

# ORGANIC MARKET NEWS



OUTLOOK FOR OCTOBER 29 - NOVEMBER 5, 2015

## ORGANIC TOMATOES IN LIMITED SUPPLY

**ALERT!** **Organic Round Tomatoes** are in VERY tight supply. Mexico has not been crossing much at all, and are lucky to get one or two shipments a week for the industry. Florida growers will not start for some time. **Organic Cluster Tomatoes** are in somewhat better supply out of CA and Mexico. PA reports light volume in **Organic TOV** and **Loose Tomatoes** out of hothouses.



**Organic Grape Tomatoes** are in good supply out of FL and Mexico. Next week should see prices come down a little. Our pack from Mexico is the new top-seal from Red Sun.

**Organic Rainbow Cherry Tomatoes** are tight out of both FL and Mexico.

CA **Organic Heirloom Tomatoes** are available in limited supplies.

**Organic Roma On the Vine Tomatoes** are in good supply out of Mexico.



### OG BROCCOLI

**Organic Stem Broccoli** supply has increased over last week out of CA, so expect to see a slight price decrease this coming week. Quality has been very good, but over the next few weeks quality could become more of a challenge.

**Organic Broccoli Crowns** are available in better supply out of CA.

**Organic Broccoli** out of PA is steady in supply with good quality. Expect PA product to continue on a regular basis through the middle of November. Our Amish grower is packing jumbo heads with a trimmed stalk.



### OG BERRIES

**ALERT!** The **Organic Strawberry** situation has gotten worse. Prices are skyrocketing and supplies are dwindling fast. No major improvements are expected for a couple months.

**Organic Raspberry** supply has reversed and is back in tight supply.

Mexican **Organic Blackberries** continue to be very limited with high prices. Upon writing this it is still unknown the full effect the hurricane had on this crop.

**Organic Blueberries** out of Argentina and Chile continue in extremely limited supply and are very expensive. This is expected to improve over the next few weeks.



### OG LETTUCE

**ALERT!** **Organic Lettuce** is in very tight supply out of CA. Product quality ranges from poor to good. Most heads will show discoloration on the leaf edges, as well brown discoloration at the stem area. This QC condition challenge will continue over the next couple of weeks.

Lady Moon Farms in Florida will begin their **Organic Lettuce** harvests later in November.



## OG CRANBERRIES

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

Wisconsin **Biodynamic Organic Cranberries** are in steady supply in 12 oz. bags and 8 oz. clamshells.



## OG GOLDENBERRIES

New Columbian **Organic GoldenBerries (aka Cape Gooseberries)** are expected to arrive this week. Try this exciting new item!

**Organic GoldenBerries** are a nutrient-rich fruit that tastes tangy and slightly sweet.



## OG MELONS

We expect to see some Mexican **Organic Cantaloupes** this week in very limited supply. This crop is expected to only last 4-6 weeks and then be done again. Prices are expected to be firm.



## OG CUCUMBERS

**Organic Cucumbers** have increased in supply out of Mexico, even after the hurricane hit. Quality has been nice.

Florida continues with limited supplies of **Organic Cucumbers**, but quality is very good.

**Organic Hothouse Cucumbers** are in good supply out of Mexico and Spain.



## OG GRAPES

**Organic Red and Black Grapes** continue to firm as supplies shrink and end of the season draws near.

**Organic Green Grapes** are expected to finish up for the season by the beginning of November.



## OG PAPAYAS

**Organic Formosa Papayas** should be in decent supply for the last week of October. The hurricane in Mexico fortunately did not affect our supplier's growing region. Sizing will be slightly different with a more round shape in the short-term.



## OG ZUCCHINI

**Organic Zucchini** is in better supply out of CA and Mexico. Prices have been going down prior to the hurricane.

Florida is reporting adequate supplies of **Organic Zucchini**.



## OG PEPPERS

Holland is all but done on **Organic Red, Yellow, and Orange Peppers**. Israel is just starting this week, but supplies are expected to be limited.

Better supplies are available out of Mexico.



## OG SPINACH

**Organic Spinach** is in better supply for this coming week. Quality has been good to very good and markets are lower than they have been in about a month. Expect tighter supplies the first week of November out of CA.



## OG POMEGRANATES & PERSIMMONS

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

California **Organic Hachiya Persimmons** are back and **Organic Fuyu Persimmons** are expected to arrive before the end of October.

Hachiya (cone-shaped) must ripen to extra soft for eating, while Fuyu (flat) can be eaten hard.



## OG APPLES

Over the next 3-4 weeks expect some supply gaps on **Organic Apple** varieties like **Gala** and **Granny Smith**, as shippers are waiting for controlled atmosphere rooms to qualify to be called CA, driving prices even further skyward.

