

# ORGANIC MARKET NEWS



OUTLOOK FOR NOVEMBER 18 - DECEMBER 2, 2016

## ORGANIC CITRUS OUTLOOK



California **Organic Satsuma Mandarins** are now available in limited quantity in both 25lb. loose packs as well as 10/2 mesh bags and 18/2 lb **GIRO Candy Mandy** bags.

The first California **Organic Daisy Tangerines** are expected this weekend.

California **Organic Navel Orange** supply is excellent with quality improving by the day.

The first California **Organic Cara Cara Oranges** came and went really quickly. The next shot is expected early next week, but supplies are limited.

The first **Organic Pummelos** of the season are expected this weekend.

New Florida **Organic Navel Oranges, Fall Glo Tangerines, and Golden Sweet Tangelos** are here.

**Buck Brand Specialty Organic Citrus** will be back in supply starting right after Thanksgiving with the first varieties being **Buddha Hands, Variegated Calamondin, Finger Limes, Key Limes, Centennial Kumquats, Pink Variegated Lemons, Makrut Limes, and Limequats**. Get your orders in early, as supplies will be limited!



### OG SALADS

**ALERT!** Overall **Organic Salad** quality remains only fair. Growers are transitioning harvesting fields further to the south and that always presents challenges with quality.

Overall most shippers are projecting to be through the worst of the "transition phase" by the start of December.

Many **Organic Baby Greens** are arriving with nice appearance BUT beginning to discolor or decay before their expiration date. **Maché, Baby Kale** and **Baby Arugula** have been the most impacted.



### OG BERRIES

(Argentinean Fair Trade and Chilean) **Organic Blueberry** supplies are excellent with promotional opportunities now available in 4 and 6 oz.

**Organic Raspberry** supplies continue to in steady supply.

**Organic Blackberry** supplies are firming out of Mexico with prices on the rise.

**Organic Cranberries** are expected to be in good supply through Thanksgiving.

**ALERT!** **Organic Strawberry** supplies remain extremely tight. Expect sporadic outs. The situation is expected to be difficult through the end of the year. Prices continue to be very high.



### OG POTATOES/ONIONS/SWEET POTATOES

#### ORGANIC YAMS:

Thanksgiving promotional pricing is in effect for all of the AV Thomas California grown beautiful **Organic Sweet Potatoes**.

#### ORGANIC POTATOES:

We have made the switch over to Colorado grown **Organic Russet Potatoes**. Pricing will be steady through the end of the year. **Organic Red** and **Yellow Potato** quality out of Canada continues to be nice.

#### ORGANIC ONIONS:

**Organic Red, Yellow, and White Onions** are absolutely outstanding right now in terms of quality. Pricing will be steady through the end of the year on all of these items. We are still pulling locally grown **Organic Sweet Onions** out of PA.





## OG BROCCOLI

**Organic Broccoli** is in good supply for Thanksgiving, and pricing is steady. Many shippers still report supply exceeding demand. Canada and PA report good supplies on late fall **Organic Broccoli** as well.

**Organic Broccoli Crowns** are in good supply out of CA and pricing is steady.



## OG HASS AVOCADOS

The **Organic Hass Avocado** supply chain is now full and pricing is dropping quickly. Fruit for the start of December will be slightly less plentiful and costs will level out and possible bump a few dollars.

Still, overall, price and supplies seem to finally be leveling out after the striking last month caused major stress on both the conventional and organic markets.



## OG SQUASH

**Organic Green Acorn** (Florida), **Butternut** (PA/CA), and **Spaghetti** (CA) **Squash** are in good supply, while other varieties, such as **Organic Kabocha** and **Delicata Squash**, are more limited in supply out of CA. **Organic Honeynut Squash** is in limited supply out of PA and NY.

**Organic Zucchini** is in good supply out of Mexico, but Florida reports limited supplies of both **Organic Yellow Squash** and **Zucchini**. Expect prices to shoot up after Thanksgiving when the Mexican abundance winds down.



## OG ARTICHOKE

**Organic Artichokes** are in good supply out of CA. Quality has been very good.

Sizing is peaking on 30ct and 36ct.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are expected to be in decent supply during Thanksgiving out of CA, and a small amount available out of NY. There may be some clamshell packs available out of NY as well. Pricing is steady.

