



ORGANIC OUTLOOK

DECEMBER 22 - JANUARY 5, 2017



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DIET SEASON BEGINS JANUARY 2ND!

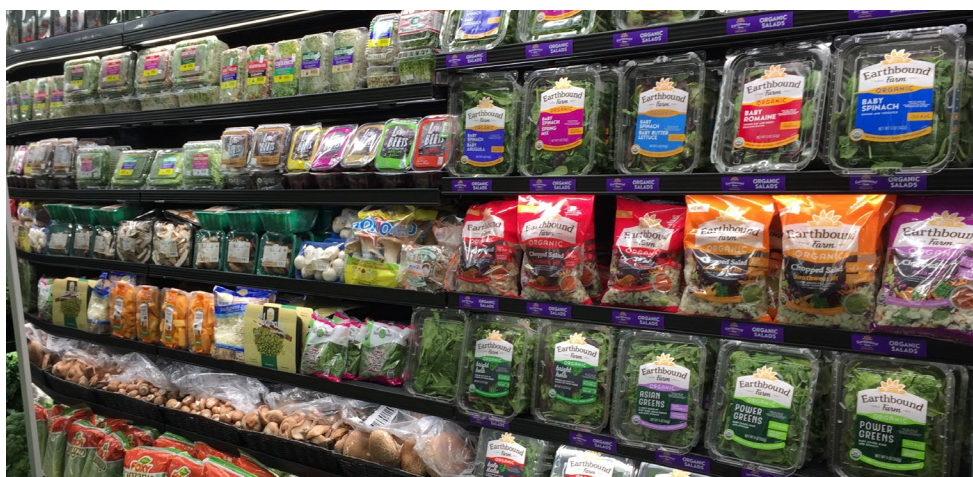
Organic Packaged Salads and Baby Greens have been in better supply and quality is slowly improving. Get ready for some significant jumps in volume as 1st quarter “diet season” approaches! Growers are expecting to be able to keep up this year, barring any impactful weather events!

Organic Kale is in good supply out of CA and FL. **Organic Green, Lacinato, and Red Kale** are all in good quality and supply.

Lady Moon Farms in Florida has good supplies of **Organic Red Butter, Green Butter, Red Leaf, Green Leaf, and Romaine Lettuces**. Quality is excellent, worthy of the higher price for the freshness.

On the other hand, CA growers have decent amounts on all varieties of **Organic Lettuces**, but brown discoloration is present on the ribs. **Organic Romaine Hearts** quality continues to be very good. Pricing has moved up a little this week.

Organic Spinach is in better supply this week out of CA. Quality is reported to be very good.



EXPENSIVE INBOUND FREIGHT



ALERT! The food industry continues to face challenges with logistics. Truck availability and rate increases are becoming more prevalent as we head into 2018. Mandatory ELD (electronic logging devices) regulations went into effect on December 17th, and carriers have until April to become compliant before being shutdown by the government.



These mandatory ELD's enforce hours of service rules on carriers. Many independent owner operators have not installed them and will not be able to operate until they can get the ELD device on their trucks.

Inbound loads from the west coast are \$1000-2000 more expensive than this time last year. Even more dramatic are the rates out of south Texas and Florida here in late December. There are simply just not enough carriers coming out of these regions, driving the market high.



OG CUCUMBERS

Organic Cucumbers from Mexico are more limited in supply this week. Pricing is up slightly. Florida is gapping for several weeks.

Organic Hothouse Cucumbers are in good supply from Mexico.



CV CELERY

Organic Celery is in good supply out of Mexico and CA. Quality has improved a little. **Organic Celery Hearts** are in good supply from CA. Pricing has moved up this week.

Organic Celery Root (Celeriac) is in good supply from CA.



OG GRAPES

ALERT! California **Organic Red** and **Green Grapes** are extremely limited and will run out by early January. Quality has been declining very quickly.

New crop Peruvian **Organic Grapes** are expected to begin in late December, but with a much smaller crop than last year. Expect prices to remain very high. Due to early bloom issues, there will most likely not be any **Organic Green Grapes** supply out of Peru this season.



