



# ORGANIC MARKET NEWS

OUTLOOK FOR DECEMBER 2 - DECEMBER 9, 2016

NY PRODUCE SHOW  
12/7/16  
BOOTH 431 & 433

## BUCK BRAND ORGANIC SPECIALTY CITRUS

The first shot of Buck Brand **Organic Specialty Citrus** came and went, but more of the following varieties are expected on Monday (12/5):

- OG Buddha Hands
- OG Finger Limes
- OG Key Limes
- OG Centennial Kumquats
- OG Pink Variegated Lemons
- OG Makrut Limes
- OG Limequats
- OG Algerian Clementines,
- OG Washington Variety Heirloom Navel Oranges
- OG African Shaddock Pummelo
- OG Palestinian Sweet Lime
- OG Mango Valencia Oranges



Get your orders in early, as supplies will be limited!

For more info: <https://goo.gl/lalC5g>



### OG BERRIES

**Organic Blackberries** and **Raspberries** continue in steady supply.

**Argentinean Organic Fair Trade** and **Chilean Organic Blueberry** supplies are excellent, with promotional opportunities now available in 4 oz and 6 oz. Quality is OK, but shelf life is not as strong.

**ALERT!** **Organic Strawberry** supplies remain extremely tight. Expect sporadic outs and the situation to get worse through the end of the year. Prices continue to rise.



### OG LETTUCE

Florida reports good supplies of **Organic Romaine**, but are more limited on **Organic Green** and **Red Leaf Lettuces**. The quality out of Florida is far superior to the California product at this time. Also available out of Florida are **Organic Green** and **Red Boston Lettuces**.

**Organic Lettuce** quality continues to show no improvement out of California on the marginal browning and brown rib discoloration.

**Organic Romaine Hearts** are in good supply out of California and some shippers have begun packing in 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 GREENS

Premium **Organic Greens** are in good supply right now out of Lady Moon Farms in Florida, including:

- OG Green, Lacinato, & Red Kale
- OG Red, Green, & Rainbow Chard
- OG Collards
- OG Dandelion
- OG Bok Choy, Baby, & Red Baby Bok Choy
- OG Fennel
- OG Bunch Beets
- OG Mizuna
- OG Tat Soi
- OG Red & Green Mustard

California shippers are reporting abundant supplies of most **Organic Greens**, although some shortages are happening on a day-to-day basis out of the desert.



## OG LEMONS

California **Organic Lemon** supply continues to be excellent with better quality and promotional opportunities available on all sizes and packs.



## OG FALL FRUIT

California **Organic Pomegranates**, **Hachiya Persimmons**, and **Fuyu Persimmons** are on the later part of peak season, so prices are on the rise and limited availability.



## OG MANGOS

**Organic Mangos** are in good supply this week from Ecuador. 8, 10, and 12 ct sizes are all available in good supply for next week. Pricing is steady.



## OG GRAPEFRUIT

Peak season California **Organic Grapefruit** supplies are now excellent with most sizes available, as well as bags.

Florida **Organic Grapefruit** should be arriving before this weekend in limited supply. Texas fruit should be arriving sometime in the next couple of weeks.



## OG HASS AVOCADOS

The **Organic Hass Avocado** market has leveled a period in the fall of extremely high pricing. Now, availability is steady in all sizes and pricing is promoteable.

Four Seasons is a proud partner with Equal Exchange in supporting small farms in Mexico, and helps them find a way to compete in the marketplace!



## OG GRAPES

California **Organic Green** and **Red Grape** supplies are expected to bridge the gap until new crop Peruvian fruit arrives in mid-December. Prices will be very high and limited supplies.

Peruvian **Organic Red Globe Grapes** are expected in late December.

California **Organic Black Grapes** have finished for the season will gap for a while until some South African fruit may pop up in a few months.



## OG PEPPERS

Expected abundant supplies of **Organic Green Peppers** are multiple regions come in at once (Florida, Mexico, & California).

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

**Organic Jalapeño Peppers** are in good supply out of NY and Florida.



## OG BROCCOLI & CAULIFLOWER

The market is still flush with **Organic Broccoli**, and we don't see that changing anytime soon. More shippers have come on this week. It's a good time to promoted either 14 ct or crowns. PA product is all but finished.

