

ORGANIC MARKET NEWS



OUTLOOK FOR FEBRUARY 25 - MARCH 3, 2016

ORGANIC CUCUMBER SUPPLIES BEGIN TO IMPROVE

Some shippers had extra **Cucumber** volume at the beginning of the week, but price has firmed since out of Mexico.

Adequate supply is expected for loading now through Monday. Quality has been very good.

There is good supply of **Hothouse Organic Cucumbers** out of Spain, but more limited out of Mexico.



OG CAULIFLOWER

Organic Cauliflower is in good supply out of Mexico and CA. Some CA product does have evidence of aphids. Still, now is a good time to promote.

Organic Orange and **Purple Cauliflower** out of CA are limited.

Organic Romanesco is in good supply out of CA.



OG PEPPERS

Organic Green Peppers are still somewhat tight out of Florida and Mexico. Quality is very good.

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

Organic Fair Trade Red Peppers and **11lb. Organic Red Peppers** are in adequate supply from Mexico.

Some **Organic Specialty Peppers** are available in limited supply, such as **Organic Cherry Bomb**, **Habanero**, **Poblano**, **Anaheim**, and **Packaged Mini Mix Sweet Peppers**.



OG STRAWBERRIES

Organic Strawberry is quickly ramping up. Arizona, California, and Mexico growing regions have large harvests going on. Quality is nicer and promotional opportunities are definitely available at much better price points than earlier this year.



OG GREEN BEANS

Organic Green Beans are somewhat limited out of CA and Mexico. Quality has been good even while prices have been high.

Expect supplies of **Organic Green Beans** out of Florida this weekend. **Organic Green Beans** in microwave packs are in good supply out of Florida.



OG LEMONS

California **Organic Lemon** supplies continue shifting to tighter markets. Prices are rising and a trend of smaller fruit should be expected.

Organic Meyer Lemons are beginning to firm as well, with prices expected to rise over the next couple of weeks. Pouch bags continue in limited supply.



OG GRAPES

South African Organic Black Seeded Grapes are here. Supplies are expected to be available for the new few weeks. **South African Organic Green Seedless Grapes** are expected to reappear over the weekend and continue for a few weeks.

Peruvian **Organic Red Globe Grapes** are expected to wind down for the season over the next weekend.



OG GRAPEFRUIT

California Organic Grapefruit is back in decent shape with higher prices. Most fruit is Star Ruby.

Florida Organic Grapefruit is back in very limited supply. Expect heavier than normal scarring but deep red flesh with juice that drips out when you cut into it.



OG MANGOS

Organic Kent Mangos are winding down and the majority of the fruit being imported is larger in size. There have been a few scattered quality issues popping up in the late season Peru fruit.

Organic Ataulfo Mangos from Mexico should be in steady supply for next week as well.



OG LETTUCE

Organic Romaine Hearts are abundant out of Mexico and CA. Quality is very good (not much blister as they peel back for the hearts).

Organic Green Leaf, Red Leaf, and Romaine Lettuce continue to be in good supply out of Florida. The market has dropped somewhat this week. **Organic Green Butter** and **Red Butter Lettuce** are more limited in supply.

California shippers are reporting good supplies on their **Organic Lettuces**, including **Organic Iceberg Lettuce**. CA **Organic Red Leaf** and **Romaine Lettuce** are still showing some blister.



OG BROCCOLI

Organic Broccoli continues to be abundant out of Mexico and CA. Reports indicate that supplies will be good through the beginning of March. We are seeing prices close to conventional. **Organic Broccoli Crowns** are abundant as well.



OG SWEET POTATOES

Organic Hanna Sweet Potatoes will increase in price this week. Demand is strong on this item and bin supply is down slightly causing this price fluctuation. **Organic Garnet** and **Jewel Sweet Potatoes** remains steady however.



OG TOMATOES

Organic Tomatoes out of Mexico and Florida are in abundant supply. Quality has been excellent out of Florida with promotional opportunities.



OG BERRIES

Mexican **Organic Blackberry** supply continues to firm with prices on the rise.

Organic Blueberries out of Chile are in excellent, promotable supply in both 4.4 oz and 6oz.

Organic Raspberry supplies continue to be firm.



OG CARROTS

Organic Bunch Carrots out of CA and Mexico are in good supply and pricing is steady.