OG PINEAPPLES

Organic Pineapples have been in good supply, but early 2018 forecasts show a tighter first quarter in store. Look to continue to promote through the end of December.



OG RUSSET POTATOES

The price on **Organic Count Russet Potatoes** will begin to rise as we head into January. There is a lot of uncertainty in the truck market moving forward and the increased pricing is largely driven by this uncertainty and spread in the truck market.

There seems to be a decent supply of product available in the marketplace from multiple shipping regions.



OG APPLES

Domestic 2lb high graphic pouches of **Organic Gala, Gold, Granny Smith, Honeycrisp, Jazz Pink Lady,** and **Red Delicious Apples** are available this week at promotable pricing, as well as some 3lb. **Organic Granny Smith Apples.**

Washington **Organic Braeburn, Cameo, Envy, Fuji, Gala, Golden, Granny Smith, Honeycrisp, Jazz, Jonagold, Kanzi, Kiku, Lady Alice, Opal, Piñata, Pink Lady,** and **Red Delicious Apples** pricing continues to tighten as shippers are limiting packing to strengthen markets into the new year. There is still plenty of supply, especially smaller sizes and bags with promotional opportunities available.



OG PEARS

The Washington **Organic Pear** market is starting to tighten up as the end of the season is here for some shippers.

The overall crop is down this year on domestic fruit, and there have been some rumors that it will be a tight spring **Import Organic Pear** season.



OG BLUEBERRIES

South American **Organic Blueberry** supplies have tightened slightly, but better supplies are expected to ramp up towards the end of December when vessel fruit arrives from Chile.

Driscoll's **Organic Blueberries** are transitioning this week to 6 oz packs as the Mexican supply ramps up. Prices will ease slightly as well.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli pricing has moved up a little this week. Quality is looking better as well. Expect further price spikes in early January.

Organic Broccoli Crowns are in good supply.

The **Organic Cauliflower** market has begun to tighten up and prices are rising. Most shippers are experiencing some aphid and discoloration issues.

Organic Romanesco is in limited supply.



OG MANGOS

Organic Mangos from Ecuador continue to be promotable through the end of December. Quality has been good. Peruvian fruit will begin in mid-January.



OG ASPARAGUS

Organic Asparagus is in steady supply this week out of Mexico. Quality has been good. More volume will begin in mid-January.



OG EGGPLANT

Mexican **Organic Eggplant** is in abundant supply and quality is very nice. Florida growers report that supplies are still limited.



OG TOMATOES

ALERT! **Organic 2-Layer, 15lb Hothouse, 11lb Cluster, and Roma Tomatoes** are in very tight supply out of Mexico. Prices are very high.

Organic Grape Tomatoes are in good supply out of Mexico, while Florida is more limited. Price is higher.

Organic Cherry Tomatoes are in adequate supply out of Florida. **Organic Rainbow Cherry Tomatoes** are limited. It could be until late December before volumes are stronger.



OG CA CITRUS

Organic Navel Oranges continue in better supply with good flavor, improving color, and steady pricing. **Organic Cara Cara Oranges** continue to be very limited this week with high prices. Expect sporadic gaps.

Organic Clementines are expected to wrap up for the season by the beginning of January.

Organic Satsuma Mandarins continue in steady supply and are expected to continue through at least the end December. **Organic Stem & Leaf Mandarins** are now in good supply.

New crop **Organic Daisy Tangerines** have arrived! These very juicy bright orange seeded tangerines are here for a short time and not to be missed.

New Items from Buck Brand Specialty Citrus: **Mellow Gold Grapefruit, Lemonade Lemons, and Nova Tangelos.**



OG BERRIES

ALERT! California **Organic Strawberry** volumes are extremely limited with very high pricing. Expect supply gaps. The California wildfires are affecting picking and loading of fruit. Mexican **Organic Strawberry** supply is limited due to shifting demand out of California, combined with poor weather. Florida had some freezing weather that significantly affected supply.

