



ORGANIC OUTLOOK

FEBRUARY 17 - FEBRUARY 24, 2017



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ORGANIC TROPICALS UPDATE

Organic Formosa Papayas from Mexico are in great supply. Quality is excellent. The crop is sizing larger and fruit is very promotable. We will continue to have beautiful fruit at a fantastic price this week!

ALERT! Both **Organic Young Thai Coconuts** and **All-Natural Young Thai Coconut** prices continue to remain higher this week again as supplies continue to be very tight. This will last for the next few weeks!

Organic Pineapples have slightly better availability next week, but in general pines are entering what could be an interesting next few months. Prices have dropped a little from previous weeks but long term projections are lighter than normal through mid-April.



OG MANGOS

Organic Kent Mangos from Peru continue to be excellent quality. This season should end in early March as shippers begin to wind down. Expect Mexican Tommy Atkins variety fruit to start to make an appearance within that time, ensuring there will be little to no gap between the 2 seasons.

Organic Ataulfo Mangos (Yellow Mangos) from Mexico are now in season. As the early crop harvests ramp up in volume, late February and early March will be a promotable time. There are deals on 18-20ct and promotable pricing on 14-16ct too.

The early **Organic Ataulfo Mangos** are tangy and sweet, then as the season progresses into spring, the fruit becomes even sweeter. Ataulfos are ripe and ready to eat when the skin has turned full yellow and gives easily to gentle pressure.



OG BERRIES

Florida **Organic Strawberries** are flushing. Expect excellent prices and improved quality for the next couple of weeks.

Organic Strawberry supplies out of Mexico are expected to improve over the next couple of weeks. Prices continue to ease down.

Organic Raspberry volume has flattened out and is expected to begin ramping up over the next few weeks. Markets should slowly slide off.

Chilean Organic Blueberry supplies have tightened significantly and season is expected to wind up a few weeks earlier than expected. Anticipate rising prices to continue. Pints are finished and 6 oz will be the main pack.

ALERT! **Organic Blackberry** supplies have become more limited. Prices are rising.



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. Prices are promotable.

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. **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 color and flavor were not as good as the Florida product.

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 lower.



OG CAULIFLOWER

Organic Cauliflower is in very good supply out of Arizona and California. Some product has been arriving with discoloration, but overall quality is decent.

Organic Romanesco is in limited supply from CA.



OG BROCCOLI

Organic Broccoli is in better supply and prices are lower this week loading out of CA.

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



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in strong supply this week out of Mexico. Quality is very good. Product is available in 8x11lb microwavable bags.

Bulk product is also available in 10lb and 25lb cases. Prices should be steady where we're at now for next week.



OG HASS AVOCADOS

The **Organic Hass Avocado** market took an unexpected tick up in price as quantities remain slightly more limited after a huge push through the Super Bowl.

It has not been immediately clear if this is just a result of heavy pulls from the big game or a more underlying problem of Mexico misrepresenting exactly what the projected size of the crop is this year. Expect prices to creep up for next week and beyond.



OG CUCUMBERS

Organic Cucumbers are in plentiful supply from multiple growers in Mexico this week. Prices are slightly lower.

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

Organic Hothouse Cucumbers are limited out of Mexico and there's some lesser quality available. Product out of Spain is in good supply.



OG GRAPES

Organic Red Globe Grapes are winding down for the season and are expected to wrap up by early March.

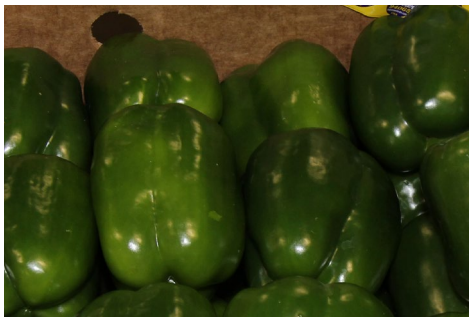
South African **Organic Green Seedless** and **Black Seeded Grapes** are now expected to arrive in late February in limited supply.



OG COLOR PEPPERS

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

Organic Mini Sweet Peppers are available in good supply. The 11lb pouch bags are selling well.



OG GREEN PEPPERS

Organic Green Peppers are in abundant supply as multiple regions have product available.

Organic Jalapeños are in good supply out of CA, FL, and Mexico and Israel. **Organic Habanero Peppers** are limited.



OG PEARS

New crop import **Organic Green Bartlett Pears** out of Argentina are in stock now!

