

ORGANIC MARKET NEWS



OUTLOOK FOR NOVEMBER 19 - NOVEMBER 26, 2015

ORGANIC BROCCOLI & CAULIFLOWER ARE TIGHT

Organic Broccoli is in very tight supply as some shippers are reporting quality issues. **Pricing is high.** Expect prices to loosen up a bit next week and then fall the week following Thanksgiving as demand subsides and Yuma, AZ harvests improve.

Organic Broccoli Crowns are even harder to source at this time for the same reasons.

Local **Organic Broccoli** is in limited supply out of PA.

Organic Cauliflower is in very tight supply. Canada is done. Some CA shippers report bruising as an issue.

Organic Romanesco is done out of NY. Limited supplies should be available out of CA next week.



OG HOLIDAY STAPLES

In good shape for Thanksgiving:

- OG Rutabagas & Turnips
- OG Celery Root (Celeriac)
- OG Leeks
- OG Eggplants
- OG Asparagus Tips
- OG Acorn, Butternut, Spaghetti Squash
- OG Zucchini & Yellow Squash

Limited supplies for Thanksgiving:

- OG Organic Parsnips
- OG Pumpkin Pie Squash
- OG Dill
- OG Spinach

OG APPLES

ALERT! As we move into the holiday season not much has changed with Northwest **Organic Apples**. Prices remain very firm with extremely small apples prevailing. **Organic Honeycrisp Apples** are among the most difficult to load from shippers right now.

New **Organic Nicola Apples** out of Canada are expected to arrive before the end of November. This red blushed apple is sweet, crisp, and juicy and has Gala and Splendour parentage.

Washington **Organic Opal Apples** have arrived. This hard and crunchy golden apple has great flavor and is naturally slow to brown once cut.

OG LETTUCE

Organic Red Butter, Green Butter, Red Leaf, and Green Leaf Lettuce are in good supply. Quality has been good to very good on **Organic Red and Green Leaf Lettuces**.

ALERT! **Organic Romaine Lettuce** is more limited. Downy mildew has affected some farms' harvests out West. Expect high prices on **Organic Romaine Lettuce** to continue through Thanksgiving.

ALERT! **Organic Romaine Hearts** are very tight in supply again as its being affected by downy mildew. Very tight supplies again being affected by downy mildew. Quality is very good, and markets are on the high side.



OG FIGS

Cooler nights and some rain have slowed growth in the **Organic Brown Turkey Fig** crop. Supplies will be very limited through the remainder of this season.



OG CA CITRUS

Organic Clementines are expected to arrive just in time for Thanksgiving. We will have 12/2 lb. pouch bags and 25 lb. bulk cases.

Organic Satsuma Mandarin supplies continue to be limited with small fruit prevailing.

Organic Navel Orange crop continues to improve in both quality and supply with prices dropping.

New crop **Organic Pummelos** are coming into season.



OG GRAPEFRUIT

California Organic Grapefruit supplies are excellent with some of the best color we have seen inside and out this season. There will be deals this year on small fruit in 10/4lb. bags.

Florida Organic Grapefruit supplies are expected to be firm all season due to citrus greening.

Texas Organic Grapefruit has arrived and expected to remain in extremely tight supply for the season.



OG PEPPERS

Organic Green Peppers are in good supply out of Florida and Mexico on large and x-large sizes. Nice **Organic Choice Peppers** are also available out of CA as well.

Organic Red Peppers are in tighter supply out of Israel and Mexico. Quality has been very good.



OG MELONS

Mexican **Organic Cantaloupe** is extremely limited. This crop is expected to only last 2-4 more weeks and then be done again. Prices are expected to be firm.

Mexican **Organic Honeydew** have arrived in limited supplies with high prices.



OG BEANS

CA and FL growers are reporting limited supplies of **Organic Green Beans**. Expect FL markets to tighten up next week. Our 12 oz. microwave pack orders have been filled.

