **Mandarins** now that the Tango variety is in season. It will take time to fill the pipeline as demand is strong as the grower slowly ramps up new crop production.

Import **Mandarins** from Morocco are readily available to fill any short supply at considerably cheaper prices.



CV CABBAGE

Supplies on **Cabbage** will be better this week, but pricing will remain higher. Counts will be mostly 16/18 at this time as growers are getting into new fields. The best quality has been out of Texas.



CV BLUEBERRIES

Keep promoting **Blueberries**! Chilean fruit will continue to be in good supply into February. There is also high quality fruit out of Mexico.

18 oz and pint packs are where most stores are shifting their promotions.



CV CUCUMBERS

Cucumbers are in steady supply out of Mexico with promotable opportunities on smaller **Supers**.

Hothouse Euro (Seedless) Cucumbers will be in excellent supply out of Canada as new crop will begin to be harvested.



CV LETTUCE

All **Lettuce** and **Leaf** items are in good supply and have promotable pricing this week.

Some shipper are dealing on **Iceberg Lettuce**.



CV TOMATOES

All **Tomatoes** continue to in excellent supply out of Florida and Mexico. Quality has been beautiful, and now is the time to promote.



CV BROCCOLI

Promote **Broccoli Bunches** and **Crowns**. Good volumes are expected in the coming weeks.



CV ASPARAGUS

Mexican **Asparagus** volumes are increasing and prices have adjusted down. Look to start promoting Asparagus now and well into February. The 28lb Asparagus boxes and 15lb Asparagus Tips will start in about a week.



CV BRUSSELS SPROUTS

Mexican **Brussels Sprouts** have started and volumes will continue to increase. They will be a great item to promote in the coming weeks.



CV HARD SQUASH

All **Hard Squash** has been on the tighter side out of Mexico, but Florida will begin this week with some supply. Look for pricing to slide slightly as Florida volumes increase.



CV SWEET CORN

We will have good supplies on **Bi-color** and **Yellow Sweet Corn** this week. White Sweet Corn will be harvested next week.

Please ask about our **Tray Corn**! We will have steady supplies moving forward on a 12/4 PK "Green Giant" label **Tray Corn**.



CV MANDARINS

NEW! SUMO CITRUS™ Mandarins are now in peak season and available for our independent retailer customers in both bulk 18lb. bulk boxes and 5lb. gift boxes (which are also PLU'd and can be sold by the each or lb)!

This jumbo citrus is easy to peel, seedless, very sweet, and flavorful. **SUMO CITRUS** is a premium fruit with a premium price.



CV POTATOES

For the first time in several months, the demand for **Russet Potatoes** has slowed with transportation becoming more available.

Growers in Wisconsin will continue to ship **Red Potatoes**. Expect to complete shipments by the end of January. Florida growers are on track to start shipping a tremendous Red Potato crop with above average yields and excellent quality in early February. Florida shippers will begin on all colors in the next couple weeks.

**WITH MORE THAN
\$150,000
IN CASH & PRIZES!**

**PUT YOUR
CREATIVITY
ON DISPLAY**

with Idaho® Potatoes, HORMEL® Bacon Toppings, and HORMEL® Chili

**2018
DISPLAY
CONTEST**

SunValley

Every participant is entered into a **random** drawing to win an all-expense paid vacation for two to Sun Valley, Idaho!

**WITH MORE THAN
\$150,000
IN CASH & PRIZES!**

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IDAHO® POTATOES**

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FIT
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For more info, visit: <https://idahopotato.com/retail/plm-2018>