Organic Bunch Rainbow Carrots are also in good supply out of CA.



OG BROCCOLI RABE

Organic Broccoli Rabe is in good supply out Ca, with nice bunches that have a good amount of florets. This is the first time in organics we have had a broccoli rabe that has had good amount of buds, or florets.



OG CA ORANGES

Organic Blood Oranges continue this week in excellent supply with promotional opportunities.

Organic Cara Cara Orange supplies have tightened up and are expected to wrap up for the season soon.

The **Organic Navel Orange** crop is in good supply with promotional opportunities available.

Organic Valencia Oranges are steady.



OG CA MANDARINS

Organic Minneola Tangelos are in slightly better supply this week with some **Organic Mini Minneola** gift boxes now available.

Organic Petite Mandarin gift boxes and **Organic Golden Nuggets** are steady. **Organic Murcott Mandarins** continue in both bald and pouch bags.

Organic Tango Mandarins are now available in limited supply in 12/2lb. mesh bags.

Organic Satsuma Mandarin supplies are winding down. This may be the last of the season in both stem & leaf and bald.

Organic Royal Mandarin Tangerines are in excellent supply this week, but will finish in early March.



OG APPLES

All Washington **Organic Apples** remain extremely tight with supplies and high prices. This is expected to continue until imports begin in the spring. Expect to see sporadic gaps in some varieties. **Organic Gala Apples** is expected to be the first later in March. **Organic Import Apples** are expected to be smaller this season and prices high.

Organic Ambrosia, Autumn Glory, Braeburn, Gold Delicious, Honeycrisp, and Opal Apples are either ending or finished for the season.

OTHER STORIES:

- Italian **Organic Green Kiwifruit** continues in excellent supply.

- **Organic Asparagus** continues to be in good supply out of Mexico and CA. Quality has been good to outstanding. Price is steady at this time.

- **Organic Lime** supplies have tightened and prices are taking some pretty big increases. Smaller sizing will prevail.

- **Organic Pineapples** continue to be in good supply.

This will last for at least another week. Sizing continues to be smaller with most fruit that is available being a 9ct size.

- Mexican **Organic Galia Melons** continue in excellent supply.

- **Organic Eggplant** is in very tight supply out of both Mexico and Florida.

- **Organic Bunched Spinach** out of CA is in good supply. Quality is very good and size is medium.

- **Organic Baby Arugula** and **Baby Spinach** continue to be a struggle as mildew has been causing some quality and supply issues.

- **Organic Hass Avocados** remain very promotable in all sizes. Condition has been good.

Increasing supplies has lowered the price on carton **Organic Celery** this week, out of both CA and Mexico. Good supplies are report on **Organic Celery Hearts** as well.

NEW!

TOMATO-X

EXTRAORDINARY TASTING TOMATOES



*The new Tomato-X is an exotic tomato bursting with extreme flavor.
Incredibly crisp, refreshing and exhilarating, it's a tomato experience like no other.
An exceptional snacking tomato, great all on its own!*

CODE: 23371

DESCRIPTION: CV Tomato-X 12/1 pt

UPC: 0 69905 83301 4

PACKAGING:

The new and innovative top seal packaging uses 25–30% less plastic than traditional clamshells, because there is no lid.



BROCCOLI RABE

With tender leaves and crisp florets, this bold veggie is not only extremely robust, but a powerful superfood.



**FIGHTS
CANCER**

Get over 50% of your daily value of vitamins A & C in 3.5 oz.