The **Microwave Organic Brussels Sprouts** bags, which were popular last winter, will not come until after the holiday.



## OG APPLES

Washington **Organic Braeburn, Cameo, Envy, Gold Delicious, Jazz, Jonagold, Opal, Pink Lady, Red Delicious, and Rosalynn Apples** continue in steady supply with some promotional opportunities available.

Washington **Organic Gala, Granny Smith, and Honeycrisp Apples** continue in firm supply with high pricing.



## OG CAULIFLOWER

**Organic Cauliflower** is in tight supply on 12ct and quality issues may affect some arrivals because of discoloration out of California. 16ct out of Canada have been very nice.

**Organic Orange Cauliflower** (CA) and **Romanesco** (NY) are in limited supply.



## OG ASPARAGUS

**ALERT!** **Organic Asparagus** is now in limited supply for Thanksgiving. Argentina is done for the time being and most Mexican shippers do not start strong volumes until December.

Strong volume and quality will arrive in early January out of Southern CA.



## OG PEPPERS

Expect abundant supplies of **Organic Green Peppers** as multiple regions come in at once (Florida, Mexico, and CA). Quality is excellent.

**Organic Red, Yellow, and Orange Peppers** are in good supply out of Israel and Mexico. Holland is done for the season.

Good supplies of **Organic Jalapeño Peppers** are coming out of NY and Florida.





## OG GRAPES

California **Organic Green, Red, and Black Grape** supplies are extremely tight and will finish by the end of November.

We will then experience a short gap before the Peruvian fruit starts in mid to late December.



## OG FALL FRUIT

**Organic Hachiya** and **Fuyu Persimmons** are in steady supply but are expected to wrap up over by mid-December.

California **Organic Pomegranates** are in steady supply. 90lb. wooden bins continue to be available.

**Organic 4.4 oz Pomegranate Arils** continue to sell well.



## OG LETTUCE

**ALERT!** **Organic Lettuce** quality continues to show no improvement on the marginal browning of the brown rib discoloration. **Organic Romaine Lettuce** is expected to be particularly challenging the next few weeks.

**Organic Romaine Hearts** are in good supply out of CA and some shippers have begun packing out of Yuma. Pricing is up slightly this week and some shippers report they'll have little volume in the next week. Quality has been very good.



## OG TOMATOES

**Organic Round Tomatoes** are increasing in supply out of Mexico. Florida has begun with limited supplies.

**Organic Campari Tomatoes** are in promotable price availability.

**Organic Cherry Tomatoes** are in good supply out of Florida. **Organic Grape Tomatoes** are also in good supply out of Florida and Mexico. **Organic Rainbow Tomatoes** will be available out of Florida in late November.

**Roma Tomatoes** are in good supply out of Mexico. **Organic Cluster Tomatoes** are steady out of Mexico.

**Organic Heirloom Tomatoes** are out for the time being.



## OG ROOTS

**Organic Carrots** are expected to be in good supply for Thanksgiving, including **Organic Bunch, Rainbow Bunch, Cellos, and Baby Peeled Carrots**.

**Organic Soup Mix** retail packs are available out of Wisconsin. The 3lb bags contain **Organic Turnips, Purple Carrots, Rutabagas, and Parsnips**.

Expect good supplies/steady pricing on the following during November:

- 25lb Organic Red Beets (CA/PA)**
- 25lb Organic Gold Beets (WI)**
- 25lb Organic Rutabagas (CA/WI)**
- 25lb Organic Parsnips (CA)**
- 25lb Organic Turnips (Maine/CA)**
- 25lb Organic Celery Root/Celeriac (CA)**

**Organic Burdock Root** will remain limited for the rest of November.



## OG GREENS

Lady Moon Farms is now in good supply right now out of Florida:

- OG Green Kale**
- OG Lacinato Kale**
- OG Red Kale**
- OG Chards (red, green, and rainbow)**
- OG Collards**
- OG Dandelion**
- OG Baby Bok Choy**
- OG Bok Choy**
- OG Fennel**
- OG Dandelion**

California growers like Cal-O, Lakeside, and Foxy, report abundant supplies of all of these **Organic Greens** as well. **Organic Parsleys, Cilantro, Bunch Beets, Dill, Spinach, and Leeks** are also shipping out of CA.

