

ORGANIC MARKET NEWS



OUTLOOK FOR OCTOBER 28 - NOVEMBER 4, 2016

PEAK SEASON FINISHED FOR ORGANIC STRAWBERRIES

ALERT! Peak season is officially over for 2016 on **Organic Strawberries**.

Organic Strawberry supplies will be extremely tight as California harvests slow to a trickle. Mexico (Baja) will have very light production too during the rest of fall and early winter.

Expect sporadic out-of-stocks prorates. Prices are higher already and retailers will be forced to raise retail price-points due to the limited supplies.



OG ZUCCHINI

Organic Zucchini is in abundant supply out of FL and Mexico. The Mexican glut may last awhile, as they are reporting low demand for their product.

Now is a fantastic time to build big displays at sharp price points. Encourage use ideas that include "zoodling" (making zucchini noodles or spirals), which has become very popular in food media.

FL reports good supplies through the first week of November.



OG APPLES

New crop Washington **Organic Cameo** and **Opal Apples** have arrived and steady supplies are expected with excellent quality.

Washington **Organic Piñata Apples** continue in limited supply. If you like a sweet apple, this is one of the best of the season!

New crop **Organic Envy Apples** have arrived in limited supply. Envy is a trademarked brand of the Scilate apple variety (a cross between Royal Gala and Braeburn).

Organic Fuji Apples are in excellent supply out of Washington with promotional opportunities available. Early **Organic Fuji Apples** are expected to finish up in Mid-November when we expect to see prices rise.

Heirloom Orchards in Oregon are gapping this week, but the next varieties are **Organic Arkansas Black** and **Winesap Apples**.



OG LETTUCE

ALERT! California growers are reporting issues in the fields on **Organic Red Leaf** and **Romaine Lettuce**, including brown discoloration on stems, and occasional leaf margin (tip) browning. Prices are fairly steady. This will continue during the "transition" (throughout November) of moving from old fields in Salinas and Santa Maria to new fields in Huron, and later in Arizona.

Organic Red Butter and **Green Butter Lettuces** are in decent supply out of CA. Canada is done.

Organic Iceberg Cello Lettuce packs are in good supply.

Some deals are available on **Organic Romaine Hearts**, and the quality heart packs look pretty good. Prices are somewhat unstable because once this flush goes away, prices will likely increase headed towards mid-November.



OG CUCUMBERS

Organic Cucumbers are in abundant supply out of Mexico. Quality has been very good. Florida reports adequate supplies of **Organic Cucumbers**.

Organic Euro (Seedless) Cucumbers are in very good supply.



OG FALL FRUIT

Organic Hachiya and **Fuyu Persimmons** are back in season. November will be the best month to promote.

California **Organic Pomegranates** are in steady supply and have switched to the "Wonderful" variety. 90lb. wooden bins are available.



OG ASPARAGUS

Organic Asparagus supplies are coming in steadily from both Mexico and Argentina. Product quality has been very good so far. Expect increasing supplies next week.

Abundant quantities of **Organic Asparagus Tips** are available this week, as well as a few **Organic Purple Asparagus**.



OG PEPPERS

Organic Green Peppers are in limited supply out of CA. GA reports limited supplies as well, and they're ending soon.

FL is just getting started with harvests this week.



OG RADISHES

Organic Radishes are in good supply out of CA and with the volumes shippers have lowered their prices.

Organic Red Radishes look good, and there are limited supplies of **Organic Purple** and **Pink Bunched Radishes**.



OG MELONS

New crop Mexican **Organic Cantaloupes** are expected to arrive this weekend.

New crop Mexican **Organic Honeydew** should become available in November



OG CABBAGE

Organic Trimmed Green Cabbage is in good supply out of NY. CA and Canada report good supplies of **Organic Green Cabbage**.

Organic Red Cabbage is in good supply out of NY, Canada, WI, and CA.

Organic Napa and **Savoy Cabbage** are in good supply.



OG PEARS

Washington **Organic Anjou, Bartlett,** and **Bosc Pears** continue in steady supply. Pricing, overall, is higher this season.