Organic Romano and **Yellow Romano Beans** out of CA are in limited supply.



OG BRUSSELS SPROUTS

Very tight supplies of **Organic Brussels Sprouts** are expected. Limited quantities are available out of CA. Prices are up. Expect better supply once we get into December with Mexican **Organic Brussels Sprouts**.



OG CELERY

Organic Celery is expected to be in good supply through Thanksgiving. Quality is good to very good. Prices are stable.

Organic Celery Hearts are in good supply as well.



OG SALADS

ALERT! Various **Organic Salads** have been limited due to crop transition from CA to AZ. **Organic Arugula & Romaine Leaves**, along with others continue to see shortages and shortages.



OG SWEET POTATOES & POTATOES

Tasteful Selections One Bite Organic Potatoes in 1.5lb. net bags are in stock. Look for these items to gain in popularity!

Thanksgiving promotional pricing is in effect for all of the AV Thomas "Natural Beauty" brand California grown beautiful **Organic Sweet Potatoes**. North Carolina **Organic Covington Sweet Potatoes** are also available for a lower cost alternative to the premium California product.

Organic Russet Potatoes are in very good supply out of both Wisconsin and Colorado. Pricing is very attractive on both counts and 10/5lb bags. 50ct cartons are an exceptional value. Pricing will be steady through the end of the year. **Organic Red** and **Yellow Potato** quality out of Canada continues to be nice.



OG PEARS

Organic Anjou Pear supply has tightened up significantly, with high prices.

Organic Red Anjou and **Asian Pears** are in extremely limited supply with stronger prices.

Organic Bartlett Pears are in a gap with no supply in the near future. Some Controlled Atmosphere room fruit does exist but when or if it will become available is unknown.

Organic Bosc Pears continue in steady supply with high prices.

Comice Pears have arrived in limited supply with high prices.

Organic Concorde Pears are gapping again. We expect to see more by the beginning of December.



OG BERRIES

Mexican **Organic Blackberry** supply is improving. Look for promotable supplies at the end of the month!

Organic Blueberries out of Chile continue in extremely limited supply with very high prices. This is expected to improve over the next couple of weeks.

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

ALERT! The **Organic Strawberry** and **Raspberry** situation has gotten worse. Prices are skyrocketing and supplies are dwindling fast. No real improvements are expected for several weeks, possibly months.



OG ONIONS

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.

Organic Sweetie Sweet Onions however are beginning to wind down. We may see two more weeks but sizing will be a mix of jumbo as well as medium.



OG GREENS

A lot of **Organic Greens** are coming out of FL right now: **Organic Kale, Lacinato Kale, Dandelion, Purple Kohlrabi, Red Mustard, Red/Green/Rainbow Chard, Collards, Red Dandelion, Baby Bok Choy, Red Baby Bok Choy, Bok Choy, Fennel, and Green Mustard**, to name a few.

In the next two weeks we will begin to see the first FL **Organic Lettuce**.



OG MANGOS

Organic Tommy Atkins Mangos from Ecuador are arriving at the ports now and will be in stock the week of Thanksgiving.

Pricing will be higher until more product hits the supply chain. Quality is expected to be nice!

IN OTHER NEWS

- New Zealand **Organic Gold Kiwifruit** are now only available in a 10/1lb. pouch bag. Some larger Italian fruit should be expected by the end of November. New Zealand **Organic Green Kiwifruit** are done for the season. Italian **Organic Green Kiwifruit** is now available in good supply.

- California **Organic Pomegranates** are back in good supply with promotional opportunities available. Bins are expected to

finish up for the season over the next couple of weeks.

- California **Organic Hachiya** and **Fuyu Persimmons** are extremely limited.

- California **Organic Black, Red, and Green Grapes** are virtually finished for the season. The first Peruvian import **Organic Sugarone Grapes** are expected to arrive by the second week of December.

- **Organic Hass Avocados** continue to be in steady supply with very nice pricing. We will continue to stock primarily 48s and 60s, but will continue to look for an occasional deal on larger fruit.