Driscoll's **Organic Blackberries** and **Raspberries** continue to be firmer this week with prices on the rise. California wild fires are affecting picking and loading of fruit. Expect sporadic gaps in supply until the Baja region of Mexico gets ramped up in mid-February. Other brands of **Organic Blackberries** continue in steady supply from Mexico.

OTHER STORIES:

- **Organic Lemon** and **Meyer Lemon** supplies are excellent out of California. Pricing is steady.

- California **Organic Grapefruit** are in steady supply this week. It is still unknown what future effects the California wildfires will have as they continue to spread.

- We are into some very nice **Organic Red, Yellow, and White Onions** from Peri & Sons out of Nevada. **Organic Sweetie Sweet Onions** should wind down in supply in January.

- **ALERT!** **Organic Broccoli Rabe** supplies will be more limited until January, then volume will be adequate.

- **Organic Loose Brussels Sprouts** are limited out of CA. Mexico will start soon.

- **NOTE:** **Organic Zucchini** and **Yellow Squash** are gapping from FL. Product from Mexico is also more limited with pricing expected to move up a little. **Organic Sunburst Squash** is available in limited supply out of Mexico.

- Florida growers are harvesting the first **Organic Red** and **Green Cabbage** of the season. Georgia growers have good supplies of **Organic Green** and **Red Cabbage**. CA growers have adequate supplies of **Organic Green** and **Red Cabbage**.

- Quality continues to be very good on **Organic Colored Peppers** from Israel. Supplies are limited from Mexico, with the exception of **Organic Orange Peppers**, which are more abundant than other colors shipping from that region. **Organic Green Peppers** are in good supply from FL, NC, and Mexico. **Organic Jalapeño Peppers** are in good supply from Mexico and Florida.

Four Seasons Produce Christmas & New Years Schedule

Monday 12/25 – Merry Christmas! Offices are closed for the holiday. No deliveries.

Tuesday 12/26 - Sunday (12/31) – Normal delivery and office schedule.

Monday 1/1 – Happy New Year! Offices are closed for the holiday. No deliveries.

Wednesday 1/3 - Extra deliveries will be made in most regions.



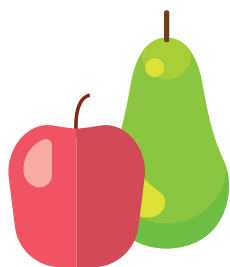
DIET SEASON MERCHANDISING TIPS

WHAT IS “DIET SEASON”?

Each year, following overindulgence from the holidays and coinciding with the New Year’s resolutions that many people make, fresh produce sales spike during the first 3-4 weeks of January.

BE PREPARED FOR THE “HOME JUICERS & SMOOTHIE MAKERS”

Many folks will get a new juice extractor or high speed blender for Christmas that they’ll be eager to try out in January. The infographic on the next page highlights many items that are commonly used in juice blends and smoothie blends.



BE PREPARED FOR THE “HEALTHY SNACKERS”

Snacking varieties of citrus, apples, and premium variety apples, plus pears, and all berries sell VERY well at the onset of “Diet Season”. Highlight the varieties your staff thinks tastes best to help consumers who are looking to add a little variety to their daily fruit snacking.

BE PREPARED FOR THE “SALAD BUILDERS”

Packaged salads of all kinds, bulk lettuces, and romaine hearts are big movers during January. In fact, salads like baby greens and baby spinach, sell well even when not on sale during “Diet Season.” Consider complementary items that add color and flavor to salads, like grape and other tomato varieties, shredded carrots, colored bell peppers, cucumbers, broccoli, and cauliflower.



FOR MORE “DIET SEASON” MERCHANDISING TIPS, PLEASE CONTACT YOUR SALES REP OR MERCHANDISER!

JUICING VS. BLENDING

WHAT'S THE DIFFERENCE?