Washington **Organic Asian, Starkrimson,** and **Red Bartlett Pears** continue in very good supply.

New crop Washington **Organic Comice, Concorde,** and **Seckel Pears** have arrived in limited supply.



OG CA CITRUS

California **Organic Navel Orange** supply continues to improve, with prices beginning to slide off slightly. This is expected to continue for the next few weeks.

California **Organic Valencia Oranges** will wrap up for the season in November.

California **Organic Satsuma Mandarins** have been delayed and are now expected sometime near the 2nd or 3rd week of November due to immaturity.



OG PAPAYAS

ALERT! Organic Formosa Papayas will be very limited next week. Growers in Mexico are still recovering from tropical storms that wiped out thousands of papaya trees. Supplies will be limited during November.



OG HASS AVOCADOS

Organic Hass Avocados are crossing more regularly this week. Shippers are still holding out for top dollar, but pricing is easing down a little. Supplies should be fairly steady.

Equal Exchange FAIR TRADE Mexican fruit will be out of stock until November 7.



OG MANGOS

Organic Mangos are in good supply this week from Ecuador. We have 10 and 12ct Tommy Atkins.

Organic Ataulfo Mangos are very limited with none expected next week.



OG BERRIES

Organic Cranberries have good supplies are expected through Thanksgiving. The next 4 weeks will be the best time of the year to promote!

Organic Raspberry supplies are expected to improve in early November. Prices should decline and be promotable.

Organic Blackberry supplies are steady out of Mexico.

Chilean Organic Blueberries continue in limited supply with high pricing.

Columbian Organic GoldenBerries (Cape Gooseberries) are in good supply. The peeled berries are selling well.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is in steady supply out of CA, although the price has begun to move upward. Supplies are not as robust, but are not limited by any means. Both 14 ct and crowns are arriving in good quality.

PA expects limited supplies of Organic Stalk Broccoli this week.

Organic Cauliflower is in better supply this week out of CA and Canada. Product quality is still hit or miss, and Canada is expected to end this week.

Organic Orange Cauliflower is in limited supply out of CA.

NY reports slow growth on Organic Romanesco. It may be next week until it is ready, but may have some purple tinge on it due to the cold.



OG TOMATOES

Organic Round Tomatoes are in tight supply out of Mexico on 20lb. sized. 15 lb Hothouse tray packs are in limited supply.

Organic Cherry Tomato supplies are now trickling in out of FL and will improve for November.

Organic Grape Tomatoes are in good supply out of Mexico. FL is increasing in supply too.

Organic Roma Tomatoes out of Mexico are increasing in supply. Prices will move down next week.

Organic Cluster Tomatoes from California are out for the time being. Some shippers in Mexico report good volume and lower prices this week though.

OTHER STORIES:

- California Organic Black and Red Grape supplies are firm, but steady. California Organic Green Grapes are in a slight gap, but more fruit is expected early next week with higher prices.

- Florida reports limited supplies of Organic Globe Eggplant, while NY still has a few Organic Japanese Eggplant. CA reports very limited supplies, and Mexico has not begun their harvests.

- Organic Brussels Sprouts are in better supply out of CA this week. NY is finished its harvests this week. Organic Pineapples are in steady supply for next week. Quality has been excellent.

- Organic Green Beans are in limited supplies out of CA. Prices are still high. Quality is good to very good.

- Loose Organic Burdock Root is in limited supply out of CA. Organic Cello Burdock Root is finished out of WI.

- Most Organic Greens are coming out of CA at this time of year. Availability is good on Organic Kales, Collards, and Chards. FL will start in about 1 days on Organic Cooking Greens, such as all varieties of Organic Chard, Collards, Dandelion, and Kales.

- Organic Spinach is in good supply out of CA with lower prices than we've seen all year. Quality has been good to very good. Expect prices to tighten up again in early November.

- California Organic Grapefruit supplies continue to be extremely firm with very high pricing and only smaller sizes are available. This is expected to continue to improve over the next couple of weeks.