## OTHER STORIES:

- **Organic Formosa Papayas** are beginning to increase in availability. Pricing is returning to where they were a few months ago.

- California **Organic Lemon** supply is now excellent with better quality and promotional opportunities available on all sizes and packs.

- California **Organic Grapefruit** supplies have been improving. Expect prices to start coming off over the next couple of weeks.

- **Organic Green, Red, and Napa Cabbage** is in good supply. NY and CA are the regions with the most product, as well as Wisconsin. Quality is good to very good.

- Mexican **Organic Cantaloupes** are in steady supply. Mexican **Organic Honeydew** are back in limited supply.

- **Organic Pineapples** are in steady supply for next week with price remaining low. Quality has been excellent.

- **Organic Mangos** are in good supply this week from Ecuador. 8, 10, and 12ct sizes are all available in good supplies for next week. Pricing will remain fairly steady or may go down just a bit.



NEW!



# MUSHROOM KING FARM

GROWN IN MANALAPAN, NJ!



40300 - Organic Mushroom Shiitake Heirloom 12/3.5 oz  
UPC: 697691525716



40304 - Organic Mushroom Shiitake Sliced Heirloom 6/4 oz  
UPC: 697691525730



40301 - Organic Mushroom Oyster Grey 12/3.5 oz  
UPC: 697691525709



40303 - Organic Mushroom Chef Mix (Oyster/Shiitake) 12/4 oz  
UPC: 697691525693



40305 - Organic Mushroom Shiitake Heirloom 3 lb



40306 - Organic Mushroom Oyster Grey 5 lb



DRIVING  
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FOR MORE INFORMATION: <https://goo.gl/z2Jn1C>

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# 2016 Four Seasons Produce Thanksgiving Schedule

**MONDAY 11/21 & TUESDAY 11/22 –**

Normal delivery schedules.

**WEDNESDAY 11/23 –**

Extra deliveries will be made to support busy holiday sales in most regions. Orders for Friday 11/25 delivery are due.

**THURSDAY 11/24 –**

**Happy Thanksgiving!** Offices are **closed** for the holiday. No deliveries.

**FRIDAY 11/25 & SATURDAY 11/26 –**

Normal delivery and office schedules.



## Poinsettia Care

- Poinsettias should be unpacked immediately upon arrival. If this is not possible the boxes must be opened or the tops cut off to allow the ethylene gas to escape. If this not done, the ethylene gases that poinsettias release will suffocate the plants causing them to droop and become limp. This process is not reversible.
- Poinsettias must be stored and displayed out of coolers and refrigerated areas. This will cause irreversible chill damage.
- Displays should be located out of drafty areas.
- The top half of the soil should be allowed to dry before watering poinsettias.
- Older, damaged poinsettias should be removed from the display as these will detract from the rest of the display.
- Poinsettias cannot sit in water. They need 'dry feet'. This will drown the plant, causing the leaves to drop and become yellow. Once this process starts, it will continue to work its way up to the top of the plant.



# CONVENTIONAL MARKET NEWS

OUTLOOK FOR NOVEMBER 18 - DECEMBER 2, 2016

## PROMOTABLE GREENHOUSE TOMATOES

Greenhouse grown **Specialty Tomatoes** from Mexico are in promotable volume for late November and early December display building.

Medley packs like **“Wild Wonders,”** and cocktail tomatoes like **“Campari,”** are abundant, have good quality, and flavor at good pricepoints.

**Cluster Tomatoes** are trading at very affordable prices and volumes are strong.

**Grape Tomatoes** from Florida and Mexico are in promotable volume and supply.

**Vine Ripe Round Tomatoes** are more limited for late November.



### CV PEPPERS

**Green Peppers** remain plentiful from California and the Southeast. Additionally, the Mexican crop is starting up. Pricing is expected to be steady.

