



ORGANIC OUTLOOK

FEBRUARY 3 - FEBRUARY 10, 2017



WWW.FSPRODUCE.COM 2.5" MIN.

PROMOTABLE ORGANIC CAULIFLOWER

Organic Cauliflower is in good very good supply out of Arizona and California for early February. There is some aggressive pricing on 9ct and decent pricing on 12ct too. Some product has been arriving with occasional discoloration, but overall product has been fairly nice.

Organic Cauliflower Crumbles continue to sell very well. This convenience item has allowed for consumers to use cauliflower in new ways.

California **Organic Romanesco** is in limited supply. Expect pricing to go higher next week.



OG SALADS

ALERT! **Organic Salad** suppliers are struggling greatly with rain and mildew affecting **Organic Spinach, Arugula, Kale** and other salad blends. This is industry wide and will likely last until mid-February.

Other items being affected by mildew and growing challenges are **Organic Basil, Mint, Watercress, Butter Lettuce**, just to name a few.

Fresh Express **Organic Salad** clamshells have been out of stock from the entire last week of January for example.



OG BERRIES

ALERT! **Organic Blackberry** supplies continue to firm up with prices on the rise. Expect sporadic gaps in supply.

Chilean **Organic Blueberry** supplies have tightened as some shippers have finished for the season and others are packing pints. Expect prices to begin rising.

ALERT! **Organic Raspberry** volume is dropping daily and prices are rising just as fast. Expect sporadic availability until mid-February.

Organic Strawberry supplies out of Mexico have remained limited but growers are expecting promotable volume after Valentine's Day.

Florida Organic Strawberries are experiencing an increase as weather has improved. Expect steady supplies this week.



OG MANGOS

Organic Mangos from Peru are in good supply, with quality of fruit being excellent. Shippers have been steady with fruit. The Peru season has been a successful one and barring any weather incidents the season could stretch into late February, early March.

Mexico has started shipping **Organic Ataulfo Mangos** this week! Smaller and large size fruit will be available next week.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are still in strong supply this week from Mexico. Quality is very good.

Product is also available in 8/1lb microwaveable bags. Loose product available in both 10lb and 25lb packs. Pricing should be steady where we're at now for next week.



OG CUCUMBERS

Organic Cucumbers are in better supply this week out of Mexico with slightly lower prices. **12/6ct Organic Mini Cucumbers** out of Mexico are in good supply.

Organic Hothouse Cucumbers are very tight out of Mexico and there is some lesser quality available. Spain reports good supplies of **Organic Hothouse Cucumbers**.



OG LETTUCE

Organic Green Leaf, Red Leaf, Romaine, Green Butter and Red Butter Lettuces are in excellent quality out of Florida, but all varieties are more limited and higher in price this week. **Organic Romaine Lettuce** is more limited in supply this week out of Florida than previous weeks.

CA growers report limited supplies of all **Organic Lettuce**, with **Romaine Lettuce** being the tightest. Some shippers are below normal weight cases on all **Organic Leaf Lettuces**. Discoloration is still present.



OG BROCCOLI

The **Organic Broccoli** pricing is down this week and there have been deals available. Quality is expected to be nice.

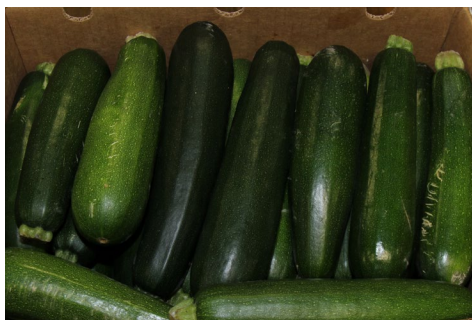
Better supplies are available this week on **Organic Broccoli Crowns**. Expect tightening supplies and markets towards the end of February and into March.



OG CABBAGE

Organic Green and Red Cabbage out of Florida are in abundant supply.

