

ORGANIC MARKET NEWS



NOVEMBER 6 - NOVEMBER 13, 2020

ORGANIC COOKING VEG HOLIDAY OUTLOOK



Organic Brussels Sprouts from Mexico are in strong supply as Thanksgiving approaches. We expect nice quality and promotional pricing. There may also be some sporadic supplies of PA and NY local **Organic Brussels Sprouts** available during November.

Organic Green Beans from Florida are in steady supply for November. Yields are expected to stay consistent at promotional pricing through Thanksgiving.

NOTE: There is the possibility Hurricane Eta could damage crops in Florida, changing the supply landscape for Thanksgiving. **Organic Green Beans** from California and Mexico are available, but at lighter quantities.

Organic Asparagus prices began to rise unexpectedly during early November. Rainy weather, followed by a brutal cold front in growing areas, has slowed production way down in Mexico. The Argentina deal continues to be available but remains much more limited as harvests are finishing up.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli from California is experiencing lighter yields and rising prices once again as transition from Salinas, CA to Yuma, AZ is under way. Expect these market conditions to continue through Thanksgiving.

East Coast **Organic Broccoli** from GA and NC have started their harvests in early November providing a potential relief for limited western supplies. There are sporadic supplies of PA **Organic Stem Broccoli**.

Organic Cauliflower from California is beginning to experience decreased yields amidst transition from CA to AZ. Stronger demand as the holiday approaches and weak supplies are pushing prices higher. Product will be available, but it's not expected to be ideal for price promotion for Thanksgiving.

Organic Romanesco is still available from NY.

Sweet Baby Broccoli and **Purple Baby Broccoli** continue to see good demand. Make sure you've got these in your wet veg set.

Organic Broccoli Rabe from Andy Boy is available, but demand is creating some occasional day to day gaps in supply.



OG APPLES

Organic Honeycrisp, Gala, Granny Smith, and Fuji Apples are leading the way in volume, but make sure you've got a few premium/managed varieties promoted in your sets.

Organic Cosmic Crisp Apples are expected to arrive to the east coast at the end of November!

Available this week:

- OG Ambrosia
- OG Autumn Glory
- OG Braeburn
- OG Envy
- OG Fuji
- OG Gala
- OG Golden Delicious
- OG Granny Smith
- OG Honeycrisp
- OG Jazz
- OG Jonagold
- OG Kanzi
- OG Lady Alice
- OG McIntosh
- OG Opal
- OG Pinata
- OG Pink Lady
- OG Red Delicious
- OG Rosalynn
- OG Smitten
- OG SugarBee
- OG Sweetango

Heirloom Orchards varieties this week:

- OG Winesap

Between the recent freeze and product being locked up in Control Atmosphere Storage for packing in 2021, we expect some tightening in supply and modest price increases on some **Organic Apples**.



OG BERRIES

Organic Blackberries are in excellent supply with promotional opportunities available from growers in Mexico.

Driscoll's brand **Organic Blackberries** out of California and Mexico are now in good supply with great flavor, but are commanding higher pricing.

Organic Blueberries out of Argentina, Chile, and Peru are arriving more and more each day. Expect prices to come down and supplies will be excellent.

Driscoll's **Organic Blueberries** continue in season in 6oz and pints out of Mexico. Quality is outstanding, but with more limited supply in the proprietary genetics that Driscoll's product is priced higher.

Organic Raspberries are in much better supply this week with prices coming down.

ALERT! Driscoll's **Organic Strawberry** supplies continue to decline out of California and Mexico continues to be very limited causing strong and rising markets. Other brands of **Organic Strawberries** are in very sporadic supply.



OG LETTUCCES

ALERT! Organic Romaine, Romaine Hearts, Leaf and Iceberg Lettuces are in transition to the new winter growing regions of Yuma, AZ. Many growers have finished their harvest of Salinas and will not resume harvests in Yuma and will not resume picking until sometime in mid-November. Expect occasional gaps in supply, inconsistent availability, and higher pricing for much of November.