The first new crop import **Organic Fair Trade Green** and **Red Bartlett Pears** should arrive by the end of February.

Storage crop Northwest **Organic Anjou, Bosc** and **Red Anjou Pear** supplies continue to tighten as end of the season approaches. Expect prices to rise.



OG EGGPLANT

Mexican shippers report abundant supplies of **Organic Eggplant**, and they have **Organic Graf-fiti Eggplant** as well. **Organic Eggplant** is limited out of Florida.



OG CABBAGE

Organic Green and **Red Cabbage** are in abundant supply out of Florida. CA reports good supplies of **Organic Green, Red, and Savoy Cabbage**, but **Organic Napa Cabbage** is limited. Florida quality is superior to CA at this time.



OG ASPARAGUS

Organic Asparagus is more limited in supply this week out of Mexico and California. CA product should arrive the last week of February. We expect pricing to drop after that.



OG CALIFORNIA CITRUS

Organic Moro Blood Oranges are in good steady supply this week with nice interior color.

Organic Cara Cara Orange supplies are slightly better this week but another bout of rain is expected.

Organic Kumquats continue to be limited and priced high.

Organic Cara Cara Oranges, Navel Oranges, and Minneola Tangelo supplies are expected to improve, but more rain is expected.

Buyer Note: Multiple days of rain are expected to come in again from San Joaquin down to San Diego during the week of 2/20. With 6 of 12 reservoirs at over 90% capacity, and 10 of 12 well above the historical average, these conditions are making it challenging. Crops and road issues will cause more headaches over the next couple of weeks.



OG LETTUCE

Organic Red Leaf, Green Leaf, Red Butter and Green Butter Lettuces are all in excellent quality from Florida and prices are consistent with previous weeks. **Organic Romaine Lettuce** is more limited in supply this week out of Florida than in previous weeks. There may be some tip discoloration present.

Organic Lettuce from CA is in limited supply, with **Romaine** being the tightest. Some shippers re shipping below normal weight cases on all of the **Organic Leaf Lettuces**, and there is still discoloration present.

Organic Romaine Heart markets are tighter this week and less supply is available. Quality has been good to very good. Expect markets to be very tight in late February into March.



OG APPLES

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

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

Washington **Organic Honeycrisp** supplies are virtually done with just some very sporadic supplies at very high pricing available

Organic Piñata Apples continue in very limited in larger size only.

Buyer Note: Snow, freezing temperatures, and some mudslides are causing difficulties in loading out of the northwest.

OTHER STORIES:

- **Organic Austrian Crescent and Buttercream Ci-nacia Fingerling Potatoes** are starting to wind down and should go until early March. **Organic French Fingerling, Russian Banana, and Chef Blend Potatoes** should last through the month of March.

- **ALERT!** **Organic Salad** shippers continue to struggle to fill demand because of poor quality and yields in the fields. Fill rates have been slightly better, but it appears that the shortage will remain for at least a few more weeks.

- **ALERT!** Because of aphid pressure, Andy Boy **Organic Broccoli Rabe** is expected to gap until early March.

- **Organic Artichokes** are in good supply out of California. Quality has been very good.

- **ALERT!** **Organic Lime** supply continues to be extremely limited as we switch into new crop. Expect smaller sizing to prevail. Supplies are expected to improve over the next 2-3 weeks and we will see a gradual reprieve in markets.

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

- California **Organic Grapefruit** supplies continue in good supply with the range of sizes from 27 to 48 ct and bags. Quality is excellent! Florida **Organic Grapefruit** have reappeared for a short time in limited supply.

- **ALERT!** California **Organic Lemon** supplies continue to be very limited with strong and rising prices. Some opportunities are available on large fruit. **Organic Meyer Lemons** continue in a 20/1lb pouch bag as well as 20lb bulk out of California continue in steady supplies.

NEW! OR BACK IN SEASON

ORGANIC



44079 - OG Lemon Fancy Jumbo	75 ct	44185 - OG Mango Ataulfo Mexico	16/18 ct
42175 - OG Orange Navel Fancy Jumbo California	40 ct	40307 - OG Broccoli Wrap	14 ct
44120 - OG Orange Valencia Fancy Mexico	113/138 ct	40459 - OG Brussels Sprouts Stalks 12 ct	22 lb
43201 - OG Pear Bartlett 80/90ct Argentina	40 lb	40310 - OG Cabbage Green Wrap 8-10 ct	20 lb
43235 - OG Pear Bartlett 100ct Argentina	40 lb	41277 - OG Eggplant Graffiti	22 lb
43931 - OG Grapes Black Seeded South Africa	10 lb	44670 - OG Greens Kale	8/10 oz
43899 - OG Grapes Green Seedless South Africa	10 lb	41384 - OG Tomato Cherry on the Vine	10/12 oz
43906 - OG Plums Red Argentina	11 lb	44467 - OG Tomato Cherry Orange Lady Moon	12/1 pt
43954 - OG Plums Red Chile	14 lb	41398 - OG Tomato Grape Gold Lady Moon	12/1 pt