**15lb Red Peppers** are steady with a slight drop in price.

**11lb Red, Yellow, and Orange Peppers** are limited, along with **Mini Mixed Sweet Peppers**.



### CV BERRIES

**ALERT!** Limited supplies of **Strawberries** out of Mexico, California, and Florida will continue this week. Prices are very high. We will see demand decrease post-holiday and markets will likely adjust down over the coming weeks as long as supplies continue to increase.

We will continue to see steady supplies this week on **Blueberries**. Pricing firmed up a little for Thanksgiving. We should see that market stabilize this week. Look for pint containers to begin in early December.

Keep promoting **Raspberries** and **Blackberries**. Good supplies will continue out of Mexico.



### CV LETTUCE

Yuma, AZ is the main shipping point for **Romaine Hearts** and **Leaf Lettuces**. New Jersey **Leaf Lettuce** is finished. Product is plentiful with steady to lower pricing.

**Iceberg Lettuce** pricing is steady. The main shipping point is Yuma, AZ right now. **ALERT!** Quality wise, opening appearance is very nice, BUT there is no perfect **Iceberg Lettuce** right now. The majority of heads will have discoloration on some of the ribs underneath due to the heat in Arizona the past few weeks.

We are keeping inventory light and tight until quality improves. Overall it should be okay, just not perfect right now.





## CV CELERY

**Celery** supplies and pricing are steady going into Thanksgiving. All indications seems to be post-Thanksgiving pricing steady to lower with good quality from Oxnard, CA.



## CV GREEN BEANS

**Good News!** Green Bean supply is good with nice quality. Pricing is steady this week.



## CV MELONS

Look for **Cantaloupe** and **Honeydew** markets to keep adjusting down as the off shore (Honduras & Guatemala) supplies increase. Mexico will also continue to have fruit for the next few weeks.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** are in good demand with the big flush over. Pricing is still very reasonable but slightly up.



## CV CAULIFLOWER

**Cauliflower** quality is nice an uptick in pricing this week.

Local PA **Jacket-cut Cauliflower** Bins are still available.



## CV CLEMENTINES

Peak **Clementine** season is on it's way!

5lb. gift boxes and 3lb. bags from Spain are at promo pricing, but supplies are subject to vessel arrivals at east coast ports. California 3 lb. bags (**Halos, Smiles**) are selling well and should be promotable through Christmas.



## CV CUCUMBERS

**Cucumbers** are limited from Mexico and now the Southeast as well. Pricing will be steady to higher, but quality has been nice.

**Cello wrapped Cucumbers** are plentiful with steady to lower pricing.



## CV HASS AVOCADOS

What a difference a few weeks makes!

**Hass Avocado** volume is substantially higher. In fact, there is an abundance of fruit available, and prices over the last ten days have plummeted (half the price they were two weeks ago). The best deals are on the 60 counts and smaller fruit which are the peak sizes at this time.



## CV BROCCOLI

**Broccoli Crowns** are in good supply with nice quality. Pricing is steady to lower. Product is available out of California and the mid-Atlantic.



## CV IMPORT FRUIT OUTLOOK - CHILE, PERU



### APRICOTS:

First container of **Apricots** is expected to be available by 11/30. Sizing will be small on the first shot. The **Mirandella Apricots** will be available in first week of December on subsequent containers.

### NECTARINES/PEACHES:

First **Nectarine** and **Peach** picking was last weekend and we will have availability in early December. Sizing will be small. Some varieties are coming off early, which could mean a compacted season.

### GRAPES:

The import **Grape** season has started. Fruit arriving from Peru with **Sweet Globes** (a premium seedless green variety) and Thompsons on the white and **Flames** and **Crimsons** on the red. Quality is looking great on both and prices at a level comparable to California. Speculation is the **Green Grape** market will strengthen as California will finish on whites shortly.

Chilean **Grapes** in general should be earlier than a normal year (approximately 10 days). Thompson **Grapes** will be short as an industry. **Red Grapes** are estimated with normal volume.

### CHERRIES:

Still being flown in, **Cherries** are still pricey, but are down in price. Quality is strong on this early fruit. The first vessel fruit is expected in with the first Chilean grapes in early December, then expect significant drops in the market.



# Displays of the Week!