- Organic Pineapples are in steady supply for next week. Quality has been excellent.

NEW ITEMS OR BACK IN SEASON

IN STOCK NOW OR ARRIVING THIS WEEK

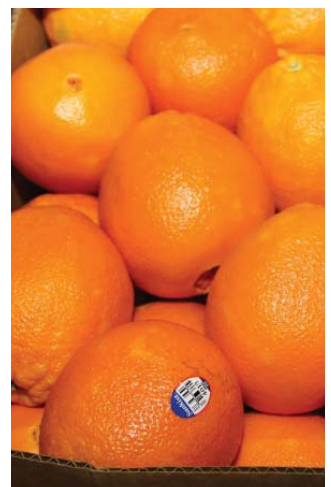
ORGANIC

46007 - OG Mayer's Apple Cider	9/59 oz
42089 - OG Apple Envy WXF 56ct/80 sz	27 lb
43428 - OG Apple Opal 50 ct	72 sz/27 lb
42910 - OG Apple Pinata WXP	80/88 ct
43457 - OG Apple Winesap 56/78	28 lb
44016 - OG Lemon Meyer Fancy USA	20 lb
44121 - OG Orange Navel Fancy California	56 ct
44100 - OG Orange Navel Fancy California	88 ct
44099 - OG Orange Navel Fancy California	10/4 lb
43694 - OG Cantaloupe Mexican	9 ct
43815 - OG Starfruit	5 lb
44111 - OG Eggfruit (Canistel)	5 lb
43203 - OG Persimmon Fuyu 1-Layer	20-28 ct
43199 - OG Perimmon Hachiya	21-32 ct
41005 - OG Squash Spaghetti #2	35 lb
41350 - OG Tomato San Marzano	22 lb
41389 - OG Tomato Heirloom	10 lb
41384 - OG Tomato Cherry on Vine	10/12 oz



CONVENTIONAL

05495 - CV Apples Crispin/Mutsu East	72/80 ct
05250 - CV Apples Macoun East 72/88 ct	40 lb
05080 - CV Apples Macoun	12/3 lb
05254 - CV Apples Macoun Tote 8 ct	40 lb
05405 - CV Apples Stayman East	80/88 ct
05075 - CV Apples Stayman East 2-1/2	12/3 lb
06509 - CV Pears Red Anjou 45/50 ct	22 lb
13946 - CV Clementines California	10/3 lb
13555 - CV Oranges Navel Sunkist	48 ct
13602 - CV Oranges Navel Bin 48 sz Premium	912/bin
13560 - CV Oranges Navel Sunkist	56 ct
13565 - CV Oranges Navel Sunkist	72 ct
13570 - CV Oranges Navel Sunkist	88 ct
13575 - CV Oranges Navel Sunkist	113 ct
13611 - CV Oranges Navel Sunkist	8/4 lb
13295 - CV Oranges Juice Florida	100 ct
13330 - CV Oranges Juice Florida	10/4 lb
13400 - CV Oranges Navel Florida Premium	48 ct
13415 - CV Oranges Navel Florida Premium	80 ct
13995 - CV Clementines Import 24s/Larger	5 lb
13990 - CV Clementines Import 32s/Larger	5 lb
10097 - CV Blueberries Jumbo Driscoll's	12/6 oz
10044 - CV Blueberries Driscoll's	12/6 oz
10620 - CV Grapes Green Pretty Lady	18 lb
10715 - CV Grapes Red Pretty Lady XLG	18 lb
10867 - CV Grapes Black Pretty Lady	18 lb
00191 - CV Cardoon	19 lb
01244 - CV Artichokes Baby Clam	12/2 lb
01099 - CV Corn Bi-Color Tray	12/4 ct
02385 - CV Squash (Acorn/Butternut/Spaghetti)	600 lb



season & steam®

NEW!



Season & Steam packaging offers users the option to open the bag, pre-season contents to their flavor preference, reseal and steam.

