

MARKET NEWS ORGANIC OUTLOOK

ORGANIC CALIFORNIA CITRUS



Tango and Murcott variety **Organic Mandarins** are in season for late February and March promotion in both bulk, pouch bags, and net bags. They are expected to remain steady for most of March. Flavor and quality has been very nice.

The first **Organic Golden Nugget Mandarins** are available. Peak season will be March and April on this large size, bumpy skin, flavorful piece of fruit.

Organic Blood Oranges continue with beautiful fruit! **Organic Cara Cara Oranges** continue in very firm supply after the rain. **Organic Navel Oranges** continue in good supply in all sizes and bags.

Organic Pummelos are back in good supply.

Organic Minneola Tangelos continue in steady supply, but are expected to wrap up for the season during March.

Organic Grapefruit continues in excellent supply with promotional opportunities available on larger sizes. Small size fruit is in shorter supply out of California, but coming into good availability from Texas for late February and March.



OG TOMATOES

Organic Heirloom Tomatoes, from Fair-Trade grower Covilli Organics, continue to be available this week. Cooler weather has led to lower volumes and higher prices, but we will continue to have steady supplies. Try out the new “Brandywine” Variety to promote with Darklooms and the Mixed Variety for a very attractive display!

Organic Round Tomatoes are starting to come on with more promotable volumes from Florida. Quality is exceptional on this domestic product. Pricing will remain steady this week.

Organic Grape Tomato prices remain promotable this week. Our Lady Moon Farms premium line is always available with outstanding quality. We also offer a value line switching from Mexico back to Florida. Continue to promote! **Organic Cherry Tomatoes** from Lady Moon Farms will be promotable this week! Product is flushing and quality is outstanding from Florida!

Organic Roma Tomato prices continue to be steady from Lady Moon Farms and Mexico this week. Quality from both regions has been great. Promote with confidence!



OG SPECIALTY CITRUS

Available from Buck Brand **Organic Specialty Citrus**:

- **OG Centennial Kumquats**
- **OG Meyer Lemons**
- **OG Sweet Palestinian Limes**
- **OG Mango Valencia Oranges**
- **OG Heirloom Navel Oranges**
- **OG Marmalade Oranges**
- **OG TDE Mandarins**
- **OG Wiekewa Lavender Gem Tangelos**

Buck Brand items finishing for the season:

- **OG Buddha’s Hand**
- **OG Lemonade Lemons**
- **OG Star Ruby Grapefruit**
- **OG Mandarinquats**
- **OG Pink Variegated Lemons**
- **OG Nova Tangelos**
- **OG Fairchild Tangerines**
- **OG African Shaddock Pummelos**
- **OG Minneola Tangelos**



OG BERRIES

Chilean **Organic Blueberries** are in excellent supply on 12/1 pt, and quality has been nice. Be sure to enter the Naturipe **Organic Blueberries** Display Contest!

Driscoll’s **Organic Blueberries** have ramped up significantly out of Chile and Mexico, and prices have been affordable with some of the best quality of the year.

Driscoll’s **Organic Strawberry** supplies had started to improve but are subject to pro-rates once again. Other brands are available out of Baja, Mexico and Florida in limited volume.

Driscoll’s **Organic Blackberries** out of Mexico are in better supply this week. Expect prices to start easing as weather improves here at the end of February. Other brands have been improving.

Driscoll’s **Organic Raspberry** supplies are tightening this week. Expect high prices to continue through much of March. Other brands are starting to harvest and will offer a limited alternative during this time.



OG BRUSSELS SPROUTS

Organic Brussel Sprouts will be aggressively priced this week out of Mexico. Supplies are at peak levels so far for the year, and this week is the time to promote! Quality has been very nice from all growers.



OG LEMONS

Organic Lemons out of California and Mexico continue in excellent supply and quality. Some promotional opportunities on 75 and 140 ct fruit will be available.

Organic Meyer Lemons continue in steady supply.



OG LADY MOON GREENS

Lady Moon is promoting **Organic Dandelion**, **Fennel**, and **Red Leaf Lettuce** this week out of Florida. Quality has been absolutely beautiful on all three items. Expect this opportunity to continue until early March.



OG BABY ARUGULA

ALERT! **Organic Salads** will again be on the tighter side, with **Organic Baby Arugula** finally started to see fill rates increase a bit from some shipper next week.

Still, other shippers are still not harvesting at all, throwing the supply chain in a tailspin.