OUTLOOK: Lady Moon Farms is expected to begin harvesting at their Florida fields during the final week of November on **Organic Red Leaf, Green Leaf, and Romaine Lettuces.**



OG SQUASH & CUCUMBERS

Organic Zucchini, Yellow Squash, and Cucumbers from Mexico all continue to yield strong quality and big volumes at excellent price points.

Back east, **Organic Zucchini** and **Cucumbers** from Lady Moon Farms in FL have decreased in volume for early November, but new fields are set to begin in mid-November providing better availability in the coming week.



OG CITRUS

Fresh crop California **Organic Navel Orange** supplies are improving by the day and prices are coming down.

First of the season California **Organic Satsuma Mandarins** will arrive to the east coast around 11/12.



OG FALL FRUIT

Organic Pomegranates and **Pomegranate Arils** continue in peak season from California. Pricing on the **Organic Pomegranates** are expected to come down and supplies ramp up.

Organic Hachiya and **Fuyu Persimmons** are in full swing. Let the Hachiya get soft and squishy before you eat it. Enjoy the Fuyu Persimmon right away while you wait for the Hachiya to be ready!

Organic Cranberries out of British Columbia will continue in excellent supply through the holiday season in both 6oz and bulk 22lb bulk.



OG CELERY

Organic Celery continues to see steady supplies in November. As Thanksgiving approaches, demand is expected to cause pricing to rise. However, with excellent quality and strong production, **Organic Celery** is expected to be promotable for holiday pulls.

Organic Celery Hearts are expected to take a tick up in pricing as the 2nd week of November begins, but availability will remain strong.



OG CHESTNUTS

Oregon grown **Organic Chestnuts** are now in season. This is a limited volume opportunity, so be sure to grab some while you can.

For a longer shelf-life, consumer-convenient option, add the **Peeled & Ready to Eat Organic Chestnuts** to your roasting veg and hard squash displays.



OG CARROTS

ALERT! Grimmway, the grower that produces Cal-O and Bunny-Luv brand **Organic Carrots**, has encountered some quality issues in some of their **Organic Carrot** fields that were planned for this time of year. The carrots are just not big enough yet.

Because of this production gap at Grimmway, we will be sourcing 25lb **Organic Table** and **Jumbo Carrots** from other growers. Additionally, we'll be mixing in some other brands of retail cello bags (1lb, 2lb, 5lb) until Grimmway is back in full production around Week 47, close to Thanksgiving.

Organic Baby Peeled, Chips, Shreds, etc. are all expected to remain fully available in other labels.



OG GRAPES

California **Organic Red Seedless Grapes** continue in excellent supply with great quality. Promotional opportunities are expected through mid-December with no gap and a smooth transition to Peruvian fruit.

California **Organic Black** and **Green Seedless Grape** supplies are dwindling fast and prices are going up as the season ends. We expect to have a small gap in early December, followed by imports out of Peru.



OG HARD SQUASH

We'll be well stocked on **Organic Hard Squashes** and **Pie Pumpkins** from our growers out of PA, WI, and MI. Quality we have seen has been very nice and pricing will remain steady through the month of November.



OG GREENS

East coast **Organic Green, Red, and Lacinato Kale, Collards, and Dandelion** are all being harvested out of Lady Moon Farms in Florida. Look for more items to become available as November continues.



OG POTATOES

Quality right now is outstanding on all packs and sizes of **Organic Potatoes** – including the Canadian **Organic Red and Gold Potatoes**, as well as the Colorado grown **Organic Russet Potatoes!** Now is the time for big displays!



OG SPECIALTY ONIONS

We will see two new items this week from Peri & Sons out of Nevada – 5lb **Organic Shallots** and 5lb **Organic Cippolini Onions**. The quality and pack on both items are very attractive and will complement any onion set as we usher in cooking season.



OG PEPPERS

Organic Green Peppers from Lady Moon Farms in FL continue with strong yields in early November. **Organic Green Peppers** also have strong supplies from NC & GA.

