

ORGANIC MARKET NEWS

OUTLOOK FOR OCTOBER 15 - OCTOBER 22, 2015

ORGANIC LEMON PRICES POISED TO DROP

The last three years, summer and fall has been a difficult time for **Certified Organic Lemon** supply here in the US, and with carton prices on fancy fruit over \$100 per case for the past couple of months, 2015 was no different.

The supply demand equation is beginning to change and **Organic Lemon** prices are poised to drop as growers in the South Eastern California desert region begin their fresh crop harvests. **Organic Lemons** will be in better supply and more reasonable pricing by November.

Throughout the rest of October you may observe occasional skin discoloration (oil spotting) on this early crop fruit since ethylene is being introduced to most of the **Organic Lemons** before time of shipment to help them get a fuller yellow color.



OG BERRIES

ALERT! October is not a good time to promote Organic Berries.

Organic Strawberry markets have gotten worse again with high temperatures in California growing regions. Quality is weak even on the Driscoll's arrivals, shelf life is short, and heavy pro-rates are expected.

New crop Mexican **Organic Blackberries** are very limited, priced high, and have early season quality.

Organic Blueberries are gapping but more fruit out of Argentina and Chile are expected over the next few weeks. Prices are extremely firm.

Organic Raspberry supply continues to be extremely tight again as we transition into some Mexican fruit as well as California.



OG CITRUS

Fresh crop California **Organic Navel Organic** crop has begun, but supplies are limited on both tray packs and bags. High prices should be expected through mid-November until supplies start ramping up. The crop is expected to be a little smaller than last year keeping prices a little firmer.

California **Organic Valencia Oranges** remain expensive and will wrap up by early November.

California **Organic Star Ruby** and **Rio Red Grapefruit** has little to no availability. Whatever fruit we are getting has extremely steep pricing. This is expected to improve going into November.



OG TOMATOES

ALERT! Organic Tomatoes are very tight in supply out of CA and Mexico. Just a few pallets of **Organic Round Tomatoes** are crossing the border a week. Prices are very high. PA has limited supply of hothouse grown **Organic Loose Tomatoes**.

Organic Cluster Tomatoes are tight out of PA and Mexico, while Canada and VA report none are available at this time.

Organic Grape Tomatoes are tight out of FL, but adequate supply out of Mexico. **Organic Cherry Tomatoes** are very limited out of Mexico and FL.

Organic Roma Tomatoes are in better supply out of Mexico.



OG GREENS

Lady Moon Farms in PA has picked their last **Organic Greens** for the season.

Organic Kale from this point on will be coming out of CA, with varying quality and price. Lady Moon Farms should start up with their Florida fields on **Organic Kale** and other greens in November.



OG GREEN PEPPERS

Organic Green Peppers are available out of NC, TN, CA, and FL. Quality is reported to be very good. Markets are still firm.

Mexico reports little to no volume at this time.

PA **Organic Peppers** are finished up.



OG LETTUCE

ALERT! Organic Lettuce is in very tight supply this week. Most suppliers report very little harvest. Some product being left in the field because of burn on the leaves. This affects **Organic Red Leaf, Green Leaf, Romaine, and Butter Lettuces**.

Expect high prices and limited availability until the end of October.



OG CRANBERRIES

Canadian **Organic Cranberries** continue and are expected to be steady until the holiday.

Wisconsin **Biodynamic Cranberries** are in steady supply.



OG POMEGRANATES

California **Organic Pomegranates** are back in good supply with promotional opportunities available. New bins are in good supply.



OG SALADS

Earthbound Farms Organic Salad product has been limited due to a computer systems upgrade. Unfortunately service was interrupted and the supply chain was disrupted across North America on **Earthbound Farms Organic Salads** here in mid-October.



OG BROCCOLI

We are continuing to see good supplies of **Organic Broccoli**, but price is up slightly. Quality has been very good out of CA. Local **Organic Broccoli** out of PA is in limited supply.

Organic Broccoli Crowns are still tighter in supply out of CA.



OG CUCUMBERS

Organic #1 Grade Cucumbers continue to be in tight supply out of FL. Mexico has started up this week on their harvests and we will see the first product this weekend. Expect the regular **Organic Cucumber** market to begin to come down late this week.