**Organic Ambrosia Apples** from Canada are in ok supply with excellent quality and high prices.

**Organic Heirloom Apple** this week include **Arkansas Black, Calville Blanc, Mutsu, Spitzenburg,** and **White Permain.** POS material is available, so make sure to ask your salesperson.

Washington **Organic Honeycrisp Apples** have gotten extremely limited while there is a small amount of fruit locked up in CA storage. When this fruit is released, expect limited availability and extremely high prices.

Washington **Organic Jazz, Jonagold, McIntosh,** and **Pinova Apples** are in extremely limited supply with excellent quality and high prices.



## OG CA CITRUS

**NEW! Organic Satsuma Mandarins** are in stock this weekend with limited fruit to start. But good supplies are right around the corner on this easy to peel, sweet fruit.

**Organic Navel Orange** crop is ramping up with prices starting to ease slightly, and supplies and quality are improving.

California **Organic Star Ruby** and **Rio Red Grapefruit** supplies are expected to ramp up in volume over the next couple of weeks. Prices should start to ease at that point.

**Organic Lemon** supply continues to improve with falling prices and improving quality. Look for promotional opportunities.



## OG AVOCADOS

**Organic Hass Avocados** continue to be in great supply! All sizes are promotable right now.

We are also offering a very nice smooth, green-skinned **Organic Avocado** of Florida right now as well.

Four Seasons is excited to offer the Equal Exchange Fair Trade avocado program again this year! For more information on this great program check out: [www.beyondthepeel.com](http://www.beyondthepeel.com) or contact your Four Seasons sales associate.



## OG HARD SQUASH

**Organic Acorn, Butternut, Buttercup, Pie Pumpkins, Red Kuri,** and **Kabocha Squash** are available in good supply out of Wisconsin.

Supplies of all **Organic Hard Squash** out of PA have been depleted, with the exception of **Organic Pie Pumpkins** and **Butternut Squash.**

We will begin to see prices move upward, with the added freight from regions such as WI and CA.



## OG GREEN BEANS

Local PA **Organic Green Beans** are finished for the season, but there is adequate supply of CA at this time. Quality has been good from multiple shippers, and the market is steady.

**Organic Yellow** and **Purple Beans** are in limited supply until the beginning of November out of California.

# IN OTHER NEWS

- **Organic Lime** supply continues improving and we are starting to see prices fall.

- New Zealand **Organic Gold Kiwifruit** are now only available in a 10/1 lb. pouch bags. Some larger Italian fruit should be expected in a couple of weeks.

- **New Zealand Organic Green Kiwifruit** is starting to wrap up for the season with just a couple of weeks left. **Italian Organic Green Kiwifruit** is now available in good supply.

- **Organic Pineapples** will be in good supply next week. We will have a good supply of high quality Costa Rican fruit available.

- There will be a 3-4 week gap in the **Organic Mango** season. Ecuador will begin shipping around the 2nd week of November.

- **Earthbound Organic Salad** supplies are rebounding and should be at full strength by the end of October.

### LOCAL UPDATE:

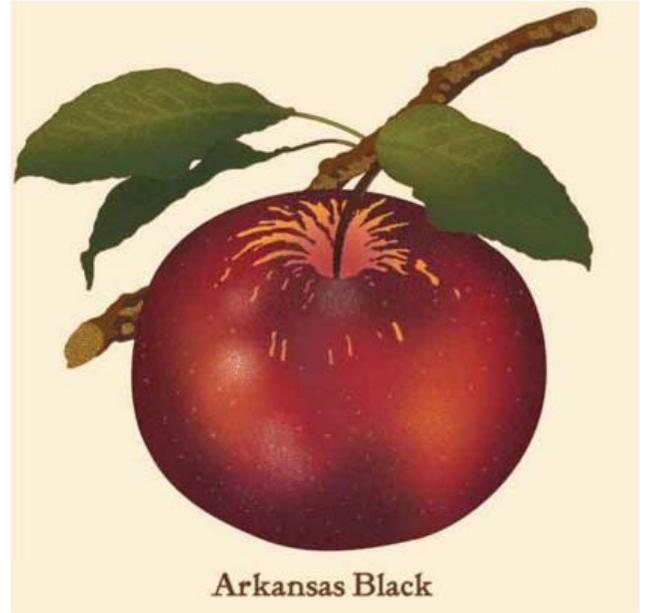
- Pedersen Farms in NY state reports good supplies on **Organic Green Cabbage**, and also have **600 lb. Organic Cabbage Bins** available for processors. **Organic Romanesco** will continue through this week as well.