Organic Red, Yellow, and Orange Bell Peppers from Holland have come to a close for the season and the Canadian season will finish in mid-November. No gap in production is expected as new growing regions in Mexico and Israel are already harvesting crops. Look for excellent quality, but pricing is expected to rise.

ALERT! Organic Mini Sweet Peppers continue in limited availability, while many shippers are completely out. Expect to see a gap in supply on this product until further notice.



OG TOMATOES

Organic Grape Tomatoes out of South Carolina will be promotable this week. Lady Moon Farms has started as well out of Florida and will be available. Additionally, Lady Moon **Organic Rainbow Cherry Tomatoes** are coming back into season.

Organic Cluster Tomatoes are flushing out of Canada this week and will be promotable. Quality has been excellent.

NOTE: Organic Beefsteak Tomatoes remain available this week out of Mexico and Canada. Product is limited, and crops in Canada continue to struggle from very cold weather. Mexico continues to see rejections at the border from Brown Rugo disease keeping supplies on the tighter side.

Organic Roma Tomato prices came up some this week as product slows down out of Mexico.

Organic Vine Ripe Tomatoes will be available from PA hoop house growers, as well as from Watsonia Farms from South Carolina.

OTHER STORIES

- **Organic Baby Bok Choy** and **Bok Choy** from PA and NJ are coming to a close for the season in early November. However, Lady Moon Farms in Florida is beginning their harvest in the 2nd week of November and California production is currently strong.

- **Organic Red** and Green Cabbage from PA continue to see excellent supply. **Organic Napa** and **Savoy Cabbage** continue to be sourced from NY, NJ, and VT.

- California new crop **Organic Grapefruit** continue with limited but improving supplies and high prices. Inventory will be in and out for the next couple of weeks until the pipeline is filled. Smaller sizing is prevailing.

- **Organic Mini Watermelons** remain promotable this week out of Mexico. Quality has been very nice.

- California and Mexican **Organic Lemon** supplies are in excellent supply on all sizes. Prices continue to come down.



OG NEW PRODUCTS

Organic Microgreens grower, New Day Farms, based out of Bealeton, VA, is introducing a new product this week: **Organic Broccoli Microgreens**.

Ask your sales rep for samples of the new **Organic Chopped Salad Kits** from Josie's Organics.



Olivia's Organics new line of **Organic Salad Bowl Kits** are selling well.



- **Organic Mangos** are coming back into season from Ecuador. Limited supplies will be available the week of 11/9.

- **Organic Hass Avocados** are in good supply and primed for big displays and promotion. Quality out of Mexico is excellent. Equal Exchange Fair Trade product is readily available as well.

CONVENTIONAL MARKET NEWS

NOVEMBER 6 - NOVEMBER 13, 2020

POTATOES FOR NOVEMBER

Demand for **Potatoes** remains strong from consumers. We'll be fully stocked on the Green Giant branded bag lines, including 5lb & 10lb **Idaho Russet Potatoes**.

For a better value, we'll be offering 10/5lb **Russet, Gold, and Red Potato** bags out of Prince Edward Island, Canada beginning in early November. Contact your rep to lock in pricing through Thanksgiving.

Another great item to promote are 10/5lb PA grown #1 grade **White Potatoes** in poly bags, as well as, 100/10lb unclassified **White Potatoes** in paper bags.

On loose **Potatoes**, we are sticking with premium grade **White, Gold, Red, and Purple** out of the Skagit Valley of Washington, known for growing conditions that produce outstanding color and quality. **Loose Russet Potatoes** are all genuine Idaho-grown premium packs.

Baby Potatoes are really selling great across the entire "Little Potato Company" line of pouch bags, microwave packs, and oven roaster packs.



CV SWEET POTATOES

We are now fully transitioned into new crop "cured" North Carolina Covington variety **Sweet Potatoes**. Quality is reported as being very nice this season in all areas of the state. Now's the time to start planning your holiday displays!