OG POTATOES

Organic Count Russet Potatoes have tightened up significantly this week. Large sizes are in high demand and the size profile at the moment is much smaller that it has been in the last couple of months.



OG ONIONS

Organic Sweet Onions will wind down this week out of Nevada and will transition up to Pacific Northwest grown **Organic Sweet Onions**. We could potentially see a small gap in supply.

Organic Red and **Yellow Onions** continue to be in good supply from multiple growing regions.



OG CABBAGE

Organic Green and **Red Cabbage** will continue to be in good supply from Lady Moon Farms in Florida. California is harvesting, but the quality has been awesome from the east coast.



OG SQUASH

Lady Moon Farms will begin harvesting **Organic Green Zucchini** and **Yellow Squash** this week out of Florida. They've been out for a couple weeks, but now they're back in and ready to go. Get ready for some beautiful squash!



OG CELERY

ALERT! **Organic Celery** will be extremely short this week. Along with the weather, **Organic Celery** is being impacted by aphid pressure. Growers aren't able to harvest stalks for naked or sleeved, and everything will be packed as **Organic Celery Hearts**. Hearts will be our main line for the week. Expect major out-of-stocks during late February on **Organic Celery**.



OG PINEAPPLES

Organic Pineapple quality is excellent. Supplies have been steady, and we will continue to offer 6 and 8ct sizes.



OG HASS AVOCADOS

Organic Hass Avocados remain steady with ample supplies in both 48 and 60ct sizing. Pricing and volume have started to level off following huge sales, and then a big drop in sales immediately following the Big Game.



OG ASPARAGUS

Organic Asparagus prices will remain steady this week coming from Mexico. Quality remains exceptional. Pricing will start to lower with better growing conditions on the horizon.



OG APPLES

Washington **Organic Autumn Glory, Braeburn, Fuji, Gala, Gold Delicious, Granny Smith, Jazz, Kanzi, Kiku, Lady Alice, Opal, Pacific Rose, Piñata, Pink Lady, and Red Delicious Apples** are in steady supply and pricing.

Washington **Organic Honeycrisp Apples** are winding down for the season with some shippers completely finished. Expect to transition to 27lb. euro boxes in March. Prices will rise until everyone finishes for the season.

Washington **Organic Envy Apples** are going to be in promotional supply all month and then wrap up for the season.



OG MANGOS

Organic Kent Mangos from Peru will be in steady supply for the end of February but will drop off in weeks following. Favorable weather in Mexico has produced an earlier supply of Tommy Atkins variety fruit, but pricing will be higher to start. Tighter conventional markets have driven the organic market up a bit.

Organic Ataulfo "Honey" Mangos will be in good supply next week.



OG BROCCOLI & CAULIFLOWER

Both **Organic 14ct Broccoli** and **Broccoli Crowns** will be lighter this week out of CA and AZ, and we'll begin to see this market get stronger. Be ready for higher pricing, but quality will continue to be very nice.

ALERT! Organic Cauliflower will be very limited this week from CA and AZ due to weather conditions. Pricing will adjust significantly, and growers are now harvesting mostly 16 ct vs. 12 ct. We will need to switch over at times this week for 16 ct in order to get covered.

OTHER STORIES

- Columbian **Organic Goldenberries** supplies are beginning to improve. Prices will remain steady.
- **Organic Grapes** are still in a gap. Expect some South African fruit to arrive in early to mid-March.

• **Organic Cilantro** will be in excellent supply this upcoming week from Cal-Organic. They'll be hitting a flush and looking to promote.

• Washington **Organic Red Anjou, Green Anjou, Bosc, Seckel, and Comice Pears** are in firm supply as the end of the domestic season nears. Expect

higher prices until imports begin in early March.

The first Argentinean **Organic Green Bartlett Pears** are expected to arrive in early March. **Organic Red Bartlett Pears** are expected to follow soon after.



SWEET CHEEK AND SNAP DRAGON DISPLAY CONTEST WINNERS!

From January 14th to February 4th we ran our Sweet Cheek and Snap Dragon display contest in a partnership with Hess Brother's Fruit. We had some incredible entries with fantastic displays. Thank you to everyone who helped participate in this event. Check out the winning displays below!