CA reports good supplies of **Organic Green, Red, and Savoy Cabbages**, but limited **Organic Napa Cabbage**. The Florida quality is superior to CA at this time.



OG SQUASH

Organic Zucchini appears to be in somewhat better supplies this week. Markets dropped a bit, but not much. It's hit or miss whether shippers have product any particular day.

ALERT! Organic Yellow Squash is very tight out of Mexico.

Florida is out on both **Organic Zucchini** and **Yellow Squash**.



OG HASS AVOCADOS

The **Organic Hass Avocados** will continue to be in great supply! With the "Big Game" push completed, pricing for 48s should come off the next few weeks and should get even more competitive.

However, 60ct fruit has become extremely tight and prices there may be up slightly. Quality has been excellent! There will be no 60ct Fair Trade fruit available next week.



OG GREEN BEANS

Organic Green Beans are in excellent supply out of Mexico. Quality is very good. Supplies are adequate out of Florida.

Organic Packaged Green Beans out of CA are in good supply.



OG PEARS

Washington **Organic Anjou, Bosc, and Red Anjou Pear** supplies continue to tighten as end of the season approaches. Expect prices to rise as the days roll on.

The first new crop import **Organic Green and Red Bartlett Pears** out of Argentina are expected to arrive in mid-February. Initial supplies will be limited with high prices, but will ease after the first few weeks.



OG WATERMELONS

Cool weather in Mexico has slowed production and delayed harvests on **Organic Watermelons**. Supplies will remain limited this week.



OG EGGPLANT

Mexico reports abundant supplies and has **Organic Graffiti Eggplant** as well. **Organic Eggplant** is in limited supply out of FL.



OG ARTICHOKES

Organic Artichokes are in good supply out of CA. Quality has been very good. Prices have softened a bit, particularly on the 30's.



OG CALIFORNIA CITRUS

Organic "Mini Olat" Minneola Gift Boxes are in good, steady supply. They are expected to continue into March, pending any weather events.

The first **Organic Moro Blood Oranges** are expected this weekend in limited supply with high prices.

Organic Navel Orange and **Minneola Tangelo** supplies are expected to improve. Prices remain high.

Organic Tango Mandarins, in both 12/2lb high graphic pouch bags and 25 lb bulk, are expected to arrive the first weekend in February.

Buck Brand Specialty **Organic Seville Marmalade Oranges** are expected next week. Buck Brand **Organic Buddha Hand** and **Wiekewa Tangelos** are finished for the season.



OG PEPPERS

Organic Red Bell Peppers are in abundant supply out of Mexico, while **Organic Yellow** and **Orange Bell Peppers** are in adequate supply from Mexico.

Organic Red, Yellow, and Orange Bell Peppers are in good supply out of Israel.

Expected abundant supplies of **Organic Green Peppers** as multiple regions come in at once - Florida, Mexico, and California.

Organic Jalapeño Peppers are in good supply coming out of CA, Mexico, and FL. **Organic Habaneros** are in limited supply out of Mexico.

Organic Mini Sweet Peppers are available in pouch bags.



OG TOMATOES

Organic Roma Tomatoes are in abundant supply out of Mexico. Some issues with soft and decay have been coming upon arrival. We're seeing adequate supplies out of Florida at this time.

Organic Round Tomatoes are in good supply out of Florida this week. Mexico reports abundant supplies of 2-layer and **Hothouse Tomatoes**.

Organic Cherry Tomatoes are in good supply out of Florida at this time. Mexico has been hit or miss with supply this week. Pricing is steady. **Organic Rainbow Cherry Tomatoes** are in good supply out of FL.

Organic Grape Tomatoes are in good supply out of both Florida and Mexico. Mexican deals are available, though quality this week was low in color and flavor.

Organic Cluster Tomatoes are more limited in supply this week out of Mexico, with pricing up. Limited supplies out of CA are available.

