



# ORGANIC OUTLOOK

FEBRUARY 10 - FEBRUARY 17, 2017



WWW.FSPRODUCE.COM 12/2 LB

## WINTER CALIFORNIA ORGANIC CITRUS

Even as this update is being typed, more rain is expected in California citrus growing regions. When there's sunshine and time to harvest, here's what to expect:

Add some color to your **Organic Citrus** displays! **Organic Moro Blood Oranges** are in good, steady supply this week with impressive, burgundy interior color. Be sure to cut some **Organic Blood Orange** samples to show what this antioxidant-rich organic has inside.

**Organic Navel Orange**, **Cara Cara Orange** (pink-flesh), and **Minneola Tangelo** supplies are expected to improve. Prices remain high due to more rain. **Organic "Mini Olan" Minneola** gift boxes are in steady supply.

**Organic Pummelos** are back in steady supply for the next few weeks. **Organic Kumquats** continue in the peak season from Southern California. Supplies are light due to small crop harvests this February.

**Organic Murcott** and **Tango Mandarins**, in both 12/2lb high graphic pouch bags and 25lb bulk, are in steady supply (between rain storms). Quality and flavor are outstanding! **Organic Golden Nuggets** continue in steady supply this week. This pebbly-skinned seedless tangerine has excellent, sweet flavor!



**Organic Grapefruit** are now in good supply with the range of sizes from 27 to 48 ct and bags. Quality is solid for winter promotion.

**ALERT!** **Organic Lemon** supplies continue to be very limited with strong and rising prices. **Organic Meyer Lemons** continue in a 20/1lb pouch bags, as well as 20lb bulk, out of California continue in steady supplies.



### OG BERRIES

**GODD NEWS:** **Organic Strawberry** supplies out of Mexico are expected to improve over the next couple of weeks. Prices will ease off after Valentine's Day. Florida **Organic Strawberries** are flushing, so expect excellent pricing and improved quality for the next couple of weeks.

Chilean **Organic Blueberry** supplies have tightened up significantly and the season is expected to finish a few weeks earlier than expected. Prices are likely to rise.

**Organic Blackberry** supplies have become more limited and some sporadic gaps should be expected with rising prices.

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



### OG LETTUCE

**Organic Green Leaf**, **Red Leaf**, **Red Butter**, and **Green Butter Lettuces** from Florida are all of excellent quality and markets are consistent with the past few weeks.

**Organic Romaine Lettuce** is more limited in supply this week out of Florida than previous weeks and may have some leaf tip discoloration.

CA reports limited supplies of all **Organic Lettuce**, with **Organic Romaine Lettuce** being the tightest. Some shippers shipping below normal weight cases on all CA **Organic Leaf Lettuce**, and there's still some discoloration.

The **Organic Romaine Hearts** market is tighter this week as less supply is available. Quality has been good to very good. Prices are expected to be very tight late Feb into March.



### OG PEPPERS

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

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

**Organic Green Peppers** are expected to be in abundant supply.

**Organic Mini Mix Sweet Peppers** are available.

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





## OG BROCCOLI

**Organic Broccoli** is in better supply and prices are lower this week out of CA and AZ. Time to promote!

**Organic Broccoli Crowns** and **Wrapped Broccoli** are in good supply as well. Quality has been very good, and prices may drop further next week.



## OG BEANS

**Organic Green Beans** are in excellent supply out of Mexico. Quality is very good.

Florida growers report adequate supplies of **Organic Green Beans**. **Organic Packaged Green Beans** from CA are in good supply.



## OG BANANAS

**ALERT!** One of the major vessels that brings **Organic Bananas** to the east coast ports broke down last week and fruit had to be brought on other sea containers, causing delays.

**Equal Exchange Organic Bananas** were among the shippers impacted. Deliveries 2/13-2/16 will be short on this fruit by 70-90%. The pipeline should be refilled by 2/17-2/18.



## OG PAPAYAS

**Organic Formosa Papayas** are in great supply. Quality is excellent. The crop is sizing larger and fruit is very promotable. Pricing will be lower for two weeks.