Dutch -Way Farmers Market - Myerstown, PA

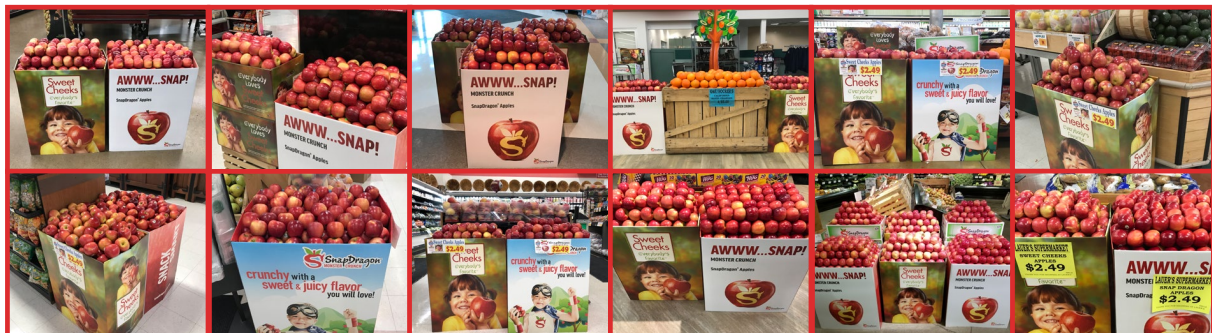


Brattleboro Food Co-op - Brattleboro, VT



Greenbelt Co-op - Greenbelt, MD

Check out some of the other displays below!





NATURAL BEAUTY SWEET POTATO CONTEST WINNERS!

From January 1st to February 4th we ran our sweet potato display contest in a partnership with AV Thomas. We had some incredible entries with fantastic displays. Thank you to everyone who helped participate in this event. Check out the top five winners below!



Monandock Food Co-op - Keene, NH



Takoma Park Food Co-op - Takoma Park, MD



Mother Earth - Kingston, NY



River Valley Co-op - Northampton, MA



Organnons Market - Newtown, PA

HONORABLE MENTIONS



Lexington Co-op - Buffalo, NY



Queens Health Emporium - Flushing, NY



Green Star Co-op - Ithaca, NY



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Sunkist



SUNKIST GROWERS CITRUS DISPLAY CONTEST MARCH 4 - APRIL 1, 2019

March brings us so many things right? The first day of Spring, an awesome college basketball tournament, and the perfect time to sell some amazing citrus!! So, who is up for building sales in the citrus category? Sunkist has partnered again with Four Seasons Produce to bring you a display contest for the month of March!

RULES:

- Build a beautiful, creative, and eye appealing display using Sunkist citrus purchased from Four Seasons Produce!
- You must carry a minimum of four (4) conventional OR three (3) organic varieties in your displays. Use the high graphic Sunkist bins or Sunkist Point of Sale variety signage in your display
- You must keep your Sunkist displays up for at least one week.

Send all photos to Steph Fleetman (stephf@fsproduce.com) by Friday, April 5th.

Use of social media is strongly suggested.

Sampling this great tasting fruit is also encouraged to build sales and encourage your customers to try new varieties!



PRIZES:



1ST PLACE
JUICER



2ND PLACE
GOLF CLUBS



3RD PLACE
"TIME TO RELAX" PACKAGE
(HAMMOCK, TUMBLER KINDLE FIRE)



4TH PLACE
GRILL SET



5TH PLACE
LENOVO SMART DISPLAY
WITH GOOGLE ASSISTANT



BEST ORGANIC DISPLAY
CAMPING PACKAGE

EVERY entry will
receive a Sunkist hat!



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AVAILABLE AT FOUR SEASONS

Sunkist is a not-for-profit marketing cooperative entirely owned by and operated for the California and Arizona citrus growers who make up its membership. For more information visit: www.sunkist.com



NAVEL ORANGES

13560 - CV Oranges Navel CA 56 ct Sunkist
 13565 - CV Oranges Navel CA 72 ct Sunkist
 13570 - CV Oranges Navel CA 88 ct Sunkist
 13575 - CV Oranges Navel CA 113 ct Sunkist
 D44096 - OG Oranges Navel 72ct Sunkist
 D44099 - OG Oranges Navel 10/4lb Sunkist



LEMONS

13005 - CV Lemons Fancy 95 ct Sunkist
 13080 - CV Lemons Choice 95 ct SK
 13085 - CV Lemons Choice 115 ct SK
 13090 - CV Lemons Choice 140 ct SK
 13095 - CV Lemons Choice 165 ct SK
 13040 - CV Lemons Choice 18/2 lb SK Pouch Bag



