

ORGANIC MARKET NEWS



OUTLOOK FOR DECEMBER 3 - DECEMBER 10, 2015

ORGANIC GREENS

Florida is expecting good and steady supplies of fresh **Organic Greens** for mid-December.

Here are some of the products in peak season volume from Lady Moon Farms:

- OG Collards
- OG Kale, Lacinato, Red Kale
- OG Bok Choy & Baby Bok Choy
- OG Tat Soi
- OG Mustard & Red Mustard
- OG Dandelion & Red Dandelion

Also in season, but in more modest supply:

- OG Chard - Red, Green, Rainbow
- OG Fennel
- OG Purple Kohlrabi & Green Kohlrabi

Later this month, Lady Moon will begin harvesting:

- OG Bunch Beets
- OG Italian Parsley & Curly Parsley
- OG Dill

As California **Organic Greens** transition south there are many items either unavailable or very limited, depending upon harvests each day and the particular item.



OG CARROTS

ALERT! **Organic Carrots** are in very tight supply out of CA. Multiple shippers are reporting slow growth, putting them behind in harvesting. The larger size of the carrot, the tighter that particular item is. For example, **Organic Jumbo Carrots** are very scarce.

Canada reports decent supply of storage **Organic Carrots**, but prices could go higher. This shortage is expected to last through the New Year. **Organic Cuts/Shreds/Baby Peeled Carrots** are not affected, but interestingly there are some spot shortages on **Organic Juice Carrots** as well.



OG LETTUCE

ALERT! **Organic Lettuce** is very tight in California. Shippers have not seen much growth in the Southern transition areas with colder temperatures than normal. Some lettuce will have significant brown discoloration at the stem end.

Organic Romaine Lettuce and **Romaine Hearts** are the tightest products, but should ease a bit mid-week when the Yuma region has more volume.

Some good news: **Organic Red Butter, Green Butter, Green Leaf, Red Leaf, and Romaine Lettuces** are in good supply and quality out of Florida. Expect fairly steady supplies through December.



OG BROCCOLI

More shippers are harvesting **Organic Broccoli** this week, giving some relief to the high prices we've seen through the holiday. Quality is expected to be good.

Organic Broccoli Crowns are once again available in good supply. The market is still a little bit tight, but pricing should come down by mid-month.

All local **Organic Broccoli** is finished for the season.



OG GOLDENBERRIES

New Columbian **Organic Golden Berries (Cape Gooseberries)** are back in good supply and are expected to be steady through Christmas.

Demand has been strong for the peeled 5 oz. packs. Promotional opportunities are available on the 3.5 oz. baskets with the berries sold in the husk.



OG GRAPEFRUIT

California **Organic Grapefruit** supplies continue to be excellent with some of the best color we have seen inside and out this season.

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

Texas **Organic Grapefruit** continue and are expected to remain in extremely tight supply for the season.



OG MANGOS & HASS AVOCADOS

Organic Tommy Atkins Mangos from Ecuador are available in good supplies and all sizes are available. Crops will be peaking in the 8 and 9ct sizes. Quality has been fair to good.

Organic Hass Avocados are steady in price and quality has been nice. Spot deals are available on jumbo fruit. We continue to offer the **Equal Exchange Fair Trade Organic Hass Avocado** program. Check out: www.beyondthepeel.com or contact your Four Seasons sales associate.



OG POMEGRANATES & PERSIMMONS

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 limited and are expected to finish up by Christmas.



OG ZUCCHINI/SQUASH

Organic Zucchini and **Yellow Squash** are more limited in supply until the middle of December out of Florida, and then we will gap for a bit out of that region.

Mexico growers are reporting adequate supplies of **Organic Zucchini** and **Yellow Squash**. Prices may firm up with Florida being more limited.



OG SALADS/HERBS

Most **Organic Salad** suppliers have transitioned crops into new growing regions. **Organic Arugula** continues to be a struggle for some.

ALERT! Organic Herbs are hitting a rough patch in availability. **Organic Basil, Chives, Dill,** and others remain very tight in supply.



OG EGGPLANT

Organic Eggplant is tightening up in Florida. We could see a gap early next week as we wait for the next fields to come on.

Lady Moon does have **Organic Graffiti Eggplant** available.



OG CUCUMBERS

Organic Cucumbers from Mexico are expected in good volume and quality. **Organic Cucumbers** are in tighter supply out of Florida.

Organic Hothouse Cucumbers are available out of Spain and Mexico. Quality is good.



OG CAULIFLOWER

ALERT! Organic Cauliflower is still very tight in supply out of California. Shippers are reporting very light harvests and strong demand. Expect prices to begin to moderate next week.



OG APPLES

As we move through the holiday season not much has changed with Northwest **Organic Apples**. Prices are very firm and extremely small apples are prevailing. We are even seeing some markets rise as we move into Controlled Atmosphere (C.A) storage.