Decent demand has held pricing higher so far this season and into the new crop. That said, look for some more promotable pricing headed into the week of Thanksgiving ads.

We'll primarily be offering 50-70ct #1 grade and 80-90ct mediums in the 40lb cases. 12/3lb bags and microwave packs will also be available. If you'd like to pre-book 25-30ct jumbos, please contact your rep.

White Hannah Sweet Potatoes, along with NJ local **Yellow** and **Red Sweet Potatoes** will be available in limited quantities.



CV TOMATOES

Cluster and **Beefsteak Tomatoes** will be promotable this week. Quality has been very nice. There will be some especially cheap prices on NY grown **Clusters**.

Be sure to ask about the new 8/3ct NY grown **Beefsteak** pack. Pricing is sharp.

Medley Tomatoes will be promotable this week from Mucci Farms. Quality has been excellent and there will be great opportunities available.

Cherry (FL & Mexico) and **Grape (FL) Tomatoes** will be very promotable this week. Quality has been excellent.

Roma Tomato prices have eased off this week as Florida production picks up. Quality has looked nice. Mexico also continues to offer nice product as well.

Vine Ripe Tomato prices will continue to come down this week as production in Florida and Mexico gets better. Quality has been nice from both regions.



CV CITRUS

Import **Mandarins** continue to be in good supply on 2 and 3lb bags with most brands trading at affordable prices. We are preparing to transition to fresh crop California fruit.

New crop **Clementine Mandarins** have started in California and our first load of "Halos" will arrive to the east coast on 11/14. Import Halos will be available until then. Pricing on the California Halos will be up a few bucks.

Also arriving to the east coast in mid-November will be fresh crop **Stem & Leaf Mandarins** from California.

Sunkist and other California **Navel Orange** growers are still limited on 72 ct and larger getting a premium price. It will be December before we see a better supply on XL and Jumbo fruit and see a price break. In the meantime, 4lb bags will be a good item to get behind.

Pummelos will be in stock starting 11/9!



CV CUCUMBERS

Super Select Cucumber prices will remain promotable for mid-November. Quality out of Mexico and Georgia has been excellent but harvests are slowing down out of GA. Mexico supplies remain steady.

NOTE: Euro Seedless Cucumber prices are rising significantly this week out of Canada and Mexico. Supplies remain short in Canada as greenhouses begin to finish and clean up ahead of the winter deal. Mexico has just begun, and quality is expected to be great.



CV LETTUCE

ALERT! Iceberg Lettuce is being harvested mainly out of Huron, CA at this point. Yuma, AZ is around the corner. Availability is limited during this transition time.

ALERT! Romaine Hearts, Romaine, Red Leaf, and Green Leaf Lettuces remains limited out of CA. Expected limited supplies and higher pricing. Quantities are expected to be limited for Thanksgiving. The New Jersey season has ended.

ALERT! Artisan Lettuces (8lb and 12/4) are gapping due to quality as the Salinas, CA season comes to an end. They are expected to be back in stock in mid-November once transitioned to Yuma, AZ.



CV BROCCOLI

PA Broccoli Crowns continue in season. Our PA crowns are hydro-cooled, so they don't need iced and have a longer shelf life! Georgia is set to begin their **Broccoli** season this month too.

CA and Mexico are driving the prices higher due to limited availability during growing region transition.

Heading into Thanksgiving, **Broccoli Crowns** are expected to be on the tighter side out west. So, if the east coast has enough, pricing should remain reasonable. If the east coast growers are short due to any growing issues or weather problems, pricing could spike for the holiday.



CV CAULIFLOWER

12ct cello **Cauliflower** from California has become more limited and prices are moving up.

Here on the east coast, there continues to be 60ct **Bin Cauliflower** available from local PA growers, along with some 9ct **Jacket Cut** cases.

Local **Purple, Orange, and Green Color Cauliflower** is available but limited in supply. **Romanesco** is available out of NY.



CV BRUSSELS SPROUTS

25lb **Brussels Sprouts** quality is coming in beautiful.