OTHER STORIES:

- Organic Green Acorn Squash, Butternut, and Spaghetti Squash are in good supply, but other varieties like Organic Kabocha and Delicata are in adequate supply.

- Organic Romaine Hearts** markets are much tighter this week and less supply is available. Quality has been good to very good. Markets are expected to be very tight late February and into March.

- Organic Asparagus** is more limited this week out of Mexico. Product should arrive from CA in mid-February.

- ALERT!** Both **Organic Young Thai Coconut** and **Natural Young Thai Coconut** prices went higher this week again as supplies continue to be very tight. This will last for the next 4 weeks at least.

- ALERT!** **Organic Pineapples** will be very limited again next week. The following week we should start to see supplies come back and prices begin to drop.

- New South African **Organic Green Grapes** have made an early surprise appearance. The season should be steady for the next few weeks.

- Organic Red Globe Grapes** are winding down for the season and are expected to wrap up in late February.

- California **Organic Grapefruit** supplies continue to improve after the rain. **Florida Organic Grapefruit** continue in limited supply.

- ALERT!** California **Organic Lemon** supplies are extremely tight and prices continue to take steep inclines. **Organic Meyer Lemons** continue in 20/1lb pouch bags, as well as 20 lb bulk, out of California. They are back on decent supply.

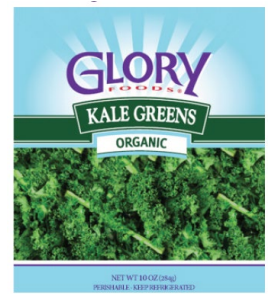
NEW! OR BACK IN SEASON

ORGANIC



44560 - OG Apple Kanzi WXP 80 ct 40 lb
 44232 - OG Orange Blood Moro 28-36 ct 16 lb
 42175 - OG Orange Navel Fancy California 40 ct
 44092 - OG Orange Navel Fancy California 48 ct
 44414 - OG Mandarin Tango Seedless USA 25 lb
 44538 - OG Mandarin Tango Seedless Pouch Bag USA 12/2 lb
 42857 - OG Minneola "Mini Olanos" Gift Box 4/5 lb

43394 - OG Tango Mandarin Royal 72/88 ct
 44185 - OG Mango Ataulfo Mexican 16/18 ct
 44187 - OG Mango Ataulfo Mexican 20/22 ct
 44670 - OG Greens Kale Glory Foods 8/10 oz
 40307 - OG Broccoli Wrap 14 ct
 40547 - OG Romanesco 16 ct



CONVENTIONAL



05490 - CV Apple Fuji East 100 ct 40 lb
 05716 - CV Apples Honeycrisp 48 ct USXFCY 40 lb
 05718 - CV Apples Honeycrisp 56/64ct USXFCY 40 lb
 05874 - CV Apples Honeycrisp 100 ct USXFCY 40 lb
 05511 - CV Apples Jonagold 48 ct WXF 40 lb
 05442 - CV Apples Kiku 88 WXF 40 lb
 05843 - CV Apples Pacific Rose 88 ct Premium 40 lb
 06949 - CV Pears Asian 2-Layer 32-36 ct

12805 - CV Grapefruit Red Bin Texas 23 sz Jumbo 500 ct
 14131 - CV Tangerines Honey Mexico 80 ct
 14133 - CV Tangerines Honey Mexico 12/3 lb
 11131 - CV Cantaloupes Jumbo 6 ct
 09411 - CV Pomegranate Arils 12/4.4 oz
 00995 - CV Cauliflower Green Cello 12 ct
 00998 - CV Cauliflower Purple Cello 12 ct
 11591 - CV Melons Galia Mexico 12 ct