*New!*

# AT FOUR SEASONS

## ORGANIC

- 43096 - OG Apple Arkansas Black, Heirloom 28 lb.
- 43062 - OG Apple Pacific Rose Wash. 80/88 ct
- 44040 - OG Satsuma Mandarins Calif. Med. 25 lb.
- 43291 - OG Pear Comice 35/45 ct 22 lb.
- 42182 - OG GoldenBerry W/Husk 12/5 ct
- 42181 - OG GoldenBerry Peeled 12/5 oz
- 42179 - OG Cranberries Clam Biodynamic 12-8 oz
- 46110 - OG Passion Fruit 30-40 ct
- 43636 - OG Kiwi Fruit Gold Pouch Bag NZL 10/1 lb.
- 43203 - OG Persimmon Fuyu 1-Lyr 20-28 ct
- 42957 - OG Quince 1-Lyr USA 20/24 ct
- 41379 - OG Tomato Grape Premium Top-Seal 12/1 pt
- 41358 - OG Tomato Heirloom CA 10 lb.
- 41485 - OG Onion Pearl White 12/8 oz
- 41486 - OG Onion Pearl Yellow 12/8 oz
- 41487 - OG Onion Pearl Red 12/8 oz



## NEW FROM TASTEFUL SELECTIONS

- 41970 - OG Potatoes Baby Ruby Sensations 1 Bite 12/1.5 lb.
- 41971 - OG Potatoes Baby Honey Gold 1 Bite 12/1.5 lb.
- 41972 - OG Potatoes Baby Sunrise Medley 1 Bite 12/1.5 lb.



For pricing availability or UPC info, contact your sales rep!

# CONVENTIONAL

- 13947 - CV Clementines Halos Bags 10/3 lb.
- 05405 - CV Apples Stayman East 80/88 ct
- 05075 - CV Apples Stayman East 2-1/2 12/3 lb.
- 05072 - CV Apples Stayman East Tote 8/5 lb.
- 14275 - CV Satsuma Mandarin Jumbo Fcy 22 lb.
- 14381 - CV Satsuma Mandarin Fancy Cal 10/3 lb.
- 17582 - CV Pummelos Sunkist Jumbo 12 ct
- 10660 - CV Grapes Red/White Combo Pretty Lady 9/2 lb.
- 17689 - CV Pom Wonderful Bin 30sz 420 ct
- 17759 - CV Pom Wonderful 1/2 Bin 22sz 154 ct
- 17754 - CV Pom Wonderful 1/2 Bin 30sz 210 ct
- 17757 - CV Pom Wonderful Stacker 22sz 154 ct
- 17755 - CV Pom Wonderful Stacker 30sz 210 ct
- 00191 - CV Cardoon Ocean Mist 19 lb.
- 04650 - CV Potatoes Yukon Russet PEI 10/5 lb.
- 00690 - CV Brussels Sprouts On Stalk 9 ct



# OCEAN MIST SEASON & STEAM



00686 - CV Brussels Micro 12/1 lb.



03264 - CV Brussels Micro Baby 12/1 lb.



03262 - CV Brussels Supershreds 12/12 oz



01249 - CV Kalettes 8/6 oz

**For pricing availability or UPC info, contact your sales rep!**

# CONVENTIONAL MARKET NEWS

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## CELERY EXPECTED TO BE LIMITED FOR THANKSGIVING

**Celery** remains on the limited side in regards to supply due to weather and growing conditions. It is expected to remain that way heading into Thanksgiving. There will be product, but not enough to support big ads at low prices across the country.

**Celery** harvest transition is starting from Salinas, CA fields down south to Oxnard, CA. Big 24ct and small 36ct are especially limited along with **Celery Hearts**. 30ct is not abundant, but more available than the bookend sizes. Quality remains nice at this point.

Please be sure to talk to your sales rep for specific information and if you are interested in pre-booking for Thanksgiving.



### CV LETTUCE

**Iceberg Lettuce** remains limited. Some shippers have started in Huron, CA. Supplies are expected to remain limited for the next few weeks. Quality is fair, pricing will be steady to higher.

**Romaine Hearts** remain limited from California with steady to higher pricing.

Supplies of **Romaine**, **Green Leaf**, and **Red Leaf Lettuces** are steady from California and New Jersey. Pricing is steady.

We will also have 12ct **Red Boston Lettuce** from NJ.



### CV CA CITRUS

The first shipment of California **Clementine Mandarins** are loading this week and will be available in the stores by the first of the week. The popular labels, both "**Halos**" and "**Cuties**", will be available. Our primary program will be on 10/3lb. Halos.

The volume is picking up on **Navel Oranges**. Size still peaks on 88 counts and smaller, but a few larger sizes are starting to become available.

The **Lemon** market is starting to show a little flex in price as supplies are much improved and pressure from cheaper imports are felt.