Organic Hothouse Cucumbers out of Spain are in good supply.



OG GREEN BEANS

Organic Green Beans out of California are in limited supply and Mexico has not started yet. The last of the PA crop should be harvested this weekend, and then finish out. FL shippers are report their **Organic Green Beans** will start by the end of October.



OG PEARS

Organic Anjou Pear supply has improved and is now in steady supply with firm prices on bags and trays.

Organic Red Anjou Pears are gapping but we should see more by the end of the month.

Organic Asian Pear supply has firmed up but more are expected by the end of October.

Organic Bartlett Pears are gapping but more are expected over the weekend. They continue in extremely firm supply with high prices.

Organic Concord Pears are expected to arrive over the weekend.

Organic Starkrimson (Red) Pears continue, but supplies are dwindling. They are expected to wrap up over the next couple of weeks.



OG APPLES

Pacific Northwest **Organic Apple** crop supplies continue to be extremely limited and expensive.

Organic Gala Apples out of all regions are virtually non-existent as the limited fruit there is locked up in Controlled Atmosphere (C.A.) storage, pushing prices up as demand is strong.

Washington **Organic Honeycrisp Apples** have gotten much tighter this week with regular storage fruit finishing up and no C.A. fruit available yet.

Organic Heirloom Apple varieties this week include **Calville Blanc, Golden Russett, Mutsu, Northern Spy, Spitzenburg,** and **White Pearmain.**



OG ROOTS

The **Organic Sweet Potato** market has come off a couple dollars this week on Garnet and Jewel varieties. All other items are steady in price and supply. Now through Thanksgiving will be an excellent time to promote premium California **Organic Sweet Potatoes** in all varieties and packs.

Organic Russet Potatoes out of Colorado continue to be in promotional supply this week. Pricing will start to stabilize in the next few weeks and then be steady through the end of the year.



OG HASS AVOCADOS

Mexican **Organic Hass Avocado** supplies are steady in both 48ct and 60ct sizes as oil content from the new crop has improved. This has allowed more fruit to be imported into the States.

BUYER TIP:

Keep an eye out for some promotional opportunities on **Jumbo Organic Hass Avocados** through the end of October. Some growers have extra 40ct, 36ct, and 32ct fresh crop fruit to move.

We are excited to offer the Equal Exchange **Fair Trade Organic Hass Avocado** program again this year! Check out www.beyondthepeel.com



OG PINEAPPLES

Organic Pineapples continue to be somewhat limited out of Costa Rica. There are some spot deals on Mexican fruit that has been available on the East Coast. The internal brix of this Mexican fruit has been very sweet even though the external appearance is not as attractive.



OG MANGOS

ALERT! The domestic **Organic Mango** crop from California is now done for the season.

Next up is product from Ecuador, but we can expect about a 1 month gap of any **Organic Mangos** until the Ecuador fruit is available.

NEW ITEMS:

Look For These Newly Available Organic Items:

- 40478 - OG Soup Mix Veg 8/3 lb
- 19238 - Turmeric, Wild 10 lb
- 40497 - OG Burdock Root 16/10 oz
- 40547 - OG Romanesco 12-16 ct
- 40494 - OG Horseradish 10 lb
- 41279 - OG Radish Daikon Purple 10 lb
- 41220 - OG Squash Pie Pumpkin 35 Lb
- 43185 - OG Persimmon Hachiya 16-18ct
- 42180 - OG Cranberries Bag Biodynamic 24/12 oz.
- 43214 - OG Pear Bartlett US #1 Pouch 12/2 lb.

CONVENTIONAL MARKET NEWS

OUTLOOK FOR OCTOBER 15 - OCTOBER 22, 2015

RED PEPPER & MINI PEPPER OUTLOOK

ALERT!

Here's the **Pepper** outlook through the end of 2015:

Color Field Peppers are going into an overall market shortage now through December. Expect higher pricing and less availability. 15 lb. **Fancy Red Peppers** and **Mixed Color Sweet Mini Peppers** look to be most impacted. California production is winding down quicker than expected and the Mexico crop for later this fall has suffered from abnormal weather patterns. Sizing in Coachella is smaller than expected.