NOW AT FOUR SEASONS PRODUCE



- 42832 - OG Apple Ambrosia Pouch Bag 12/2 lb
- 44562 - OG Apple Fuji Pouch Bag 12/2 lb
- 44563 - OG Apple Gala Pouch Bag 12/2 lb
- 44565 - OG Apple Gold Delicious Pouch Bag 12/2 lb
- 44564 - OG Apple Granny Smith Pouch Bag 12/2 lb
- 44561 - OG Apple Kanzi Pouch Bag 15/2 lb
- 42828 - OG Apple Pink Lady Pouch Bag 12/2 lb
- 42829 - OG Apple Red Delicious Pouch Bag 12/2 lb
- 42167 - OG Pear Anjou WXF Pouch Bag 12/2 lb
- 49241 - OG Pear Bosc Pouch Bag 12/2 lb
- 42168 - OG Pear Red WXF Pouch Bag 12/2 lb



NEW!

It's no surprise consumers are clamoring to get more greens. And with the rise in popularity, now they're looking to get them organically. Give your organic consumers what they're looking for from a brand that means greens. Introducing organic kale from Glory® Foods.

44670 - OG Greens Kale 8/10 oz
UPC: 7-36393-20655-1

Position kale with other produce items like grapes, spinach, and apples, and provide recipes for shoppers to inspire them to make their favorite smoothies and fresh juices, like pineapple-kale juice.

If you're not offering organic greens, you're missing out. Organic kale accounted for 91% of total sales of organic cooking greens.¹



IN STOCK AT FOUR SEASONS PRODUCE STARTING FEBRUARY 9TH!



CONVENTIONAL OUTLOOK

FEBRUARY 3 - FEBRUARY 10, 2017

WWW.FSPRODUCE.COM 6CT

HOTHOUSE BEEFSTEAK TOMATO SEASON



Here's a great display builder for early February. **Beef Tomatoes** are abundant and promotable. Sizing out of Mexico greenhouses and shade-houses is peaking on 25ct per 15lb single layer tray.

2-layer Vine Ripe, 25lb Vine Ripe, and Roma Tomatoes are all aggressively priced and promotable again this week.

Grape Tomatoes are beautiful, taste great and are promotable. Pricing is steady.

Campari Tomatoes will be lower in price this week.

Cherry Tomatoes are up a notch in pricing. Gold Packaged Tomatoes are limited, with one to two day out-of-stocks possible.

ALERT! Cluster Tomatoes remain very limited and much higher in price than usual as the Mexican crop is on the downswing and the Canadian crop is still in the early stages.



CV STRAWBERRIES

Strawberry demand is expected to increase this week for Valentine's Day. Florida and Mexico should have the supplies to support the increase.

Look for prices to remain steady until Valentine's Day. We expect prices to drop for late February when both Florida and Mexico will be in peak harvests.



CV PEPPERS

15lb Red Peppers remain very promotable with nice quality and aggressive pricing. We will also have **15lb XLG Yellow Peppers** this week.

Green Pepper sizing is heavy towards extra-large and large, with not as many jumbos available this week. Pricing remains very aggressive with promotable volumes.

11lb Red, Yellow, and Orange Peppers are more plentiful with lower pricing this week.

Mini Mixed Sweet Pepper pricing will be a tad lower this week as volume is steadily increasing.



CV BRUSSELS SPROUTS

Brussels Sprouts are plentiful and promotable. Pricing will be steady to lower this week with supply coming from Mexico and central California.

We have a great deal again this week on **24/1lb mesh Brussels Sprouts**, so be sure to ask your sales rep for details.



CV BLUEBERRIES

We are seeing the overall **Blueberry** volume out of Chile dropping. Prices will continue to firm up as supplies decrease.

Driscoll's brand product out of Mexico remains available but higher priced. Look for packages to transition back to the smaller 6oz size over the next two weeks.



CV BERRIES

Strong demand for both **Raspberries** and **Blackberries** will continue to keep supplies tight this week. Prices will remain steady.



CV EGGPLANT

Eggplant supplies and pricing are steady with nice quality from Mexico.