**Organic Cauliflower** is in good supply but some folks are having quality issues (discoloration). Pricing is higher for this week, and it wouldn't be surprising to see it go even higher next week.

**Organic Cauliflower** and **Romanesco** are available in limited supply out of CA.



## ROOT CROPS

Expected good supplies/steady pricing on the following:

- **OG 25lb Red Beets (CA/PA)**
- **OG 25lb Gold Beets (WI)**
- **OG 25lb Rutabagas (CA/WI)**
- **OG 25lb Parsnips (CA)**
- **OG 25lb Turnips – (ME/CA)**
- **OG 25lb Celery Root – CA**

**Organic Burdock Root** will remain limited.

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





## OG SALADS

**ALERT!** **Organic Salad** quality has been weak throughout all organic brands during late November. This is largely due to crop transitions from old fields up north to new fields in Arizona and Southern California. Growers are telling us shelf-life and quality should get back to normal by early to mid December.



## OG TOMATOES

**Organic Round Tomatoes** are increasing in supply out of Mexico. Florida reports good supplies and declining prices. **"Tasti-Lee"** variety premium **Organic Round Tomatoes** are available.

**Organic Cherry Tomatoes** are in good supply out of Florida. **Organic Rainbow Cherry Tomatoes** are in limited supply until early December.

**Organic Grape Tomatoes** are in good supply out of both Florida and Mexico. Mexican greenhouse **Grapes** are abundant!

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

**Organic Cluster Tomatoes** are in great supply out of Mexico. Look for promoteable prices.

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



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in good supply out of CA. Wisconsin has started a small harvest this week, and will have some next week as well. The NY crop is finished.

The **Organic Microwaveable Bagged Brussels Sprouts** are still a few weeks away. Q1 of 2017 will be the time to promote that pack.



## OG APPLES

**New Organic Autumn Glory Apples**, which are a delicious cross of a Fuji and Gold Delicious, are expected this weekend.

Washington **Organic Cameo, Gold Delicious, and Jazz Apples** are very limited.

Washington **Organic Honeycrisp Apples** continue in extremely firm supply with high pricing.

**Organic Piñata Apples** continue to gap.

Canadian **Organic Ambrosia Apples** continue in steady supply.

Washington **Organic Braeburn, Envy, Fuji, Gala, Granny Smith, Jonagold, Opal, Pink Lady, Red Delicious, and Rosalynn Apples** continue in steady supply with some promotional opportunities.



## OG CABBAGE

**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.



## OG CA CITRUS

**Organic Cara Cara Oranges** are in a short gap, but we expect more in the first two weeks of December. January through March will be the peak of the crop.

California **Organic Navel Orange** supplies are excellent with quality improving by the day. Peak season is ramping up!

The first California **Organic Minneola Tangelos** are expected the first week of December.

California **Organic Satsuma Mandarins** are now available in limited quantity in both 25lb. loose packs, as well as 10/2lb. mesh bags. **Organic Clementines** are coming into season.

# OTHER STORIES:

- Mexican **Organic Cantaloupes** and **Honeydew** are done for the season. New crop is expected in late April.

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

- **Organic Young Thai Coconuts** have tightened just a bit, driving the cost up slightly. Condition is good.

- New Zealand **Organic Green** and **Sungold Kiwifruit** supply continues to be steady with excellent quality but will finish up for the season in mid to late December.

- **Organic Asparagus** is in limited supply now out of Mexico. Pricing is up. No big volume is expected until the start of January out of California with high volumes and nice quality.

- **Organic Artichokes** are in good supply out of California. Quality has been very good. Smaller sizes (30ct & 36ct) are available, as well as 18ct. Quality has been very good.

- Washington **Organic Anjou, Asian, Bosc, Comice, Concorde, and Red Anjou Pears** continue in good supply with firm markets. Washington **Or-**

**ganic Bartlett, Seckel, Starkrimson, and Red Bartlett Pears** are virtually done for the season.

- Florida **Organic Navel Oranges, Fall Glo Tangerines, and Golden Sweet Tangelos** are joined this week by Florida **Organic Amber Sweet Oranges**.

- Next week we expect to see the first Florida **Organic Satsuma, Sunburst Tangerines, and Orlando Tangelos**. Overall, Florida's crop is expected to be smaller than ever.