- Gusset Bottom for Face-Forward Presentation
- Shelf-Ready Simple Merchandising
- Bilingual Packaging
- Grown in California
- 3-Minute Meal Solution
- Available Year-Round
- 17-Day Shelf Life
- Washed & Ready to Serve



NOW AVAILABLE AT FOUR SEASONS THIS WEEK:

02294 - CV Ocean Mist Season & Steam Sweet Baby Broccoli	8/8oz
02293 - CV Ocean Mist Season & Steam Sweet Artichokes Micro	10/2 ct
03261 - CV Ocean Mist Season & Steam Sweet Brussels Sprouts Quick Cook (Halves)	12/1 lb

WE ALSO OFFER:

00686 - CV Ocean Mist Season & Steam Brussels Sprouts Micro	12/1 lb
03262 - CV Ocean Mist Season & Steam Brussels Supershreds	12/12 oz
01249 - CV Ocean Mist Season & Steam Kalettes	8/6 oz



CONVENTIONAL MARKET NEWS

OUTLOOK FOR OCTOBER 28 - NOVEMBER 4, 2016

CV SQUASH OPPORTUNITIES



Zucchini and Yellow Squash are abundant and beautiful from Mexico.

Pricing is quite low, allowing for sharp retail pricepoints and massive displays during early to mid-November.



Hard Squash is plentiful from the East Coast with steady to lower pricing.

November will continue to present opportunities to build big displays on **Acorn, Butternut, and Spaghetti Squash**, plus have supplementary displays on some of the seasonal varieties like **Hubbards, Carnival, Turban**, and others.



CV STRAWBERRIES

ALERT! Rain is in the forecast this weekend for California. This will basically finish off the **Strawberry** season for most growers. Demand has shifted to Mexico and they aren't ready to support this increase yet.

Look for high prices and very tight supplies this week. This is expected to continue into the Thanksgiving holiday.

Florida "plug plants" are coming along nicely. We could see our first fruit before the holiday.



CV LETTUCE

ALERT! California **Iceberg Lettuce** is transitioning from Salinas, CA to Huron, CA, where it will be for about two to three weeks until Yuma, AZ starts.

California quality is just okay right now. We have experienced some poor arrivals from some shippers. Dole has been some of the nicer product.

We will have product from New Mexico this week, where quality has been good and pricing much more aggressive than the California product.



Overall, **Romaine Hearts** remain promotable, with pricing up a tad this week. The one major factor that may affect the market moving forward is California rain this week, but it is too hard to say right now.

Leaf Lettuce is steady from California and New Jersey.



CV GREEN BEANS

ALERT! Green Beans are limited from Georgia with steady, but high pricing. Quality is nice.



CV CAULIFLOWER

Cauliflower is steady from California with nice quality.



CV HASS AVOCADOS

Mexico began harvesting **Hass Avocados** again and the pipeline began to refill. Prices should stabilize and fall to slightly more normal levels, barring any further disruptions.



CV BERRIES

Promote Blueberries! Peru and Argentina are sending good volumes and Chile has started to send fruit as well. Pricing will be very promotable this week and early November.

Driscoll's has regular and JUMBO sized **Blueberries** available from Mexico.

Promote Raspberries and Blackberries! Mexican production is good and will continue.



CV PEPPERS

Green Peppers are in great supply this week with promotable price levels. Quality is good and we will have California product this week.

11lb Greenhouse Red Bell Peppers are plentiful from Mexico and Canada with lower pricing this week and very promotable. **11lb Yellow and Orange Peppers** are steady.

15lb Red Field Peppers are limited out of CA.

12/11lb Mini Mixed Sweet Peppers are steady.



CV CUCUMBERS

Cucumbers are flush from Mexico and beautiful - promote! Pricing will be lower this week.

Cello Wrapped Cucumbers are steady with supply from Canada and Mexico.

12/6 ct Mini Seedless Cucumbers are a bit limited with an uptick in price this week.



CV FL GRAPEFRUIT

While the industry is not operating at full speed, they are finally shipping moderate volumes of **Red Grapefruit**. Next week should see significant increases in packed domestic cartons.

