

# "MINI" MARKET NEWS

OUTLOOK FOR DECEMBER 24 - DECEMBER 31, 2015

## RED HOT - ORGANIC



- **Organic Apples** continue to be difficult to source since growers/shippers are really pacing out their controlled atmosphere storage product, trying to stretch their meager supplies and maximize their returns until the import season starts. **Organic Granny Smith Apples**, on all grades and sizes, are among the shortest in supply.

- **Organic Strawberries** and **Raspberries** remain in limited supply with very high pricing headed into January.



- **Organic Cucumbers, Lettuces, and Radishes** are expensive and in limited supply.

- **Organic Cello Carrots** (48/1lb., 24/2lb. & 10/5lb.) are extremely limited from California growers. Heavy pro-rates are in place from the major shippers. Additionally, they're requiring customers buy **Organic Baby Carrots** to even get access to the cellos. January will be a difficult month for **Organic Carrots** as diet season demand ramps up even higher.



- **Organic Celery** prices are going even higher due to lack of supply.

- **Organic Cauliflower** remains extremely tight. **Organic Broccoli** supplies however are expected to improve headed into the New Year, creating anticipated price drops the first week of 2016.

- **Organic Zucchini** is gapping in Florida and is difficult to source out of Mexico at this time. Expect pro-rates. **Organic Yellow Squash** is even tighter.

## PROMOTABLE - ORGANIC

- **Organic Grapefruit** is in peak season from California and Florida. Promotional opportunities are available on larger sizes, as well as 10/4lb. bags, out of California.

- **Organic Navel Orange** quality and flavor continues to improve. Pink-fleshed **Organic Cara Cara Navel Oranges** are coming into season. Valencia variety **Organic Juicing Oranges** are coming into season in Mexico, with favorable pricing.

- **Organic Specialty Citrus** is now in peak season! We'll be promoting a tree-ripe fruit from Deer Creek Heights Ranch in Porterville, CA (**Buck Brand**). Check out the variety list on pages 4-5 where we break it out by "culinary" vs. "snacking" varieties.



- **Organic Clementine** and **Satsuma Mandarins** have one more week of promotability, then we will be waiting for Tango and Murcott variety mandarins to start later in January.

- **Organic Hass Avocados** and **Organic Pineapples** are both favorable for late December and early January promotions thanks to strong supplies and quality.



# RED HOT - CONVENTIONAL

- **Green Bean** harvests came up extremely short in Florida and Mexico for Christmas demand. Prices skyrocketed and microwave pack producers heavily pro-rated orders. This extreme market is not expected to improve for a few weeks until the next plantings come in.
- **Cauliflower** continues to trade at record high prices due to weather related growing issues. 9 ct and 12 ct are virtually unavailable. There have been some 16 ct **Cauliflower** packs around. Pricing and supplies are not expected to improve in the near term.
- **Celery** remains in short supply and therefore high priced, but it does not appear to be going any higher for January.
- Field **Red Peppers** and greenhouse **Colored Bell Peppers** have become more expensive for late December and early January out of Mexico and Spain.
- Field grown **Cucumbers** are gapping in Florida and in very short supply in Mexico, causing prices to spike dramatically. Greenhouse **Seedless Cucumbers** have remained affordable.
- Greenhouse **Beefsteak** and **Cluster Tomato** supplies dropped off significantly which is driving prices up two-fold. Field **Tomatoes** including **Rounds, Romas, Grape,** and **Cherry,** are also spiking up in price due to lighter harvests in Florida and Mexico.
- There are no more good quality **Grapes** coming out of California, forcing all the demand into new crop South American **Grapes**. Prices are firm on **Green Seedless Grapes** and going up on **Red Seedless Grapes** until the Chilean crop comes on in larger volume in mid-January.