**IMPROVES
DIGESTION**

Contains 2 grams of fiber per cup



**REDUCES THE
RISK OF HEART
DISEASE**

Contains strong anti-inflammatory nutrients, such as folate and vitamin C



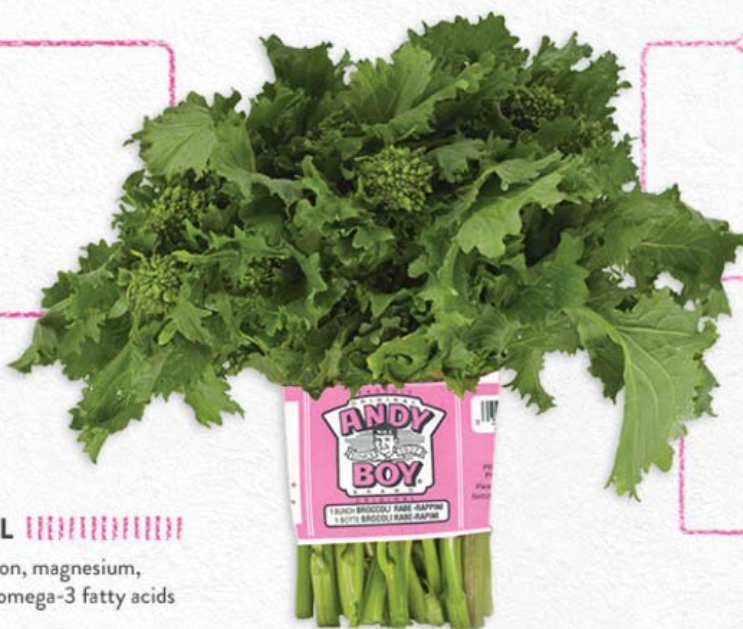
**STRENGTHENS
BONES**

½ cup has over 100% of your daily recommended intake of vitamin K



DETOXES

Contains sulfur which helps detoxify the liver



ALL IN ALL

Vitamins A, B, C, K, calcium, iron, magnesium, potassium, zinc and even some omega-3 fatty acids

ORGANIC: 40187 - Broccoli Rabe 24 ct

CONVENTIONAL: 02122 - Broccoli Rabe 20 ct



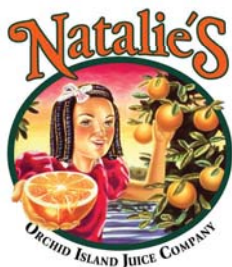
HEIRLOOM NAVEL ORANGES



CODE	DESCRIPTION	PK/SZ	UPC
12169	Vintage Sweet Navel Oranges	10/3 lb	014668120024
12168	Vintage Sweet Navel Oranges	6/6 ct	014668120017



The first bite of an heirloom Vintage Sweet navel orange is pure bliss: Luscious aroma and delightful flavor for a wonderful eating experience. Our citrus sommeliers hand select the fruit from our best old line groves and test it for peak sugar levels and perfect flavor to deliver on the Vintage Sweets promise.



Four Seasons Produce will now be stocking **Natalie's Orchid Island Juice Company** on a regular basis.

Contact your sales rep to get started!

CONVENTIONAL MARKET NEWS

OUTLOOK FOR FEBRUARY 25 - MARCH 3, 2016

PEAK SEASON SUPPLIES FOR BRUSSELS SPROUTS



Brussels Sprouts are in good supply from Central California and Mexico. Pricing is steady and low enough to be very promotable for the next several weeks. Quality has been nice.

Loose and packaged **Brussels Sprouts** should be an excellent item to promote here at the end of winter.

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CV GRAPES

Red Seedless Grapes from Chile are showing a \$20-25 price spread very top boxes of **Crimson** and **Sweet Celebration** varieties versus small and medium sized **Flame Grapes**, which importers are looking to move quickly.

Green Grapes (the Sugarone and Thomson varieties) are being priced a little bit lower headed into March as growers want to move fruit a little bit quicker due to rain and high humidity during the growing period.



CV CA MANDARINS

California **Mandarins** are in peak season and tasting great! Now through April should be a fabulous time to promote.

California **Mandarin Halos** brand (in 10/3lb. & 15/2lb. bags), and **Sunkist Smiles** (in 10/3 lb. bags & 4/5lb. gift boxes) are now being packed with the **Murcott** variety. Sales have been very brisk on this item thanks to heavy consumer demand.



CV PEPPERS

Green Peppers remain limited with high pricing depending on what we can load our sizing will be anything from medium to extra-large. Product is expected to remain tight for another few weeks.

15lb Red Peppers are steady. **11lb Red, Yellow, and Orange Peppers** are steady as well.

Mini Mix Sweet Peppers are more abundant with lower pricing this week. Product is not flushing, but there is product to load.



CV STRAWBERRIES

Promotable volumes of **Strawberries** will continue this week out of Florida. We do expect a little more stability to this market moving forward. Some rain and cooler weather should slow things down coming out of the weekend.



CV BERRIES

We will see markets firm up slightly this week on **Blueberries** as the Chilean season is on the decline. 6oz container volume will be more significant this week as pints wind down.