# NEW ITEMS OR BACK IN SEASON

IN STOCK NOW OR ARRIVING THIS WEEK

## ORGANIC



43527 - OG Apple Autumn Glory WXP	70 ct
44002 - OG Grapefruit Red Fancy FL	40 ct
42049 - OG Lemon Meyer Pouch USA	20/1 lb
44404 - OG Lemon Meyer Fancy Texas	40 lb
44168 - OG Orange Ambersweet	100 ct
44044 - OG Satsuma FL 40 lb	80/100 ct
44355 - OG Tangerine FallGlo 80sz/40ct	20 lb
44041 - OG Tangerine FallGlo 120sz/60ct	20 lb
44249 - OG Pummelos USA	14-18 ct
46110 - OG Passion Fruit	18-22 ct
43131 - OG Avocado Hass Mexico	40 ct
41006 - OG Greens Mizuna	24 ct
40902 - OG Tat Soi	14 lb
44470 - OG Tomato Tasti-Lee	15 lb
41669 - OG Sweet Potato Yams Microwave	12/2 ct
40507 - OG Broccoli Rabe	20 ct
40389 - OG Peppers Padron Clamshell	12/1 pt
41277 - OG Eggplant Graffiti	22 lb
42095 - OG "Candy Mandy" Mandarin	12/2 lb
44429 - OG Clementines Pouch USA	12/2 lb

### BUCK BRAND:

42050 - OG Buddha Hand CA	9-15 ct
49209 - OG Finger Limes CA	12/50 grams
44078 - OG Key Limes CA	10 lb
43181 - OG Kumquat Centennial CA	10 lb
45357 - OG Lemon Pink Variegated CA	10 lb
44231 - OG Lime Makrut CA	10 lb
43664 - OG Limes Sweet Palestine Lemon	20 lb
44025 - OG Limequat CA	10 lb
42051 - OG Mandarin Algerian Clementine	20 lb
42057 - OG Mandarin Satsuma Gift Box	5 lb
44410 - OG Orange Navel Washington	56/72 ct
44411 - OG Orange Mango Valencia	20 lb
42052 - OG Pummelo African Shaddock	32 lb

### \*WILD:

19238 - Turmeric Wild - Grown in Jamaica	10 lb
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## CONVENTIONAL

13426 - CV Oranges Navel CA	5/8 lb
13800 - CV Oranges Navel CA Bin	75/8 lb
14291 - CV Mandarin Satsuma Stem & Leaf	22 lb
14640 - CV Mandarin Satsuma Pouch	12/3 lb
17582 - CV Pummelos California Jumbo	12 ct
10100 - CV Blueberries Pint	12/1 pt
10215 - CV Strawberries Florida	8/1 lb
14800 - CV Apricots Tray Chile	11 lb
15008 - CV Cherries XLG Chile	11 lb
15604 - CV Peaches Chile Volume Filled	20 lb
15446 - CV Nectarine Tree Ripe Chile 2-Layer	15 lb
10584 - CV Grapes "Sweet Globe" Green SDLS XLG Peru	18 lb
04450 - CV Potatoes Klondike Goldust	10/5 lb
04483 - CV Potatoes Klondike Rose	10/5 lb
04646 - CV Potatoes Russet PEI (Prince Edward Island)	10/5 lb
04650 - CV Potatoes Yukon Russet PEI	10/5 lb
04490 - CV Potatoes Red PEI	10/5 lb
01237 - CV Cauliflower Riced	12/1 lb
17058 - CV Avocado Hass Mexico	40 ct
11170 - CV Cantaloupes Bonsai	18 ct

### KINGS FAMILY FARMS:

04395 - CV Potatoes White Pennsylvania	10/5 lb
04428 - CV Potatoes White Pennsylvania	100/10 lb





# CONVENTIONAL MARKET NEWS

OUTLOOK FOR DECEMBER 2 - DECEMBER 9, 2016

## CLEMENTINE PEAK SEASON



**Clementine** variety **Mandarins** are in peak season! Now through early January will be the best time of the year to promote!

California grown **Clementine Mandarins (Halos, Smiles)**, are in good supply and quality. The 3 lb. bags are dominating East Coast retailer displays.