# PROMOTABLE - CONVENTIONAL



- There are lots of deals available on **Pineapples** at this time. Take advantage now since these low prices will not last for more than a couple of weeks.
- **Citrus** season is ramping up to it's peak in California on **Navels,** as well as varieties like **Cara Caras, Blood Oranges, Pumelos,** and **Minneola Tangelos.**
- Spot deals can be found on **Clementines** from Morocco and Spain. California **Mandarins** remain steady as the **Clementine** variety winds down and they prepare to start **Tango** and **Murcotts** in mid-January.
- **Potatoes** and **Onions** remain very affordable with promotional volume.
- Storage supplies remain strong on most **Eastern Apple** varieties, except **Honeycrisp.**
- **Lemons** and **Sweet Meyer Lemons** are in great supply and quality.
- Excellent deals can be found on **Hass Avocados** this week from Mexico, especially on jumbo sizing.

*New!*

# AT FOUR SEASONS

## ORGANIC

- 44144 - OG Oro Blanco 32 ct
- 44129 - OG Oro Blanco 40 ct
- 42177 - OG Pear Anjou Pouch Bag 12/2 lb.
- 45036 - OG Marian Biodynamic Raw Almonds 25 lb.
- 45030 - OG Marian Biodynamic Thompson Raisins 25 lb.
- 40548 - OG Cabbage Green Lady Moon 45 lb.
- 44031 - OG Minneola Tangelo 40-80 35 lb.
- 44120 - OG Orange Valencia Fancy 88 ct
- 45000 - OG Sapodilla 5 lb.
- 40411 - OG Peas Snap Bagged 10/10 oz.



- 40482 - OG Beets Rainbow Bunch Cal-O 24 ct
- 40438 - OG Beets Baby Gold Bunch Coke Farms 24 ct
- 40495 - OG Beets Baby Red Bunch Coke Farms 24 ct
- 40490 - OG Beets Baby Chiogga Bunch Coke Farms 24 ct
  
- 41053 - OG Squash Honeynut 40 lb.
- 41057 - OG Squash Acorn Carnival 35 lb.
- 41342 - OG Tomato Hothouse Clam RedSun 12/2 pk
- 41373 - OG Tomato Campari 10/12 oz.
- 40563 - OG Turmeric 30 lb.
- 40463 - OG Turmeric 10 lb.



- spring leaf**
- 46805 - OG Spring Leaf Peppers Green 6/2 ct
  - 46806 - OG Spring Leaf Peppers Red 6/2 ct
  - 46807 - OG Spring Leaf Peppers Red/Yellow 6/2 ct
  - 46808 - OG Spring Leaf Cucumbers 6/2 ct
  - 49676 - OG Spring Leaf Tomato Cluster 6/14 oz
  - 49694 - OG Spring Leaf Lemons Meyer Bag 10/11lb.



## CONVENTIONAL



- 10100 - CV Blueberries 12/1 pt
  - 06078 - CV Apples Jazz Pouch Bag 12/2 lb.
  
  - 13040 - CV Lemons SK Pouch 18/2 lb.
  - 13053 - CV Lemons Meyer Sunkist Pouch 18/1 lb.
  - 14004 - CV Oranges Blood Sunkist Fancy 88/113 sz 44 ct
  - 13912 - CV Oranges Blood Sunkist Fancy Giro Bag 18/2 lb.
  - 13818 - CV Oranges Cara Cara Sunkist Fancy 56 ct
  - 13819 - CV Oranges Cara Cara Sunkist Fancy 72 ct
  - 13821 - CV Oranges Cara Cara Sunkist Fancy 88 ct
  - 13747 - CV Oranges Cara Cara SK Giro Bag 12/3 lb.
  - 13741 - CV Oranges Cara Cara SK Giro Bag 18/2 lb.
  - 14214 - CV Tangelo Minneola Sunkist Fancy 80 ct
  - 14345 - CV Tangelo Minneola SK Choice 12/3 lb.
- Sunkist High-graphic Pop-up Display Bins available by request.*



- 14063 - CV Tangerines Dancy 120 ct
  
- CHILEAN FRUIT**
- 15604 - CV Peaches VF 20 lb.
- 15405 - CV Nectarines VF 20 lb.
- 14837 - CV Apricots 20 lb.
- 14996 - CV Cherries Jumbo 11 lb.