## OG HASS AVOCADOS

The **Organic Hass Avocados** will continue to be in great supply! Volume and quality are projected to be excellent over the next month. Continue to promote Avocados from Mexico, particularly on 48ct and larger sizes.



## OG CAULIFLOWER

**Organic Cauliflower** is in very good supply out of AZ/CA.

**Organic Romanesco** is in limited supply out of CA.



## OG GREENS

**Organic Red Kale, Chard (Red, Green, & Rainbow), Collards, Bok Choy, Baby Bok Choy, & Fennel** are in good supply out of Florida right now.

**Organic Green & Lacinato Kale** and **Green Dandelion** are limited from Florida until late February.

CA reports abundant supplies of all of these products as well, and is also currently shipping **Organic Parsleys, Cilantro, Bunch Beets, Dill, and Leeks**.



## OG PEARS

The first new crop Argentinian **Organic Green Bartlett Pears** are expected to arrive the week of 2/20. Initial supplies will be limited with high prices but will ease after the first few weeks.

The first new crop import **Organic Red Bartlett Pears** should arrive in early March.



## OG CUCUMBERS

**Organic Cucumbers** are in better supply this week out of Mexico, at slightly lower prices.

**Organic 12/6ct Mini Cucumbers** are in good supply out of Mexico.

**Organic Hothouse Cucumbers** are very tight out of Mexico, but there's some lesser quality available. Spain is reporting good supplies of **Organic Hothouse Cucumbers**.





## OG PINEAPPLES

**ALERT!** Organic Pineapple supplies continue to be limited arriving to the east coast. This week will see a slight increase in volume and prices will remain higher until the pipeline fills. Conventional pineapples are also tight so this is not helping the market.



## OG BRUSSELS SPROUTS

The next 4 weeks look to be the best time of the year to promote **Organic Brussels Sprouts**. Mexican **Organic Brussels Sprouts** are in strong supply this week. Quality is very good.

Product is available in 8x1lb microwaveable bags. Loose product available in both 10lb and 25lb packs. Pricing should be steady where we're at now for next week.



## OG SALADS

**ALERT!** Organic Salads continue to remain VERY TIGHT on Spinach, Arugula and other blends. This is affecting not only bulk supplies but also retail packs. This shortage will likely last a few more weeks.



## OG MANGOS

**Organic Mangos** from Peru are in good supply, with quality of fruit being excellent. This could change as Peru has been experiencing some rain. Containers have been gapping on the east coast as most shippers are opting to bring fruit to the west coast.

The peak shipping is passing, so expect to see prices rise a bit at the end of February until Mexico starts with round red varieties in early March.

**First of the season Organic Ataulfo (Yellow) Mangos** from Mexico are here!



## OG APPLES

**ALERT!** Washington **Organic Honeycrisp Apple** supplies are virtually done with just some very sporadic supplies at very high prices available.

Washington **Organic Gold** and **Granny Smith Apple** supplies have tightened up significantly pushing markets up.

Washington **Organic Braeburn, Cameo, Fuji, Gala, Opal, Pink Lady, and Red Delicious Apple** prices are starting to rise as packing slows down to prolong the season.

Daisy Girl 12/2lb pouch bags are available this week in **Organic Fuji, Gala, Golden Delicious, Granny Smith, Kanzi, and Red Delicious Apples**. **Organic Pink Lady Apples** are sizing really large and limited, so we are in a gap. **Organic Ambrosia Apples in pouches** are done for the season.



## OG TOMATOES

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

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

**Organic Grape Tomatoes** are in good supply out of Florida and Mexico. The deals are available from Mexico, though quality this week was low in color and flavor. Supplies are limited on **Organic Gold Grape Tomatoes** as well.

**Organic Roma Tomatoes** are abundant out of Mexico, but some arrivals have issues because of soft and decay. Supplies are adequate out of Florida at this time.