11lb. **Greenhouse Red, Yellow, and Orange Peppers** are limited since Canadian hothouses are finishing, Holland & Spanish product is limited, and Mexico is not in full swing yet.

Green Bell Peppers are limited and are expected to remain limited due to transition and a possible gap between California and Mexico. East Coast supplies are not large enough to make up the difference.



CV MANDARINS

California is on the verge of starting the new season on **Clementine Mandarins** with your favorite labels of "Halos" and "Cuties". Our first load of 10/3 Halos is expected the first week of November.

With that said, expect an increase of imported **Murcott Mandarins** by next week and with this increase, much cheaper prices going forward. The importers will be very aggressive on the Chilean fruit in order to keep and hold on to their business, mostly in the East.

Quality, color and flavor is very good on this late fruit which should keep the attraction for this fruit if not only for the price. Moroccan and Spanish fruit still looks to start by the 15th of November and kick off the start of 5 lb.'s.



CV STRAWBERRIES

ALERT! The situation on **Strawberries** will not improve this week. Hot temperatures are causing more quality issues and putting more stress on the plants. Prices will remain high, supplies limited, and shelf-life very short. We recommend cutting back your **Strawberry** display size at this time.

One positive note, most plants are in the ground in Florida. Earliest estimates are for fruit around Thanksgiving, but that all depends on the weather. Stay tuned for more Florida **Strawberry** updates as we get closer.

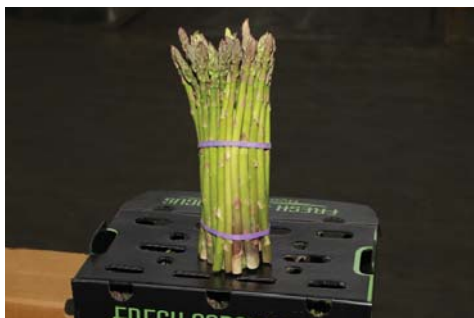


CV ORANGES

The first California **Navel Oranges** of the season are on the road and should be here for delivery the first part of next week. As we have mentioned before, sizes will be peaking on the smaller sizes with some 72 counts with little to no 56 counts.

As we wait for these, we will wind down the import **Navel** and **Midnight Valencia Oranges**, which are tight this week as importers wait for new arrivals hitting next week.

Florida is shipping **Early Gold** and **Early Hamlin** on **Juice Oranges** with a few **Amber sweet**.



CV ASPARAGUS

Asparagus is in steady supply this week out of Peru. Mexico has also started to ship product into the U.S. Most of the Mexican product will stay west as the freight cost will put it at a disadvantage against the Peruvian product.



CV CUCUMBERS

Quality is outstanding on nice Mexican **Super Select Cucumbers**. Pricing is steady to higher.

Cello Wrapped Cucumbers remain limited from Canada. Mexico is expected to start in a light way within a few weeks.



CV CELERY

Celery is very limited. Canada and Michigan are finishing, pushing demand to California. Additionally, California supplies are limited too. Pricing is trending up, with light supplies heading into November.



CV BROCCOLI & CAULIFLOWER

Quality on California **Broccoli Crowns** is outstanding. Pricing is steady. Virginia supplies are limited and it will be hit and miss if we have them. **Broccoli** bins are still available with nice quality.

ALERT! **Cauliflower** supplies are extremely limited and pricing will be higher this week. Quality has been nice. Bins are still available with nice quality.

Orange, Green, and Purple Cauliflower remain limited.



CV LEMONS

There is a steady flow **Lemons** shipping from California and Arizona, and we are seeing a good amount of the larger sizes, unlike what we were getting from the Oxnard and Santa Maria area which were mostly 165 counts and smaller. Prices are starting to show a little flex downward.

Supplies coming from Mexico have increased and with fruit still coming from Chile, prices are substantially cheaper on the imports over the domestic fruit.



CV GRAPEFRUIT

We are winding down the inventory on California **Grapefruit**. Florida is slowly picking up volume on **Red** and **Dark Red Grapefruit**, mostly 40 counts and smaller with few 27's and larger of which they are getting big money for.