Organic Fuji, Gala, Granny, Honeycrisp, and Piñata Apples out of Washington have become extremely limited. Prices remain very high as we are waiting for more C.A. to be packed.

Washington **Organic Pink Apples** are in slightly better supply this week but with prices showing no sign of weakness.

Organic Gold Delicious Apples are in a short gap until more pack are packed out of C.A.



OG CA CITRUS

Organic Clementines are steady this week and are expected to be for the next 2-3 weeks in both bulk and pouch bags.

Organic Satsuma Mandarin supplies have ramped up with better quality and flavor. They are expected to be peaking for the next few weeks until the season wraps up.

The **Organic Navel Oranges** crop continues to improve in both quality and supply with declining prices.

Organic Pummelos are here in steady supply with steady prices.

Organic Daisy Tangerines are in excellent supply.



OG TOMATOES

Organic Round Tomatoes are in good supply out of Mexico and Florida.

Organic Roma Tomatoes are limited out of Florida, but are in better supply out of Mexico.

Organic Cherry, Rainbow Cherry, and Grape Tomatoes are in good supply out of Florida.

Organic Cluster Tomatoes are available out of Mexico at this time. We won't see any East Coast production of **Organic Cluster Tomatoes** until mid-February.



OG FLORIDA CITRUS

Organic Sunburst Tangerines are in firm supply this week with high prices. **Organic Fall Glo Tangerines** have finished up for the season.

New crop **Organic Navel Oranges** and **Orlando Tangelos** expected to arrive the second week of December.

Organic Golden Sweet Tangelos are in excellent supply with promotional opportunities available until the second week of December.



OG PINEAPPLES

Organic Pineapples will be in excellent supply for December. The next few weeks are a great time to promote!

However, growers are expecting a difficult time from January-March with demand far exceeding supply.



OG BERRIES

Mexican **Organic Blackberry** supply is excellent with improving quality and promotional opportunities available.

Organic Blueberries out of Chile are improving by the day, both in supply and decreasing prices. Some fruit will begin arriving by boat towards the end of December, further declining the markets.

ALERT! **Organic Strawberry** and **Raspberry** markets have gotten worse and are skyrocketing. Supplies are dwindling fast with no real improvements are expected for a while.

IN OTHER NEWS

- Quality on **Organic Beans** out of Florida have been very good to excellent.

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

- **Organic Formosa Papayas** will be in good supply for next week. Quality should

be good as well.

- **Organic Lemon** supply continues in excellent shape with promotional opportunities available. **Organic Lime** supply continues improving with prices continuing to come off.

- New **Mayer's Organic Apple Cider** out

of New York will be arriving this week.

- Mexican **Organic Cantaloupes** are extremely limited and are expected to finish up by the second week of December.

New!

AT FOUR SEASONS

BUCK BRAND ORGANIC SPECIALTY CITRUS FROM CALIFORNIA

AVAILABLE 12/9 IN LIMITED QUANTITIES:

- 43181 - OG Buck Kumquat Centennial 10 lb.
- 42050 - OG Buck Buddha Hand 6/9 ct
- 45357 - OG Buck Lemons Pink Variegated 10 lb.
- 44013 - OG Buck Lemon T'orange 20 lb.
- 44017 - OG Buck Lemon Meyer 20 lb.
- 44008 - OG Buck Lemon Yuzu 10 lb.
- 43664 - OG Buck Lime Sweet (Palestine Lemon) 20 lb.
- 42055 - OG Buck Limes Finger 6/4 oz
- 44231 - OG Buck Lime Makrut 10 lb.
- 44078 - OG Buck Limes Key 10 lb.
- 44085 - OG Buck Mandarinquat 10 lb.
- 44025 - OG Buck Limequat 10 lb.
- 44039 - OG Buck Tangerine Fall Glo 20 lb.
- 44411 - OG Buck Orange Mango 113/138 sz 20 lb.
- 42051 - OG Buck Clementine Algerian Mandarin 20 lb.
- 42052 - OG Buck Pummelo African Shaddock 9-15 ct
- 42053 - OG Buck Calamondin Variegated 10 lb.



ORGANIC

- 40334 - OG Turnip Cello 16/20 oz.
- 40572 - OG Carrots Canadian 10/5 lb.
- 41806 - OG Carrots Canadian 24/2 lb.
- 41453 - OG Sunflower Tray 1 ct - **available by request**
- 41470 - OG Buckwheat Tray 1 ct - **available by request**
- 44365 - OG Mango Ataulfo Ecuador 20/22 ct
- 46007 - OG Apple Cider Mayer's 6/59 oz.



CONVENTIONAL

- 13818 - CV Oranges Cara Cara Sunkist 56 ct. - **arriving 12/6**
- 13821 - CV Oranges Cara Cara Sunkist 88 ct. - **arriving 12/6**
- 13747 - CV Oranges Cara Cara Sunkist 12/3 lb. - **arriving 12/6**
- 14644 - CV Mandarin Satsuma Stem & Leaf 6/3 lb.
- 15600 - CV Peaches Chile 15 lb.
- 02918 - CV Little Potato Company Three Cheese Micro Pack 8/1 lb.