# DEER CREEK HEIGHTS RANCH

## HOME OF BUCK BRAND CITRUS

- Family-owned citrus ranch in Porterville, CA
- Available **Late Fall - Early Spring**
- All Certified Organic



## CULINARY SPECIALTY CITRUS



**BUDDHA'S HAND**

**CODE:** 42050

- minimal juice or flesh
- used for zesting
- for baking or can be candied



**MEYER LEMONS**

**CODE:** 44017

- much sweeter than a normal lemon
- smooth skin, great for zesting
- ultimate culinary lemon



**SWEET LIME (PALESTINE LIME)**

**CODE:** 43664

- very low in citric acid
- skin is very smooth & thin



**YUZU LEMON**

**CODE:** 44008

- looks similar to a grapefruit
- aromatic rind
- minimal sour, tart juice



**T'ORANGE LEMON**

**CODE:** 44013

- flavor is similar to a lemon, but with less bitterness
- used in jams and marmalades



**VARIEGATED PINK LEMON**

**CODE:** 45357

- flesh is pink & rind is thin
- tart & acidic



**LIMEQUAT**

**CODE:** 44025

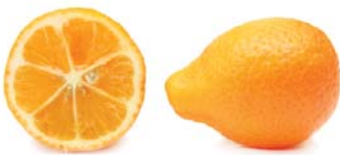
- acidic flavor
- rind is sweet like a kumquat



**CENTENNIAL KUMQUAT**

**CODE:** 43181

- round to oval neck
- moderate acidity, juicy
- sweet-tasting peel oil



**MANDARINQUAT**

**CODE:** 44085

- cross between a kumquat & mandarin
- tart, gold flesh



**MAKRUT LIME**

**CODE:** 44231

- used for zesting
- overwhelming bitter juice



**KEY LIMES**

**CODE:** 44078

- small-sized lime
- very juicy, aromatic flesh
- used for zesting & baking



**FINGER LIME**

**CODE:** 42055

- only 2-3 inches long
- acidic & tasty like limes
- "Citrus Caviar"





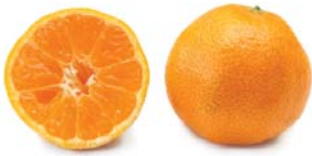
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## SNACKING SPECIALTY CITRUS



### ALGERIAN CLEMENTINE

**CODE:** 42051

- small size, easy-to-peel
- also known as Clementine Tangerine
- sweetest in the mandarin family



### SATSUMA MANDARIN

**CODE:** 42057

- easy-to-peel
- sweet, seedless, & low in acid



### FALL GLO TANGERINE

**CODE:** 44039

- flat shaped, thin skin
- juicy, orange flesh
- seeded, good flavor



### FAIRCHILD TANGERINE

**CODE:** 42056

- medium-sized fruit
- very sweet variety
- juicy, but has seeds



### NAVEL ORANGE

**CODE:** 44410

- no seeds, bright orange skin
- balance of sweetness and acidity
- very juicy



### MANGO ORANGE

**CODE:** 44411

- delicate, sweet flavor with a vanilla finish
- pink ring around flesh

COMING SOON!

### CARA CARA NAVEL ORANGE

**CODE:** 42061

- pink flesh
- sweetness balanced by a mild strawberry to cranberry like finish

COMING SOON!

### STAR RUBY GRAPEFRUIT

**CODE:** 42059

- deep scarlet color flesh
- pink/yellow/sometimes green outside

COMING SOON!

### LEMONADE LEMON

**CODE:** 42060

- cross of a lemon & navel orange
- sweet with lemon-like flavor
- low acid, enough to eat in wedges

COMING SOON!

### MINNEOLA TANGELO

**CODE:** 42062

- cross between a tangerine & grapefruit
- sweet orange flavor with tang of a tangerine