- **Organic Formosa Papayas** will be in good supply for next week. Quality should be good as well. **Organic Pineapples** will be in good supply next week. Quality has been nice.



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2015 THANKSGIVING HOLIDAY WEEK SCHEDULE

For clarification or special requests on this schedule, please contact your Sales Rep. or Merchandiser.

Tuesday 11/24 –

Normal delivery schedule. The Sales Team will be taking orders for Wednesday delivery to most regions.

Wednesday 11/25 –

Extra deliveries will be made to support busy holiday sales in most regions. Orders for Friday 11/27 delivery are due by 4:00pm.

Thursday 11/26 –

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

Friday 11/28 –

Standard delivery and office schedule.

Even though thankfulness is always in season, we'd just like to say how thankful we are for our associates, our customers, our growers and our vendors!

Wishing you and yours a delightful Thanksgiving plus healthy holiday sales for your organization.

New!

AT FOUR SEASONS

CONVENTIONAL

13944 - CV Clementines Halos Snack Pack 30/2ct

Family Tree Farms – Tree Ripened California Satsuma Mandarins!

14380 - CV Mandarin Satsuma Fancy CA 12/3 lb.
14275 - CV Mandarin Satsuma Jumbo Fancy 22 lb
14291 - CV Mandarin Stem & Leaf 22 lb

Christmas Lady Pouch Bag Grapes by Pretty Lady/Dulcich

10667 - CV Grapes Red Christmas Lady 18 lb.
10668 - CV Grapes White Christmas Lady 18 lb.
10669 - CV Grapes Black Christmas Lady 18 lb.
06426 - Christmas Lady Pop-Up Mini Display Bin – FREE

Fresh Crop Cherries from Chile

15002 - CV Cherries Large Chile 11 lb.
15070 - CV Cherries Rainier 11 lb.

Peak Season Chestnuts

24258 - CV Chestnuts Clamshell 12/1 pt
24252 - CV Chestnut A A A 48/50 Size 25 lb.
24251 - CV Chestnut A A A A 25 lb.

Green Giant Combo Display Bin

04444 – CV Potatoes Red & Gold 90Ea/Bin 180/5 lb.

Local

00104 – CV Anise (Fennel) NJ 24 ct
04807 – CV Sweet Potato White Hammon NJ 40 lb.



ORGANIC

Fresh Crop Organic Citrus

44168 – OG Orange Ambersweet Florida 64 ct
44002 – OG Grapefruit Red Fcy Florida 40 ct
44003 – OG Grapefruit Red Fcy Florida 32 ct
43991 – OG Grapefruit Red Fcy Florida 36 ct
43925 – OG Grapefruit Texas Rio Star 32 ct
44016 – OG Lemon Meyer Fcy CA 20 lb.
44302 – OG Clementine 60-90 ct CA 25 lb. - arriving 11/23
44429 - OG Clementine Pouch Bag CA 12/2 lb. - arriving 11/23
44249 – OG Pummelos CA 14-18 ct - arriving 11/23

Lakeside Organic Gardens

40730 - OG Kalettes 8/6 oz

New Crop Organic Mangos From Ecuador

44163 - OG Mango Tommy Atkins Ecu 10 ct
44165 - OG Mango Tommy Atkins Ecu 12 ct

Shelf-Stable, Ready To Eat Organic Chestnuts

45101 - OG Chestnut Roasted Italian 12/3.5OZ

Northwest Grown Varietal Organic Potato

41989 - OG Potato Blue Huckleberry 50lb.
– blue/purple skin, gold flesh



Kalettes

Kalettes were developed by crossing kale and Brussels sprouts. Just like Brussels sprouts, the plants are tall and produce crops of florets on their stalks. These florets are approximately 2" in diameter. They come in different colors: red, green or red and green.

Kalettes are an excellent sources of vitamin C and vitamin K.

Available year-round.