CONVENTIONAL



06435 - CV Pears Bartlett 90ct Import	40 lb	09411 - CV Pomegranate Arils	12/4.4 oz
12804 - CV Grapefruit Red 32/36sz Texas Display Bin	650 ct	00101 - CV Anise Ocean Mist w/PLU	12 ct
17580 - CV Pummelos California (replacing 12ct)	18 ct	00358 - CV Asparagus Standard (new crop Mexico)	28 lb
10044 - CV Blueberries Driscoll's Jumbo Mexico	12/6 oz	00310 - CV Asparagus Tips (new crop Mexico)	15 lb
11131 - CV Cantaloupes Jumbo	6 ct	02173 - CV Arugula (Baby) (replacing B&W bulk)	2/2 lb
11170 - CV Cantaloupes Bonsai	18 ct	23228 - CV Tomato Jumbo Slicer	9/2pk
12023 - CV Watermelon Seedless 3ct Carton	65 lb	23164 - CV Tomato Heirloom	9/2pk
11591 - CV Melons Galia	12 ct	23372 - CV Tomato "Mucci Mix" Trio	10/12 oz
10688 - CV Grapes Red Seedless XLG "Sweet Celebration"	18 lb		
10584 - CV Grapes White Seedless XLG "Sweet Globe"	18 lb		

PREMIUM APPLE VARIETIES AVAILABLE FOR WINTER PROMOTION!

CONVENTIONAL

05607 - CV Apples Sweet Cheeks 72/88 Eastern	40 lb
05499 - CV Apples Ruby Frost Eastern	27 lb
06076 - CV Apples Envy	27 lb
06077 - CV Apples Jazz 72/88ct USXFCY	40 lb
05442 - CV Apples Kiku 88 WXFY	40 lb
05843 - CV Apples Pacific Rose 88ct Premium	40 lb
06028 - CV Apples Piñata WXF	88 ct
12176 - CV Apples Piñata Lil' Snappers	9/3 lb

ORGANIC

42954 - OG Apple Ambrosia BCXF Canada	80/88ct
42089 - OG Apples Envy USXF 56ct/80 sz	27 lb
44560 - OG Apples Kanzi WXF	80 ct
44561 - OG Apples Kanzi WXF	12/2 lb
43428 - OG Apples Opal 50/60ct	72/88 sz
42836 - OG Apples Pinata WXF	64 ct





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GRAPEFRUIT PEAK SEASON



February and March is the best time of the year to promote sweet, high flavor **Grapefruit**, especially out of Texas and Florida!

This year's peak season pricing is slightly higher than normal due to smaller harvests in Florida, but what is making it's way to the fresh market has outstanding quality and taste.

Out of Florida, dark red varieties are available in the Ocean Spray box and River Pride box, plus Ocean Spray brand **White Flesh Grapefruit** are in peak season too.

Out of Texas, Rio Star variety **Grapefruit** are cutting fantastically. Product is available in bulk display bins, 5 lb bags, and a range of sizes in bulk cases.



CV BERRIES

Keep promoting Florida **Strawberries** through the week of 2/20! Supplies will continue to be plentiful this week. The party won't last long as some Florida farmers will be sending fruit to process or plowing fields under due to the glut and low prices.

Blueberry prices will continue to rise this week as volumes continue to drop out of Chile. More 6oz packages will arrive this week and will fully transition out of pints in the next few weeks. Florida should get started in a few weeks. Driscoll's continue to send amazing quality jumbo 6 oz **Blueberries** from Mexico.

Raspberry and **Blackberry** supplies will be better this week than we have seen over the past few weeks. Prices will adjust down slightly to coincide with the improved volumes.



CV HASS AVOCADOS

Mexico's **Hass Avocado** daily harvest remains in decline. Anticipation is that higher field pricing should generate more interest in picking amongst growers, however we need to operate under the assumption that it may not. The **Hass Avocado** industry might be dealing with something far greater - they could be dealing with the actual realization that Mexico's crop is in fact much smaller.