CONVENTIONAL MARKET NEWS

OUTLOOK FOR DECEMBER 3 - DECEMBER 10, 2015

CALIFORNIA CITRUS OUTLOOK



Clementine Mandarins are in full swing with a strong demand on 2 lb. and 3 lb. bags. We'll be well stocked on the Halo's brand.

Tree-ripe **Satsuma Mandarins** are at their best quality and flavor right now. We'll be offering bulk stem & leaf cases, 6/3lb. stem & leaf clamshells, and 12/3 lb. choice grade net bags from Family Tree Farms. The sweetness and taste has been outstanding!



There is very little change in the market on **Navel Oranges**, with 56's and larger fruit still limited and holding a firm price, with the peel sizes on 88 counts and smaller.

Cara Cara Navel Oranges will arrive in mid-December. **Minneola Tangelos** and **Blood Oranges** will be in stock by Christmas.

The **Lemon** market remains strong with supplies adequate to cover demand even with the imported fruit done for the season, with the exception of a small amount of Mexican fruit.



CV STRAWBERRIES

CALIFORNIA: **Strawberry** production is all but finished for the season. Supplies are extremely limited from this growing region.

MEXICO: Production is increasing on Mexican **Strawberries** but growers continue to battle quality issues caused by all of the wet weather so far this season.

FLORIDA: **Strawberry** production is increasing. Some cooler weather has slowed the fruit slightly, but we are seeing an improvement in quality. Overall, prices will continue to ease down with demand off after Thanksgiving and a slight increase in supplies. We are only a few weeks away from promotable pricing and supplies.



CV CUCUMBERS

Nice Mexican **Super Select Cucumbers** are steady in price with excellent quality. 24ct Mexican jumbos are steady with nice quality. Select Cucumbers from Florida are a nice price advantage versus Mexico.

12/6ct **Mini Seedless Cucumbers** are steady.

Cello Wrapped Cucumbers are in good supply from Canada and Mexico. Pricing will be lower this week and this is a nice item to promote.



CV TANGERINES

Sunburst Tangerine demand exceeds supply by a wide margin. Supplies appear to be in just a few hands as pricing is at historical highs. We do not see this variety lasting much longer and predict a 2-3 week gap in Tangerine supplies this year.



CV TOMATOES

Beef and Cluster Tomatoes are steady.

Two-layer Vine Ripe and **25 lb. Tomatoes** are limited from Mexico and Florida, especially on bigger sizing. Pricing will be higher this week.

Roma Tomatoes are steady to lower in pricing.

Grape and Cherry Tomatoes are great items to promote with good volumes.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are in decent supply from the Southeast and from PA. Pricing will be steady to lower this week. California **Broccoli Crowns** are extremely limited and priced high.

ALERT! Cauliflower is extremely limited with very high pricing. Yuma, AZ supplies are light and a lot of shippers are in a gap. Expect out-of-stocks. Bins are finishing for the season.



CV PEPPERS

Green Peppers, heavy to jumbo size, are nice quality from Florida. Pricing will be lower, making it a nice item to promote.

11lb Red, Yellow, and Orange Peppers remain limited from Mexico and Spain. Canada is finished.

25lb Red, Yellow, and Orange Peppers remain steady.



CV BRUSSELS SPROUTS

Brussels Sprouts are limited from California as that crop winds down. We will transition to Mexico within the next several weeks. **Brussels Sprouts on the Stalk** will be available again for Christmas.



CV GREEN BEANS

Green Beans are limited from Florida. Pricing will be higher this week. We will continue to have the pouch bags too.

ALERT! Microwave Pack Green Bean suppliers are pro-rating orders right now due to light production in Florida and quality issues in Mexico.



CV LETTUCE

Iceberg Lettuce, Leaf Lettuce, and Romaine Hearts remain tight from Yuma, AZ. Cool temperatures have slowed production. Quality is nice with steady to higher pricing.



CV MELONS

Containers of **Cantaloupes** and **Honeydew** have started to arrive on the East Coast. Volumes have been more limited than the initial early estimates. Rain in Guatemala has affected the yields. Smaller fruit is extremely scarce. Look for higher prices this week on the limited amount of fruit that will be available.



CV BLUEBERRIES

Blueberries will be a great item to promote going forward.

While **Blueberry** production out of Argentina is on the decline, Chilean numbers are on the way up. Prices will continue to adjust down slightly as overall volumes increase.



CV BLACKBERRIES & RASPBERRIES

Promote **Blackberries!** Mexican production is continuing to increase and pricing will be very promotable.

Steady supplies and lower demand will keep **Raspberry** markets steady this week.