**Organic Cluster Tomatoes** are in better supply out of Mexico this week. Pricing is a little bit lower.

## OTHER STORIES:

- **ALERT!** **Organic Broccoli Rabe** is expected to gap until March because of aphid pressure.
- **Organic Asparagus** is more limited in supply this week out of Mexico. CA product is expected the week of Valentine's Day, after which we expect pricing to drop.
- **Organic Artichokes** are in good supply out of California. Quality has been very good.
- **Organic Eggplant** is in limited supply out of Florida. Mexico reports abundant supplies and has **Organic Graffiti Eggplant** as well.

- **Organic Zucchini** appears to be in somewhat better supply this week. Prices dropped a bit but not much. **Organic Yellow Squash** is tighter out of Mexico. Florida is out on both **Organic Zucchini** and **Yellow Squash**.

- **ALERT!** Storage **Organic Shallots** out of CA have issues with mildew and mold. We are waiting for imports to be cleared for release on the east coast.

- We have switched supply up to the Washington state **Organic Onion** growing region. Quality is

not quite as nice as we had seen out of NV but is still a solid storage onion for this time of year. Pricing is steady.

- New South African **Organic Green Grapes** have made an early surprise appearance and are now expected to gap for 2-3 weeks before the next boat arrival. New South African **Organic Black Grapes** are expected to begin late next week in limited supply of 10lb. boxes.





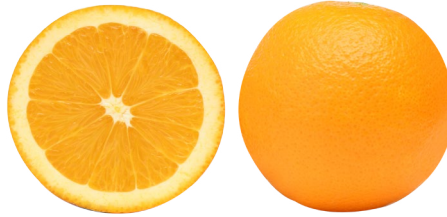
# BUCK BRAND SPECIALTY CITRUS AVAILABILITY:



LUU LUU NAVEL ORANGE



TDE TRIPLE CROSS MANDARIN



MANGO ORANGE

Buck Brand specialty citrus continue with the following varieties (listed below). Get your orders in early as supplies will be limited!

- Organic Centennial Kumquats
- Organic Pink Variegated Lemons
- Organic T'Orange Lemon
- Organic Lemonade lemon
- Organic Limequat
- Organic Mandarinquat
- Organic Seville Marmalade Oranges
- Organic Washington Heirloom Navel Oranges
- Organic Lulu Navel Oranges
- Organic Cara Cara Oranges
- Organic Palestinian Sweet Lime
- Organic TDE Tangerine
- Organic Mango Valencia Oranges

Buck Brand is gapping on the following varieties this week: **Etrog Citron**, **Star Ruby Grapefruit**, and **Meyer Lemons**.

## FOR MORE VARIETAL INFORMATION:

RESOURCES PAGE: [HTTPS://GOO.GL/5MW7JD](https://goo.gl/5MW7JD)

SPARK PAGE: [HTTPS://GOO.GL/LAIC5G](https://goo.gl/LAIC5G)

## DISPLAYS OF THE WEEK







## CONVENTIONAL OUTLOOK

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# STRAWBERRY PEAK HARVESTS COMING



### Promote **Strawberries**!

Make plans to increase display size and run in-store specials or ads during the rest of February and early March.

Florida, Mexico, and California will all have supplies to add to the supply pipeline. Pricing will be lower, especially out of Florida, allowing for sharper price points on the shelf.

Quality has been solid out of all regions.

Driscolls brand **Strawberries** volume is mostly out of Mexico right now.



## CV CALIFORNIA CITRUS

California **Citrus** growers were catching their breath after two weeks of rain, but the weather turned rainy again in the middle of the week slowing harvesting down again.

We are again seeing a temporary shortage of fruit as supplies are being gobbled up. This should be short lived as the rain is going to clear this weekend and nice weather is projected through next week.

Peak promotion time for late winter **Mandarins (Murcott & Tango)** is on its way for the end of February and March.

## CV PEPPERS

**15lb Red Peppers** remain promotable and quality is nothing short of awesome - nice 20-22ct fruit!

**11lb Red, Yellow, and Orange Peppers** are steady.

**Mini Mix Sweet Peppers** are limited with an uptick in price this week.

**NOTE:** Sizing on **Green Peppers** is down in Mexico and prices are changing quickly as this is putting pressure on Florida. This unexpected shortage has caused price increases for this week. Quality should be good.