Raspberry and **Blackberry** supplies will remain limited this week. Prices will remain high.



CV ASPARAGUS

Asparagus prices will be lower this week and volumes will be very promotable. This weaker market will only last for another ten days or so as they will firm things up heading into the Easter demand.



CV SQUASH

Green Squash remains flush with promotable volumes.

Yellow Squash is more abundant with lower pricing this week.

All **Hard Squash** is steady.



CV LIMES

It's that time of year again - **Lime** volume has dropped some and growers have begun to harvest less fruit expecting to get more money as time goes on.

The market has jumped the last few days and this trend will likely continue. Generally the shortage and higher markets last until the first or second week of May.

While last year markets topped out at 50 dollars in late March/April, the guess is that there is a bit more fruit around this year and prices should top out in the low to mid 30's.



CV POTATOES & ONIONS

Florida **Potatoes** are in full swing.

Idaho Count Russet Potatoes are steady in price this week.

We have made the switch to Mexican grown **Sweet Onions** and quality is outstanding!



CV GREEN BEANS

Green Beans remain limited from Florida and Mexico. Pricing will be down a tad, as there is more Florida supply, but nothing significant.



CV CUCUMBERS

Cucumbers are steady from Mexico.

Cello Wrapped Cucumbers from Canadian hot-houses are more available with lower pricing this week.



CV CABBAGE

Green Cabbage remains steady from Florida and quality is nice. Please be sure to discuss ad pricing for St. Patrick's Day with your sales rep to make sure your needs are covered.



CV MELONS

Promotable volumes will continue this week on **Cantaloupes** and **Honeydew**.



CV LETTUCE

There is excellent supply of **Iceberg**, **Romaine**, **Green Leaf**, **Red Leaf**, and **Romaine Hearts**.

All these items are great to promote this week, with nice quality and lower pricing. Yuma, AZ is flush as warm weather is created high yields.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns remain flush from the East and West coast. Quality is nice and this remains a great item to promote.

Cauliflower remains flush from Yuma, AZ and Santa Maria, CA. Quality is nice with steady to lower pricing. This is another great item to promote this week.



CV TOMATOES

Beef and **Cluster Tomatoes** are in great supply with steady to lower pricing and nice quality.

Vine Ripe Tomatoes are steady, with promotable volume of jumbo sized fruit.

Roma Tomatoes remain a great value with aggressive pricing.

Grape Tomatoes are in good supply with steady to lower pricing. **Cherry Tomatoes** remain limited.

Campari and **Sapori Tomatoes** are more available, but pricing remains high with nice quality.



CV FL ORANGES

Sales remain good on **Juice Oranges** with most shippers packing only **Valencias** after last week. Sizes are peaking on 80ct/100ct/64ct with some discounting on big fruit in bags.

Pricing on smaller sizes remains firm and feels a little stronger going into this coming week. Quality on **Valencias** will only get better from here on with excellent brix levels, high color and juice content.



CV FL GRAPEFRUIT

Small sized (48ct/56ct) **Red Grapefruit** remains in short supply as industry is exporting heavily on these sizes. Quality and pricing remain good on 40ct and larger.

Several packers will finish up on export business next week which leads us to believe domestic business has about 4 weeks before some shippers finish on **Red Grapefruit**. We are coming down the home stretch on **Grapefruit**!

CALIFORNIA CHERRY OUTLOOK

The **Chilean Cherry** season is basically finished. So what is on the horizon?

The **California Cherry** season could start as early as mid-April. **Cherry** growers there are experiencing very warm weather with some records toppled in Stockton in the last couple of days. It was 74 last week which is a temperature normally not experienced until the end of March.

This warm weather is waking the **Cherry** trees up. It has been reported there were more than enough cold hours for the trees to go dormant for the winter. The question is will this weather last and then

go back to cold and wet is yet to be seen, but the belief is that **Cherries** could be set for an early spring and maybe an early start. They have been spraying the trees with the winter sprays and have not had to deal with rain so that all bodes well for an even sized and even maturing crop. Which is very good and has helped to produce the very high quality **Cherry** crops of the last few years.

We will continue to monitor what is happening out here and report in another 2 weeks and by that time the budding/blooming will have started in earnest and then we can predict pretty close when the actual start date will be.