JUICE



- 1 WATER & NUTRIENTS EXTRACTED FROM FRUITS/VEGGIES
- 2 JUICERS SEPARATE JUICE FROM PULP (INSOLUBLE FIBER)
- 3 GREEN JUICES DELIVER PHYTONUTRIENTS DIRECTLY TO THE BODY IN LIQUID FORM

FORMULA FOR A GREEN JUICE

[MAKES ABOUT 16-24 OZ]

THE GREEN

KALE, SPINACH, OR OTHER DARK LEAFY GREENS
[3 CUPS]



THE VOLUME VEG

CUCUMBER, CELERY, FENNEL, ROMAINE LETTUCE
[2 FIELD CUCUMBERS OR 1 SEEDLESS CUCUMBER,
OR 4 CELERY STALKS OR 1 CELERY HEART]



THE CITRUS CLARITY

LIME OR LEMON
[1 - MOSTLY PEELED]



THE SWEET

APPLE OR PEAR
[2-3 WHOLE APPLES OR PEARS]



THE ZING

GINGER OR TURMERIC (OPTIONAL)
[THUMB SIZED PIECE]



SMOOTHIE



- 1 ENTIRE FRUITS/VEGGIES ARE BLENDED IN A SMOOTHIE - KEEPING NUTRIENTS INTACT
- 2 BECAUSE PULP (INSOLUBLE FIBER) IS LEFT IN, THE SMOOTHIE BECOMES THICKER
- 3 SMOOTHIES ALLOW FOR EXTRA NUTRIENTS, LIKE PROTEIN - (GREEK YOGURT, POWDERS, ETC.)

FORMULA FOR A GREEN SMOOTHIE

[MAKES ABOUT 24-28 OZ]

THE LIQUID STARTER

WATER, FRESH JUICE, OR COCONUT WATER
[1 CUP]



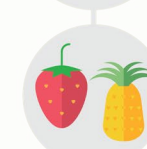
THE GREEN BOOST

BABY SPINACH, BABY KALE, KALE, OTHER LEAFY GREENS
[1 CUP]



THE FRUIT

BLUEBERRIES, BLACKBERRIES, STRAWBERRIES, RASPBERRIES,
APPLES, PEARS, GRAPES, PINEAPPLES, MANGOS, PEACHES
[2 CUPS FRESH OR FROZEN]



THE PROTEIN

GREEK YOGURT, YOGURT, CHIA SEEDS, RAW ALMONDS, FLAX SEEDS
[1/2 CUP]



THE SMOOTH

BANANA
[1 FROZEN RIPE BANANA OR 1 WHOLE PEELED]



THE CHILL

ICE
[2 CUPS]





CONVENTIONAL OUTLOOK

DECEMBER 22 - JANUARY 5, 2017

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PEAK SEASON STARTING FOR CITRUS



Headed into the new year, it is peak **Citrus** season! January - March will be the best time of the year for big **Citrus** displays with lots of variety. Here's the outlook:

- **Navel Oranges** - 88ct and smaller have limited supplies and prices are going higher. With a smaller crop overall, there is an abundance of the larger sizes and growers are very aggressively pricing the 56ct and larger. The opportunities are great to promote jumbo sizes, loose in the bin, or an 8lb bags.
- **Heirloom Navel Oranges** - Vintage Sweets will be in stock in 3lb bags starting the first week of January.
- **Cara Cara Navel Oranges (pink flesh)** - peak season is starting. Large sizes are more abundant. 3lb bags are also available.
- **Blood Oranges** - just now starting. Half cases and 2lb bags are in stock.
- **Pummelos** - in peak season! Jumbo sizes are prominent.
- **Minneola Tangelos** - the crop is just beginning. 80ct loose and 3lb bags will be in stock for the first week of January.
- **Mandarins** - peak season continues on California, Morocco, and Spain **Clementines**. They will remain promotable through mid-January. **Stem & Leaf Satsuma Mandarins** will continue to be in season through early January, followed by **Page Stem & Leaf Page Mandarins**.



OG BERRIES

The weather looks good for Florida this week, so **Strawberry** growers expect supplies to increase and prices to adjust down accordingly headed into the New Year.

Blueberry vessels are arriving and supplies should improve this week. We will start to transition to pint containers in early January, coinciding with Chilean arrivals.