**Satsuma Mandarins** are in full swing and **Pumelos** have finally got under way and will be in by the first of the week.



### CV BRUSSELS SPROUTS

**Brussels Sprouts** are steady from California with nice quality for November promotion.

9ct **Brussels Sprouts on Stalks** are available for pre-book as well heading into Thanksgiving.

We will carry the Ocean Mist 12/1 lb. **Micro Baby** and 12/12 oz. **Supershrd Brussels Sprouts** again, in addition to the 12/1 lb. **regular Micro Brussels Sprouts**.



## CV SQUASH

There are promotable supplies of **Green Zucchini** and **Yellow Squash** this week from Mexico, Florida, and Georgia. Our main supply will be 24 lb. Mexican product (vs 20lb Eastern).



## CV MELONS

**Cantaloupe** and **Honeydews** will have steady supplies and prices this week out of Arizona.

The hurricane in Mexico didn't affect melon production too severely or cause too much of a market disruption. In fact, some growers are making spot deals on large sized fruit.



## CV PEPPERS

**Green Peppers** are steady from Florida & Georgia and limited from California. Our main source will be Florida and Georgia.

**11lb. #1 Grade Colored Peppers** and **25lb. Colored Choice Peppers** remain limited due to growing region transition on field and greenhouse product.



## CV POTATOES

**Potato** supplies continue to remain more snug as we approach the Holiday pulls. Prices are expected to remain strong this week and through the Thanksgiving demand.

Quality on **Red** and **Gold Potatoes** is excellent.



## CV BLUEBERRIES

Cold and rain continues to prevent **Blueberries** from coloring up out of Argentina. Limited supplies out of Peru and Chile will continue. Markets are expected to remain strong this week as we continue to wait for better volume.



## CV BLACKBERRIES & RASPBERRIES

More **Blackberries** are expected this week out of Mexico. Markets will adjust down slightly as volumes increase.

Steady supplies of **Raspberries** are expected this week out of California. Prices will be down slightly.



## CV BROCCOLI

**Broccoli Crowns** from California have nice quality, with slightly lower pricing this week.

We are expected to have nice Mexican **Asian-cut Broccoli Crowns** this week as well.

**Local Bin Stem Broccoli** is limited as the season slows down in PA and NJ.



## CV STRAWBERRIES

**Strawberry** supplies out of California will remain extremely limited this week. The heat and rain over the past few weeks have really stressed the plants, causing small fruit and low yields. We will begin to see some Mexican fruit begin to enter the market this week. Volumes will be light getting started and won't have much impact on pricing.



## CV COLLARDS & KALE

**Collards** and **Kale** from New Jersey should be steady in supply and pricing heading into Thanksgiving.

We will also have the North Carolina **Kale** with steady supply.



## CV ONIONS

Overall, **Onion** supplies seem to be on the lighter side, however demand is weak. It seems we are in the pre-Holiday lull. Prices will remain on the low side and are steady, but demand will increase soon and prices will move up quickly.



## CV GRAPE & CHERRY TOMATOES

**Grape and Cherry Tomatoes** are steady.



## CV EGGPLANT

**Eggplant** remains a good item to promote. There is nice quality and aggressive pricing from Georgia.



## CV CUCUMBERS

There is good supply of **Cucumbers** from Mexico and Florida. Pricing will be down. Our main supply will be from Mexico for best quality, there may be spot deals on Florida product.

**12/6ct Mini Seedless Cucumbers** remain limited.

**Cello Wrapped Cucumbers** have started in Mexico and Canada will still go for another two weeks or so. This has caused pricing to fall.



## CV FL CITRUS

**FallGlo Tangerines** are winding down with Sunburst Tangerines already being picked. Still with light supplies, the market remains strong.

Volume on **Grapefruit** has picked up with the peak size being the 48 counts and smaller. It's a good time to promote bagged **Grapefruit**.

**Hamlin variety Juice Oranges** are now available.



## CV TOMATOES

**15 lb. Beef Tomatoes** will be lower in price this week from Mexico and Canada.

**Cluster Tomatoes** will be lower in price this week from Mexico and Canada (Canada will go another two weeks or so).

20 lb. two layer and 25lb bulk **Vine Ripe Tomatoes** are steady with excellent quality from Mexico.

**Roma Tomatoes** are steady to lower in price with nice quality from Mexico.



## CV KALETTES

The 8/6oz Ocean Mist **Kalettes** pack is now available and should be consistent supply. Pricing is steady.



## CV CAULIFLOWER

**Cauliflower** quality is nice, with steady to lower pricing this week from California.

**Local Bin Cauliflower** is limited this week.



## CV GREEN ONIONS

**Green Onions** remain limited with steady pricing.