## CV TOMATOES

**Vine Ripe 2-Layer** and **25 lb Tomatoes**, plus **Hot-house Beef Tomatoes**, are plentiful, beautiful, and aggressively priced.

**Cluster Tomato** pricing will be a bit lower this week as supplies are increasing.

**Grape Tomato** quality continues to be very nice. Pricing is coming off the floor and we may see an increase the second half of the week. **Cherry Tomatoes** are steady.

**Campari Tomatoes** will be lower in pricing.

**Heirloom Tomatoes** are more aggressively priced this week, along with Blended Flavors (rainbow cherry/grape) from greenhouse production.





## CV ASPARAGUS

Promote Mexican **Asparagus** this week. Good volume is expected following the increased Valentine's Day demand.



## CV POTATOES

Our first arrival of Florida **Potatoes** will hit the beginning of this week. Quality will be very nice and price will be comparable to what we have seen out west. Look for some slight skinning in this early new crop product.



## CV CUCUMBERS

Quality and pricing on Mexican **Cucumbers** are steady with nice quality.

**Cello wrapped Cucumbers** are more plentiful with lower pricing this week from Mexico and Canada.

**12/6ct Mini Seedless Cucumbers** steady in quality and price.



## CV MELONS

Prices will remain steady this week on both **Cantaloupes** and **Honeydew**.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** are extremely plentiful and promotable. Believe it or not, pricing will be lowered yet again this week. Quality is good.



## CV CAULIFLOWER

**Cauliflower** is limited with steady to higher pricing. Quality is good.



## CV LETTUCE

**Iceberg, Romaine Hearts, Romaine, Green Leaf, and Red Leaf Lettuces** are all limited for the next several week to try and bridge the gap from the end of Yuma, AZ to the start of Salinas, CA. All pricing will be higher this week.

**Iceberg Lettuce** quality is actually better than it's been in a few weeks, **Leaf Lettuce** quality is good/steady, and the **Romaine Hearts** quality continues to be very nice.



## CV SQUASH

**Zucchini** quality is very nice and pricing is steady to lower.

**Yellow Squash** is steady in quality and price.

All **Hard Squash** is steady.



## CV PINEAPPLES

The **Pineapple** market continues to be tight along with high demand. An added aggravation, a vessel was late this week and the fruit that was available will not be available until the end of the week.

Outlook is going to remain strong through February and well into March. We could see a strong market through the Easter ads.





## CV ONIONS

We have seen our first arrival of Mexican new crop short day bulk **Red, Yellow, and White Onions** this week. Quality is good for an season onion.

We expect prices to continue to decrease as more product comes to market out of Mexico.



## CV BROCCOLI

**Broccoli** supply is steady. Pricing is lower and quality is nice out of Mexico and California.



## CV BERRIES

**ALERT!** The weather in Mexico has slowed the expected numbers on both **Raspberries** and **Blackberries**. Look for prices to remain high and supplies limited.



## CV BLUEBERRIES

Chilean pint **Blueberry** volumes will continue to decrease and prices will increase this week.

The transition to 6oz packages out of Chile will soon begin due to the lower volume. Mexico will continue to cross fruit but not enough to cover all of the demand.

Driscoll's Mexican XLG **Blueberries** will now be 6oz packs.



## CV HASS AVOCADOS

Mexican **Hass Avocado** movement was very good for Super Bowl promotions, but growers plan to send less volume to the US for late winter.

The spring California crop will be small in volume for 2017 and Peru **Hass Avocados** will not really arrive until June.

All this points to steady **Hass Avocado** pricing, not likely lower for the next two months.

## OTHER STORIES

- **Artichokes** are limited for the next several weeks and pricing is increasing as a result.
- **Anise (Fennel)** supplies are more limited with an up-tick in price. Quality remains very nice.
- **Celery** is in good supply with good quality and promotable volumes.
- Please be sure to ask your sales rep for information and pricing on our new 2/2lb **Baby Arugula** pack.
- **Eggplant** is steady with very nice quality.