CV MELONS

Keep promoting **Cantaloupes** and **Honeydews**. Steady supplies and prices are expected this week.

Cool weather in Mexico has slowed production and delayed harvests on **Watermelons**, keeping supplies limited.



CV ONIONS

The **Onion** market is starting to soften as the weather stabilized in the Northwest. Growers from Mexico have also begun shipping **Onions**, so there are additional supplies arriving to the marketplace.

Due to these changes, pricing is expected to come down over the next couple of weeks.



CV CUCUMBERS

Mexican **Cucumber** supply is steady with excellent quality.

Cello Wrapped Cucumbers and **12/6ct Mini Seedless Cucumbers** are limited with steady to higher pricing this week.



CV GREEN BEANS

Cooler weather has slowed production of **Green Beans** in South Florida. Pricing will be steady to higher this week. Quality has been running nice.



CV PINEAPPLES

ALERT! **Pineapple** volume is down dramatically, with most East Coast vendors sold out or committing heavily on contract business and will be prorating.

Prices have doubled from two weeks prior. We could see this shortage continue through March.



CV SQUASH

Zucchini and **Yellow Squash** will be lower in pricing this week as more supplies come on. This is expected to be short lived (10 – 20 days), with prices then going back up as the Northern growing regions fall off.

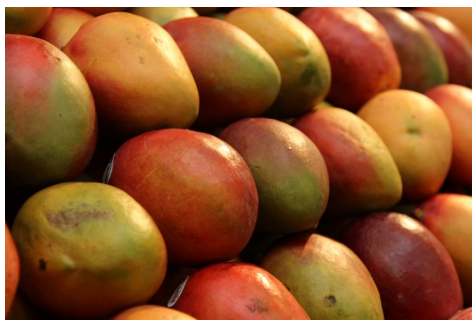
All **Hard Squashes** are steady.



CV LIMES

ALERT! Limes are continuing to increase in price. Be careful on promotions in February/March. Quality is good with new crop.

Although demand will drop off after the “Big Game”, expect prices to remain high due to low availability.



CV MANGOS

Mango supplies will be heavy from Peru for the entire month of January and into the first couple of weeks of February.

Mexican **Ataulfo Mangos** will start next week.



CV ASPARAGUS

Promote **Asparagus** this week. Mexican production will continue to increase. Shippers are expected to begin packing the 28lb boxes this week.



CV CITRUS

California **Citrus** growers got a little breather from rain this week and have been able to get caught up on picking and packing. Unfortunately, another wave of bad weather will go through which could slow them down again.

Prices on **Navel Oranges** are still higher after all this rain and doesn't look like it's going to back off, especially on the 56 counts and larger fruit. **Lemon** prices ticked up a little this week as well.

On **Mandarins**, where two weeks straight of rain had growers way behind are now back in good supply after getting in and picking and getting ahead off the next wave of weather coming through.



CV GRAPES

Little has changed this week, with the **Grape** markets showing a wide range of prices depending on variety, size and quality. For instance, there is a twenty dollar spread between a good medium/large **Flame Seedless Grape** and the best box of **Sweet Celebration Red Grapes**.

Take advantage of the deals as some of this glut is getting moved and markets are already showing some strength with prices possibly up on the cheaper boxes next week



CV LETTUCE

Iceberg Lettuce is expected to remain limited for the next few weeks. Pricing will be steady to higher this week.

Romaine, Green Leaf, and Red Leaf Lettuces are limited with steady to higher pricing this week.

Romaine Hearts are trending upward in price, but quality remains very nice.

OTHER STORIES:

- Florida **Potatoes** will get started next week and quality is expected to be very high with strong demand.

- **Celery** is steady in supply and pricing with nice quality.

- **Broccoli Crowns** remain limited with steady pricing.

- **Cauliflower** is limited with higher pricing this week.

- **Spinach** and **Spring Mix** supplies are steady with good quality.