Volume on the trees is such that growers are not feeling the urgency to harvest. Growers are in the beginning stages of scaling back on both Retail and Food Service promotions. The California season will run Feb through July. This season's crop is down 50% when compared to last season. The Peruvian season will run May - October and then we may see the market normalize in price and availability.



CV TOMATOES

15lb Beef Tomatoes remain in good supply and affordable pricing.

2-layer and **25lb Vine Ripe Tomatoes** remain abundant with promotable pricing.

Cluster Tomatoes will be lower in pricing this week.

Roma Tomatoes are plentiful with aggressive pricing again.

Grape Tomatoes are up a tad and still very promotable. Quality is outstanding.

Campari Tomatoes will be lower in pricing this week. Quality is very nice.

Other promotable **Greenhouse Tomatoes** options for this week include: **10lb Heirloom**, **9/2ct Heirloom**, **9/2ct Jumbo Slicers (Beef Tomatoes)**, and the **10/1oz "Trio"** pack from Mucci.



CV CAULIFLOWER

Cauliflower supplies are still limited. Quality is nice, but pricing is higher than it was in January.



CV BROCCOLI

GOOD NEWS! There is more **Broccoli Crown** supply as California and eastern supplies are finally picking up. Pricing will be lower this week with nice quality.



CV SQUASH

Zucchini is expected to increase in price the second half of the week as Northern Mexican growing regions finish. **Yellow Squash** is steady.

All **Hard Squashes** are steady.



CV CUCUMBERS

Mexican **Cucumbers** are steady in price with very nice quality.

Cello Wrapped Cucumbers are flush from Mexico and Canada. Pricing will be lower this week – time to promote again!

12/6ct Mini Seedless Cucumbers are limited with steady pricing



CV LETTUCE

The **Iceberg Lettuce** market remains limited in supply overall. For this week, pricing has seems to max out and may even be slightly down this week. Quality is decent.

Romaine, Green Leaf, and Red Leaf Lettuces are all steady this week with supply and pricing, possibly a tad lower.

Romaine Hearts are limited with steady pricing and very nice quality.



CV MANGOS

Peruvian **Mangos** are available. The market is getting stronger across the board as Peru starts winding down and low volume available from Mexico.

“Champagne” brand premium **Ataulfo Mangos** will be starting in early March out of Mexico.



CV PINEAPPLES

There is still a shortage on Costa Rica gold **Pineapples**. Less volume is being shipped over to the U.S and with Mexico catching on they have raised their prices.

Crossings on Mexican **Pineapples** into the U.S have been a little slow and delayed due to traffic.



CV LIMES

Limes are still decreasing from Mexico. Although this week does seem to be on the same track as last, the inbounds should stay below (350) loads crossing which indicates a stronger market.

Larger sized **Limes** are in tight supply due to the new crop. Sizing is peaking on 230s. Quality is good. There is predicted to be rain in the Veracruz area through Thursday of this week which will affect the market and quality.



CV CHILEAN GRAPES

This three tier **Grape** market (premium club variety, number one quality and smalls) should come to an end and then the prices will tighten going into March.

If you're looking for good grapes, they will cost more than ALL the cheap prices flying around, but you will get what you pay for!



CV CELERY

The **Celery** market remains flush with product and promotable volumes. Pricing will be steady to lower with good quality.



CV MELONS

New **Cantaloupe** and **Honeydew** arrivals are expected this week which should help to ease prices, especially on honeydews.



CV ASPARAGUS

This is a good week to promote fresh crop **Asparagus** as Mexico will be in good production.

THINK SPRING!

15lb Yellow Peppers are very nice quality and steady pricing again this week. It's perfect to put alongside those reds!

11lb Red, Yellow, and Orange Greenhouse Bell Peppers are all steady and affordable.

10/3ct Rainbow Peppers are available again this week with steady/aggressive pricing!

Mini Mixed Sweet Peppers are picking up in volume. Pricing will be lower this week.

Green Peppers remain limited from both Mexico and Florida. Pricing will be steady to higher this week and the quality has been good.



CV ONIONS

We have made the switch from Peruvian **Sweet Onions** over to the Mexico "1015" variety **Sweet Onions** this week.



CV PEPPERS

15lb Red Peppers remain in good supply and quality is outstanding right now! Steady pricing this week combined with beautiful fruit means another great week to promote!

DISPLAYS OF THE WEEK