As predicted, sizes are peaking on 40ct/48ct as most grower/shippers are spot picking to prevent an over-supply of small fruit. Larger sizes are trading at premium prices as price discounting has already started for smaller fruit.

Florida Grapefruit quality is excellent as we will be experiencing our first cool weather of the season this week.



CV FL ORANGES

Demand for **Florida Juice Oranges** was heavy last week with many customers pre-booking for this coming week.

Pricing will remain unchanged this week with **Hamlin's** commanding premiums over **Amber Sweets** that are beginning to be discounted by grower/shippers so as not to get caught with old inventory in coolers.

Brix levels are at minimums but will begin to improve with upcoming cooler weather. Quality and shelf life are good with few arrival issues.



CV FL FALGLO TANGERINES

Falglo Tangerines were packed heavily this week with shippers offering discounts to keep this variety rotated. The industry shipped approximately 50 loads last week and we would expect this amount to increase next week.

Prices are expected to be lower as this variety will not be available for much longer.



CV TOMATOES

Campari Tomatoes are promotable with lower pricing.

Beef and Cluster Tomatoes are steady.

Vine Ripe Tomatoes are limited with steady pricing. **Roma Tomatoes** will be lower in price this week.

Grape Tomatoes are flush with lower pricing this week. Cherry Tomatoes remain limited, with an ease in pricing.



CV APPLES

Gala: This early-to-harvest apple now has full availability. Sizing and quality are great with this year's crop. Gala remains the most popular domestic apple and is a requirement of most promotions.

Honeycrisp: Demand has been strong with sizing slightly larger than normal and great quality. Extra jumbo fruit (56-48s), encourages potential holiday promotions on jumbo fruit.



CV MELONS

Mexican and Arizona **Melon** production will continue to increase this week. Look for prices to come down slightly as volumes increase.

Promote **Watermelons** this week! Mexican production increased significantly and demand is off due to change of seasons.



Fuji: Growers are nearing the end of harvest and now have full availability of this popular apple. Sizing is large to extra-large, with the same special jumbo fruit availability as Honeycrisp.

Pink Lady: We are on the front end of Pink Lady harvest, and the first packing run revealed lots of large sizes (72s, 80s, and 88s) and incredible color. Pink Lady is a great item to advertise.



CV BRUSSELS SPROUTS

Brussels Sprouts quality is fantastic, with an up-tick in price. We can feel the fall and Thanksgiving demand starting to pump up.

We will have **bulk, stalks, 1# mesh bags, clamshells** and the **micro packs** consistently.

Braeburn: Harvest is complete and sizing is large and has good availability and encourages promotions in the late fall and early winter on this apple.

Granny Smith: Harvest is finishing up now and quality is very nice with good green color this year. Even with the expansion of new varieties, Granny remains a big item for Thanksgiving and Christmas and needs to be part of promotion plans.

Golden Delicious: Harvest is complete and it's shaping up to be a good year for Golden Delicious. This apple still ranks high in the apple category as it's a great culinary and baking apple.

Red Delicious: The color and quality of Reds is outstanding this year. Many people grew up with this apple are still looking for them as a regular item. Color and size are at an all-time best. Other varieties like the Pinata, Jazz, Envy and Jonagold are in good volume.



NEW:

03391 - CV Dole Creamy Balsamic Kit 6/10.6 oz

Replacements:

03392 - CV Dole Premium Romaine 6/9.5 oz
(replacing 03989 - CV Dole Leafy Romaine 6/9 oz)
03393 - CV Dole Very Veggie 6/10 oz
(replacing 03977 - CV Dole Very Veggie 6/12 oz)



Dole has changed "Classic Romaine", "Just Lettuce", & "Greener Select" to a Family Size pack (15oz):

03394 - CV Dole Classic Romaine 6/15 oz
03395 - CV Dole Greener Select 6/15 oz
03396 - CV Dole Just Lettuce 6/15 oz

Available for delivery next week (first week of November.)



Displays of the Week!