On the import side, both Spain and Morocco are in full swing and supplies are ample. Spanish fruit will get a premium over the Moroccan with the best deals on the 32 size from Peru. The market has moved down on all import fruit overall on 5lb. gift boxes and 3lb. bags.



### CV CA CITRUS

On larger California **Navel Oranges**, 56 ct and larger, the price is still strong but has moved down a little. There still is not an abundance of the larger sizes. The fruit is peeking on the 72ct through 113ct and we are seeing much more flex in these sizes.

The **Lemon** market has settled down and prices remain the same.

On the horizon, **Cara Cara Navel Oranges** will arrive 12/7 or 12/8 to add to the mix. And, **Minneola Tangelo** and **Blood Oranges** should be available 10-4 days before Christmas.



### CV TOMATOES

**Cluster Tomatoes** are abundant and priced to promote for early December!

**Beef Tomato** pricing will be lower this week.

**Campari Tomatoes** are still aggressive in price with promotable volume.

**Grape Tomatoes** are very promotable with good quality. **Cherry Tomatoes** will be lower in price this week.

**Roma Tomatoes** are steady.



### CV BERRIES

Florida **Strawberry** volume will continue to increase this week and through December, as long as no cold weather slows them down. Their volume will not be enough to cover all of the demand.

Mexican **Strawberries** will continue as well as limited numbers from California. Prices have adjusted and we have seen demand pick back up. Look for steady supplies and prices through Christmas.

We have started to bring in **Blueberry** pint containers. We will fully transition to that pack size in the next week or two. Promotable volumes and pricing are expected through December.

Look for prices to increase slightly this week on **Raspberries** and **Blackberries**. Overall volumes will decrease slightly and steady demand will keep things a little tighter than in the past few weeks.





## CV KALE & COLLARDS

**Collards** and **Kale** pricing is steady, but New Jersey is finishing and we will transition to product from the Southeast.



## CV GREEN BEANS

**Green Bean** quality is nice right now from Florida with steady pricing.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** are steady with good supply and aggressive pricing. Quality has been very nice.



## CV MELONS

Look for promotable volumes and pricing this week on **Cantaloupes** and **Honeydew**.

Fruit has started to arrive from Guatemala and Honduras at ports in the Northeast as well as in Florida. This is a great week to promote.

New this week - **Bonsai Cantaloupes**. This small variety has a green cast to the skin and dark ribs, but highly sweet flesh inside.



## CV LETTUCE

**Romaine Hearts** are steady to lower in pricing with promotable volume and excellent quality right now.

**Romaine, Green Leaf, and Red Leaf Lettuces** are steady from Yuma, AZ with good quality.

**Iceberg Lettuce** is steady in pricing. Quality is okay right now from Yuma, AZ.



## CV BROCCOLI

**Broccoli Crowns** are in good supply from both the West & East Coasts. We will have both options this week with aggressive pricing and an advantage on Eastern pricing due to less freight.



## CV PEPPERS

**15lb Red Peppers** are in good supply with nice big fruit (18-20 per case). This is a good week to promote!

**11lb Red, Yellow, & Orange Peppers** are more limited.

**Mini Mixed Sweet Peppers** are limited with higher pricing this week.

**Green Peppers** are plentiful from multiple growing regions. We are pulling from the Southeast right now, with very aggressive/promotable pricing. Quality has been good.



## CA FL CITRUS

As the Florida growers are in the midst of packing for their holiday programs, there has been an abundance of **Oranges** (48 ct and smaller fruit) available at cheap price-points.

Larger sizes remain holding a firm price with supplies a little erratic for the fresh market. **Juice Oranges** are running small, mostly 100's and 125's.

**Sunburst Tangerines** are very limited with most fruit going to the gift box programs. As far as the **Sunbursts**, with the little crop there was, that season is just about over with **Honey Tangerines** still a few weeks away from its start.



## CV CUCUMBERS

Supply of Mexican **Cucumbers** is increasing with nice quality. Pricing will be lower this week.

**Cello Wrapped Cucumbers** are steady in supply and pricing.

**12/6 ct Mini Seedless Cucumbers** are in good supply with promotable pricing!



# Displays of the Week!



For more Displays of the Week: <https://goo.gl/W4fohb>