CONVENTIONAL MARKET NEWS

OUTLOOK FOR NOVEMBER 19 - NOVEMBER 26, 2015

STRAWBERRY PRICES SKYROCKET

ALERT! Very expensive pricing and extremely limited supplies of **Strawberries** will continue for the next few weeks.

California production is all but finished for the season.

Mexico continues to battle hot & humid weather, keeping yields low and quality suspect.

Florida **Strawberry** volumes will remain very light for the next few weeks until the season starts with regular production in mid-December.

With all three growing regions struggling, and national demand not slowing down, expect high prices and out-of-stocks.



CV LETTUCE

ALERT! **Iceberg Lettuce** remains high in price and tight in supply. Shippers are just starting in Yuma, AZ and are off to a slow start. Quality is nice, but sizing is smaller.

Leaf Lettuce and **Romaine Hearts** remain limited with steady to higher pricing mainly due to transition.



CV BROCCOLI & CAULIFLOWER

Broccoli is very limited from the West Coast and Georgia supply is just getting started. Pricing will be higher this week and we will be using some Mexican product to cover demand.

PA bins are finished for the season and Eastern **Broccoli Crown** production in the mid-Atlantic region is done too.

Cauliflower remains limited out West with high pricing. Bin production from PA is finishing up this week.



CV TOMATOES

Hothouse Beef and **Cluster Tomatoes** are steady.

Two layer 20 lb. and 25lb. **Vine Ripe Tomatoes** are in decent supply with promotable volumes.

Grape and **Cherry Tomatoes** are in good supply with lower pricing and promotable volumes.

Roma Tomatoes are steady.

Campari Tomatoes are great to promote.

"Wild Wonders" will be our **Mixed Medley of Snacking Tomatoes** this week.



CV FL ORANGES

Juice Orange volume up-ticked again this past week with heavy supplies of 125ct in the marketplace. Consecutive weeks of increased supplies are creating weaker prices on 100/125ct oranges with larger sizes maintaining nice premiums.

The industry will be up to full speed this week on **Navel Oranges** as the industry begins to pack and harvest for annual fundraising business. Initial quality appears to be very good but Navels with a good supply of 40 count and larger sizes to pack in an eight pond bag.



CV FL TANGERINES

Sunburst Tangerine volumes jumped significantly this past week as domestic cartons were up 25%. Supplies appear to be in few hands as demand continues to out-pace supply. Pricing remains steady as **Sunburst Tangerines** trade at historical highs.

Some grower/shippers will be finished this week before Thanksgiving creating a large supply gap through December on FL **Tangerines** until the Honey variety starts.



CV STONE FRUIT

Cherries, both **Red** and **Rainiers**, are in the marketplace. Arriving by air from Chile, mostly into Miami, Florida, supplies are adequate to meet demand because of the high price. Price will be strong until fruit arrives by vessel to the Eastern piers in mid-December.

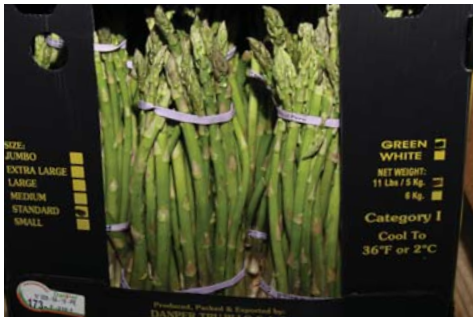
We should see Chilean **Apricots**, **Peaches**, and **Nectarines** around the 10th of December.



CV CUCUMBERS

Cucumbers are very limited. Florida is in a gap and Mexico has light production. Pricing will be steady to higher.

Cello Wrapped Cucumbers are steady.



CV ASPARAGUS

Good supplies of **Asparagus** is expected this week out of both Mexico and Peru. Markets will ease back down following very strong demand for Thanksgiving.