We will be loading the first **Texas Rio Star Grapefruit** this weekend as they kick off their new season.



CV BLUEBERRIES

Argentina **Blueberries** will start to arrive in better volume next week. Prices will ease down slightly. The pipeline is very empty and will take some time to fill up. Promotable volumes and prices are expected around the last week of October.



CV RASPBERRIES

High temps are continuing to cause lower **Raspberry** yields and soft berries. This will continue throughout the week. Shippers are hopeful that a few cooler days will turn the market around, but that is yet to be seen. Markets will hold steady.



CV BLACKBERRIES

Blackberry supplies will continue to increase this week. However, we are keeping a close eye on quality. There is a lot of suspect quality fruit in the market. Prices will continue to ease down. Look to promote **Blackberries** over the next few weeks.



CV LETTUCE

Iceberg Lettuce is steady from California. Quality is decent. Canadian **Iceberg Lettuce** is finished. Over the next few weeks, pricing is expected to trend up. There are still some heart related issues and also a gap is expected between the end of Salinas and the start of Yuma, AZ (mid to late November).

Romaine Lettuce is trending up in pricing. We will continue to have California and New Jersey product.

Green Leaf and **Red Leaf Lettuces** are steady in pricing and nice quality.

Romaine Hearts are steady with nice quality from California.



CV GRAPES

It's **Autumn King** Time!

The **Emerald Seedless Grapes** have finished, but the **Autumn King's** flavor and size are fantastic. There is a bountiful yield of this variety which will be harvested for the next few weeks. There will be promotable volume. These will be available through Thanksgiving and the will finish with the Luisco, which will go into storage, to be released in December. You will see some of this variety from smaller growers which will not go into storage.

Growers are still into the **Scarlet Royal Harvest** for **Red Seedless Grapes**. These later fields are producing an amazing crop with great flavor, full color and very sound condition. The harvest on these should last another couple of weeks with **Vintage** and **Crimson's** being harvested for the late deal.

Autumn Royal Black Seedless are still being harvested enough to keep up with demand. They have good size, flavor and solid black color.



CV POTATOES

Idaho Count Potatoes continue to be a challenge this week as far as quality and price goes. With the depressed markets and poor yields coming out of the field many shippers are unable to come up with the proper product to ship to the market-place.

The next few weeks in Idaho counts are expected to be challenging with poor quality and pricing should start to increase. The poly market in Idaho is steady in price despite the fact that supplies have been limited on the smaller product.

Prince Edward Island (PEI) product will get started this week on **Whites** and **Russets** – there is a decent price advantage on this product.



CV TOMATOES

Beef Tomatoes are limited and pricing is higher.

Cluster Tomatoes are limited from Canada and Mexico with higher pricing.

Two layer Vine Ripe Tomatoes and **25 lb. Vine Ripe Tomatoes** are steady, with no real change in pricing, but maybe up a little bit.

Roma Tomatoes remain limited with steady to higher pricing.

Grape and **Cherry Tomatoes** are extremely limited from Florida and Mexico and pricing is up.

Campari Tomatoes are about steady with pricing up a tad.

IN OTHER NEWS:

CV FENNEL

The flush on **Fennel** is over and pricing is trending up. Quality is outstanding.

CV CABBAGE

Cabbage supplies are good with steady to lower pricing. Bins are available (60ct) with steady pricing.

CV EGGPLANT

Eggplant is steady from New Jersey and should be for another week or so and then we will transition to Georgia or Mexico.

CV SQUASH

Mexican **Green Zucchini** and **Yellow Squash** have nice quality (this is a 24lb box vs. a 20lb Eastern box). Supplies are steady.

Hard Squash supplies are steady from the East Coast.

CV ROMANESCO

We will have 12ct PA grown **Romanesco** again this week.

CV MELONS

Cantaloupes and **Honeydew** from California will be just about all cleaned up. Most demand will shift to Arizona. Prices will be up slightly this week as the demand shift will put a strain on supplies.

CV ONIONS

Onions are steady this week and quality out of NV has been fantastic.



For more info on what's in season, check out producegeek.com!