

ORGANIC MARKET NEWS



OUTLOOK FOR NOVEMBER 4 - NOVEMBER 11, 2016

ORGANICS FOR THANKSGIVING

What's **promotable** this November?

Organic Sweet Potatoes (Yams) from California are of great quality and will be reasonably priced for Thanksgiving promotions. **Organic Russet Potatoes** are also promotable from Colorado and Washington. Premium quality **Organic Onions** from desert growing areas in Nevada are plentiful.

On the Veg front, **Organic Celery** and **Organic Asparagus** are expected to have nice quality and will be priced better than last Thanksgiving. **Organic Butternut Squash** is promotable. **Organic Broccoli** will rise in price from its current low level, yet remain in decent supply for holiday demand. **Organic Greens** like Kales and Chard are in steady availability from California with the Florida crop beginning this month too.

Organic Cranberries from Quebec have been very nice and will be steady for holiday ads. **Organic Apples** will be in good supply and quality, generally.



What's may be a **challenge** this November?

Organic Green Beans and **Organic Brussels Sprouts** will be around but limited and pricy without enough supply to keep up with rising holiday demand—too risky to advertise on special at this point.

Organic Strawberries will be extremely expensive and in short supply.



OG BERRIES

Organic Blueberries from Chile, **Organic Blackberries & Raspberries** from Mexico are in decent supply and should now get more shelf space due to the lack of Organic Strawberries.

ALERT! **Organic Strawberries** are in very short supply with weak quality. Prices have skyrocketed. Major shortages should be expected in November.

OG WARM VEG

Plentiful harvests in Mexico on "warm veg" like **Organic Zucchini**, **Organic Yellow Squash**, **Organic Green Peppers**, **Organic Cucumbers** and **Organic Red Bell Peppers** are keeping prices lower this November, even on Florida product.

Low pricing and abundant supply is allowing for in-store specials, pre-Thanksgiving.

OG LETTUCES

ALERT! **Organic Lettuces** are primarily from California for early November since Canada is finished and Florida will not be in season until December. Quality on the California leaf is fair with occasional rib discoloration and tip burn.

Organic Romaine Hearts have been better quality than leaf and sold at promotional pricing so far this month.

CONVENTIONAL MARKET NEWS

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CLEMENTINE MANDARIN SEASON BEGINS

Clementine Mandarin season is finally poised to ramp up in early November, but it will be a rocky start until closer to Thanksgiving. Why?

Rains in California this past week slowed early harvests in California. Many growers are prioritizing their finicky Satsuma Mandarin pack out over Clementine Mandarins here in early November too. Plus, retailers across North America are jockeying to fill their shelves first with 2lb and 3lb bags from top brands like Halos, Cuties and Sunkist Smiles. Mid-November should be when things loosen up with steadier volumes coming out of California.



European grown **Clementine Mandarins** are coming into season too. The first 5lb gift box arrivals from Spain have been quite nice with good size and quality.

The overall US demand on citrus continues to shift from Navel Oranges to Mandarins. And on Mandarins, the California grown Mandarins in sold in bags continue to outpace demand for 5lb wooden gift boxes from Spain and Morocco. That said, we expect a solid season for both items since the gift boxes still sell well around the holidays.



CV TOMATOES

Greenhouse specialty **Tomatoes** like **Campari** (cocktail), **Kumato** (brown) and **Wild Wonders** (mixed minis) are in promotable supply and pricing for early to mid-November specials.

Grape Tomatoes and **Roma Tomatoes** have improved in supply and are now more affordable for November displays.



CV VEGETABLES

Cauliflower, **Colored Cauliflower** and **Romanesco** remain promotable. **Brussels Sprouts** and **Fennel** are in peak season and low priced for early November but will go up towards Thanksgiving. **Broccoli** pricing is up on as supply now is matched with demand.

Zucchini and **Green Peppers** remain good deals for in-store specials during early November.



CV BERRIES

Blueberries (South American), **Blackberries** & **Raspberries** (Mexico) will all be promotable for November.

ALERT! Supplies on **Strawberries** out of Mexico are very small. Florida is expecting to pick their first berries before Thanksgiving, but volumes will not be enough to affect the market. We expect to be in a prorated situation throughout the month with very high pricing.

NEW ITEMS OR BACK IN SEASON

IN STOCK NOW OR ARRIVING THIS WEEK

ORGANIC

Veggie Noodle Co. organic vegetable spirals

45700	OG ZUCHINI SPIRALS	6/10.7 OZ
45701	OG SWEET POTATO SPIRALS	6/10.7 OZ
45702	OG BEET SPIRALS	6/10.7 OZ
45703	OG BUTTERNUT SQUASH SPIRALS	6/10.7 OZ



49227	OG POMEGRANATE ARILS	12/4.4 OZ
42967	OG APPLE PINK LADY WXP	80/88 CT
43032	OG APPLE PINK LADY WXP	100 CT
43033	OG APPLE PINK LADY WXP	12/3 LB
40577	OG BROCCOLI PA. STALK ORG	14 CT

42102	OG FRESH EXPRESS CAESAR KIT	6/10.10OZ
42103	OG FRESH EXPRESS SW DIJON ONION KIT	6/8.4OZ
42104	OG FRESH EXPRESS POM CRANBERRY KIT	6/9.8 OZ



CONVENTIONAL

13990	CV CLEMENTINES IMPORT 32's/LGR	5 LB
13995	CV CLEMENTINES IMPORT 24's/LGR	5 LB
13946	CV CLEMENTINES CALIFORNIA	10/3 LB
13964	CV CLEMENTINES SMILES BAGS	10/3 LB
13947	CV CLEMENTINES HALOS BAG	10/3 LB
14042	CV CLEMENTINES HALOS BAG	15/2 LB



03330	CV FRESH EXPRESS STRAWBERRY FIELDS KIT	6/7.25OZ
03334	CV FRESH EXPRESS PEAR GORGONZOLA KIT	6/6.3OZ
03336	CV FRESH EXPRESS APPLES & CHEDDAR KIT	6/7.2 OZ