CV WATERMELONS

Good supplies of **Watermelons** are expected for the next few weeks out of Mexico. After that, off shore fruit supplies will be very limited. Prices will hold steady for two to three weeks, then look for prices to jump significantly with very limited amounts of fruit.



CV BLUEBERRIES

Better supplies of **Blueberries** are expected this week. However, increased Holiday demand will keep markets steady. We expect markets to ease down later in the week as demand drops following Thanksgiving. **Blueberries** will be a great item to promote in December.



CV RASPBERRIES

California **Raspberry** production is winding down and demand will transition to Mexico. We will see more limited supplies for a few weeks until Mexico is in full swing.



CV BLACKBERRIES

Mexican **Blackberry** quality continues to be a concern as they struggle with hot, humid weather. Volumes will continue to increase and markets will ease down. **Blackberries** will be a great item to promote in December.



CV GREEN BEANS

Green Beans are about steady, but demand is higher. Florida is the main supply. Pricing will be a bit higher this week.



CV CELERY

Celery remains limited with steady pricing this week. Quality is nice from Oxnard, CA and Salinas, CA.



CV SATSUMA MANDARINS

Some of the best tasting citrus of the year will be available starting this week! Family Tree Farms **Tree-Ripened Satsuma Mandarins** are a true seasonal treat. We will be offering bags, bulk, and stem & leaf.



CV BROCCOLI RABE

ALERT! Broccoli Rabe is very limited again this week, creating pro-rates and very high pricing. Supplies will improve in December once transition is fully complete to Yuma, AZ fields.



CV APPLES

ALERT! Honeycrisp Apple supplies are quickly coming to an end from PA and NY growers. This is putting more demand pressure on the Washington shippers who are already tight on the **Honeycrisp** variety. Look for prices to jump.

This is also forcing shippers to introduce their premium winter apples ahead of schedule, like **Kiku**, **Envy**, and **Sweetie**. Demand is also picking up for **Jazz**, **Pinata**, and **Pacific Rose** with the price of **Honeycrisp** jumping so dramatically.

Overall, large **Apples** are hard to source head-into December. Washington State's crop was smaller than anticipated and the sizing profile was very small too.



CV POTATOES & ONIONS

Idaho Count Potatoes continue to be a challenge this week as far as quality and pricing goes. Strong demand continues to drive this market on all **Idaho Potatoes** upwards.

We will have some **Prince Edward Island (PEI)** grown **Russet** and **White Potatoes** this week that should provide for a slightly lower retail than the Idaho potatoes.

Color Potatoes look absolutely beautiful right now coming out of Washington. **Onions** are steady this week and quality out of NV has been fantastic.

Red Onions are the exception to this and are expected to be tight on supply and higher in price for the entirety of the season.

IN OTHER NEWS:

CV SWEET POTATOES

Look for aggressive pricing on all of the North Carolina grown **Sweet Potatoes**. Now is the time to stock up and promote on **Sweet Potatoes** for Thanksgiving.

CV FL GRAPEFRUIT

The **Grapefruit** pricing remained steady as **Grapefruit** sales have shown remarkable resiliency this year. As mentioned in earlier reports, the industry appears to be in a sweet spot on supply / demand, offering growers profitable returns while still providing value to the consumer. Quality continues to be very good as most grower/shippers spot pick on size and color.

CV FRUIT BASKETS

Fruit Baskets are available now. Please ask your sales rep for varieties, pricing, and pre-order schedule.

CV PEPPERS

Green Peppers are limited from Florida.

11lb. **Red**, **Yellow**, and **Orange Peppers** are steady. 25lb. **Peppers** remain limited.

CV CABBAGE

Cabbage is a good item to promote with good volume and quality and aggressive pricing.

CV SQUASH

Zucchini and **Yellow Squash** is limited from Florida and Mexico. Pricing will be steady to higher this week.

Hard Squash is steady.

CV EGGPLANT

Eggplant is steady from Mexico with nice quality and steady pricing.

ProduceGeek

For more info on what's
in season, check out
producegeek.com!