CV GRAPES

NOTE: California **Grapes** will be winding down for the season here in December. Quality is just not holding up on the shelf very long any more.

The switch will begin in early January to **Import Grapes** from Peru and Chile.

On **Green Grapes**, we will switch into the "**Sweet Globe**," and the **Red Grapes** will be the "**Sweet Celebrations**". Expect a little sticker shock as prices will be higher on these varieties and even bigger sticker shock on cheaper lines we offer now on California and the cheaper varieties of the imports.



CV TOMATOES

Vine Ripe and **Roma Tomatoes** are beginning to be in much better supply. Pricing is still certainly higher than usual but not as high as it was two weeks ago. Look for pricing to continue to slide into January. Quality has been very nice.

Hothouse and **Cluster Tomatoes** are in much better supply this week as well. Quality has been excellent out of Mexico. The challenge now is finding trucks to bring product from south Texas loading points.

Grape Tomatoes are still in short supply, but by the new year supplies will definitely improve. Quality has been excellent on all Florida fruit.



CV PINEAPPLES

Pineapple supplies from Central America will be on the lighter side through the second or third week of January. The holidays are the main factor, interrupting the harvest and shipment. Markets reacted, spiking prices higher.

Another factor playing into these higher prices is the political strife in Honduras which is blocking fruit getting shipped into the ports in Honduras for loading.



CV MANGOS

Mango supplies continue to be abundant on the smaller sizes (10 ct & 12ct) and are heavily discounted. Quality has been very good - nice fruit at great prices.



CV CUCUMBERS

Cucumbers are finally through the flush and pricing is beginning to move up out of Mexico. Cooler weather has also slowed production, so look for all **Super** and **Euro Cucumbers** to be higher in price next week. Quality has been very nice on all **Supers**.

Honduras will also begin harvesting next week with additional supplies being shipped into the states.



CV HASS AVOCADOS

Hass Avocado prices have leveled off as supplies are adequate for demand going into the holidays.

Now it appears going forward into the New Year and the push towards the pulls for football play-offs and the Big Game, we should see a relatively calm market without the manufactured shortages and price hikes we experienced a few weeks ago.



CV ASPARAGUS

Look for **Asparagus** prices to come down this week following the holiday demand. No interruptions are expected out of Peru heading into the new year.

Mexico will get started around mid-January. We will keep you updated as we get closer and have a firm date.



CV PEPPERS

Red Pepper supplies are also improving on all 15 lb. "LaRouge" types. Sizing has been running mostly on the large size, but quality has been nice. Pricing should begin to slide over for the end of December.

Green Peppers continue to be in better supply out of Mexico and Florida, and pricing will slide once again this upcoming week. Quality has been excellent out of both areas.



CV SQUASH

Zucchini and **Yellow Squash** are extremely tight. Cool weather in Mexico has really slowed down production on both varieties, but high winds caused more scarring on the **Yellow Squash**, preventing strong pack outs.

Most of the **Yellow Squash** is being held back in Mexico or packed as #2's due to scarring.



CV CAULIFLOWER & BROCCOLI

ALERT! No changes are expected in the **Cauliflower** market for another few weeks. Prices will be high and supplies limited.

Strong demand and the cool weather will keep **Broccoli** supplies on the limited side this week. Prices will remain higher for the end of December.



CV GREEN BEANS

Green Beans will continue to be in shorter supply through the holiday, but the weather in Florida has been beautiful over the past couple days.

If this continues, the beans will mature quicker and volumes will only increase into next week. Quality has been beautiful.



CV POTATOES

Russet Potato demand continues to be very strong in every shipping region. Pricing continues to be steady to slightly rising on all items.

Truck availability continues to be the major challenge out of Idaho.



CV MELONS

Demand is expected to remain strong and large volumes of **Cantaloupes** and **Honeydews** aren't expected to arrive until after the New Year. Look for prices to remain steady for the end of December.



CV LETTUCE

Cool weather in the desert is going to keep **Lettuce** supplies on the tighter side and prices firm.