Stalk Brussels Sprouts are available now for pre-books.

Season n' Steam Brussels Sprouts bags from Ocean Mist make an easy "grab and go" as cooler weather settles.



CV GRAPES

Pretty Lady Grapes are still going strong. **Red "Scarlatta" Grapes** are somewhat limited, and prices are going up, but there are plenty of **Pretty Lady Green "Emerald" Grapes** and pricing is lower than the Reds.

There are plenty of good deals from other vendors with a three-tier pricing with cheap deals on a medium-large box.



CV CABBAGE

Green Cabbage remains very promotable out of PA and NJ this week. Quality is excellent and supplies are plentiful. Growers are also harvesting **Red and Savoy Cabbage** as well.



CV GREENS

Green Kale and Collard Greens will be promotable this week from NJ farms. Quality is excellent with great supplies.



CV ARTICHOKE

NOTE: Disease hit some **Artichoke** growing fields. There is limited to no availability depending on size. Stay tuned for more updates.



CV BERRIES

Blueberries are in excellent supply this week from both Mexico and Peru. Due to the increased volumes and lighter demand, pricing is dropping fast for the importers, making now through December an excellent time to promote all **Blueberries**. We will have plenty of supplies on both 6 oz and pints. Quality has been absolutely outstanding from both areas. Also available this week will be the premium Driscoll's "Limited Edition" pack.



CV STRAWBERRIES

NOTE: Strawberries will be in much tighter supply this week. Volumes in California are dropping off and supplies in Mexico haven't ramped up enough to offset this reduction.

Look for pricing to climb slightly this week due to this shortage. Quality has definitely improved out of both growing regions.



CV RASPBERRIES & BLACKBERRIES

Raspberries and **Blackberries** continue to be in excellent supply from Mexico.

Now is a great time to promote both berries while quality is excellent.



CV PEPPERS

11lb **Red, Yellow, and Orange Hothouse Bell Pepper** prices will be steady this week. Although Canadian greenhouses begin to finish up, Mexico continues to produce strong volumes. Quality has been very nice.

15lb **Red Sweet Peppers** are steady this week out of California and Mexico. Quality has looked good.

Green Pepper prices will come off some more this week. There is more product coming out of GA and Florida is beginning in a very light way as well. Quality has been excellent. California and Mexico are also starting up, leading to more supplies available.



CV GREEN BEANS

Green Bean prices remain very promotable for early to mid-November. Demand has been soft and multiple growing areas are producing great quality product.

We will begin shipping new crop Florida product the week of 11/9 and look to stay there through Thanksgiving. Prices will strengthen somewhat of the Thanksgiving pulls as GA and NC begin to finish in early November.

Import **French Beans** in 10/11lb bags are selling well. Talk to your rep about pre-books for Thanksgiving.



CV TROPICALS

Look for some beautiful **5ct Jumbo Del Monte Pineapples** to promote for all of November. 7ct Dole will be limited, but we'll have extra 8ct.

Hass Avocado prices from Mexico continue to be steady with plenty of fruit available in the marketplace. Pricing is also very promotable right now!

Maradol Papayas from Guatemala and Mexico will be available for the beginning of November as they are just now coming back into steady supplies. **Solo Papayas** will be available from Brazil for the start of November.



CV MANGOS

Mangos are starting to see more availability out of Ecuador and Brazil. Pricing has become more affordable.

Ataulfo Honey Mangos from Ecuador are now in season and in stock.



CV ASPARAGUS

Asparagus prices will stay steady for early to mid-November.

Mexico is beginning to cross more product into the US, however a cold front down in Mexico is keeping supplies limited. Peruvian imports are steady with pricing coming down as demand remains soft.



CV APPLES

More **Lucy Rose Apples** and **SugarBee Apples** are arriving for promotional displays the week of 11/9.

Cosmic Crisp Apples are still expected to ship the last week of November.

Ask your sales rep about spot buys on **Honey-crisp Apples**.