GRAPEFRUIT

12810 - CV Grapefruit Rio Star TX 27 ct
 12815 - CV Grapefruit Rio Star TX 36 ct
 12811 - CV Grapefruit Rio Star TX 40 ct
 12556 - CV Grapefruit Rio Star TX 8/5 lb



MINNEOLA TANGELOS

14349 - CV Tangelos Minneola Fancy CA 64 ct
 14348 - CV Tangelos Minneola Fancy CA 80 ct
 14345 - CV Tangelos Minneola Choice 12/3 lb
 14346 - CV Tangelos Minneola Fancy CA 100 ct Sunkist



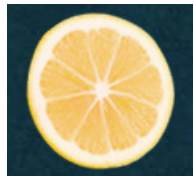
BLOOD ORANGES

14004 - CV Oranges Blood 88/113 sz 44 ct
 13912 - CV Oranges Blood 18/2 lb Sunkist
 D44125 - OG Oranges Blood Moro 72/88ct



PUMMELOS

17582 - CV Pummelos 12 ct Sunkist



MEYER LEMONS

13053 - CV Lemons Meyer 18/1 lb Pouch Sunkist



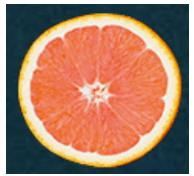
MANDARINS

14678 - CV Mandarins CA 10/3 lb "Sunkist Delites"
 D218729 - OG Mandarins Murcott 10/3lb Sunkist



SUNKIST BINS

32247 - POS Display Blood Orange 1 ea Sunkist
 32246 - POS Display Bin Cara Cara 1 ea Sunkist
 23376 - POS Display Bin 1 ea "Delites"
 32244 - POS Display Meyer 1/4 Bin 1 ea Sunkist
 32245 - POS Display Tangelo 1/4 Bin 1 ea Sunkist
 32250 - POS Display Variety Bin 1 ea Sunkist
 32243 - POS Display Lemon 1/4 Bin 1 ea Sunkist
 218197 - POS Display Navel Bin 1 ea Sunkist
 32241 - POS Display OG Citrus 1 ea Sunkist



CARA CARA ORANGES

13818 - CV Oranges Cara Cara 56 ct Sunkist
 13747 - CV Oranges Cara Cara Choice 12/3 lb SK Bag
 205619 - CV Oranges Cara Cara 48 ct Sunkist



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NOW AVAILABLE AT FOUR SEASONS PRODUCE!



Lil' 'CADOS

218410 - CV Avocados Hass 84 sz
14/6 ct Lil Cado
UPC: 701080310774

218412 OG Avocados Hass 84 sz
14/6 ct Lil Cado
UPC: 701080310767

The perfect portion superfruit for single-serve meals, these mini-sized avocados are brimming full of flavor. Each serving offers on-the-go goodness and a powerhouse of vitamins, minerals, and vital plant nutrients. The just right no-waste size for savoring singly, Lil' 'Cados are the ideal solution for all noshing needs.



218496 - OG Avocados Hass
15/4 ct I Love Avocados
UPC: 701080310200

IT'S IN THE NAME: I LOVE AVOCADOS ARE GOOD FOR YOUR HEART

I love Avocados™ inspires health-minded people to live a life of wellness by offering new and exciting ways of enjoying nature's original superfruit, the avocado. With its recent Heart-Check certification from the American Heart Association, the brand offers healthy dishes and easy recipes that provide delicious and nutrient-rich benefits of this superfood. In addition to being naturally sodium, cholesterol and trans-fat free, avocados provide nearly 20 vitamins, minerals, fiber, and other beneficial plant compounds that can enhance the nutrient quality of any diet.



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MARKET NEWS CONVENTIONAL OUTLOOK

FLORIDA STRAWBERRY HARVEST FLUSH

After a dismal season for Florida **Strawberry** growers, weather and timing has finally created a harvest flush for late February.

Strawberries are in excellent supply this week out of Florida. Pricing is the most aggressive we've seen in many months. Now, and into the first week of March, is the time to promote **Strawberries** with big in-store special displays. Quality is excellent from most growers.

Because Florida is selling so much extra volume at low pricing, wholesalers with higher priced Driscoll's fruit in their supply chain are needing to sell that at reduced margins or below cost to keep it moving. Overall, Driscoll's is in steady supply out of Baja, Mexico, but is not trying to match the Florida pricing.



CV TOMATOES

Grape Tomato prices are still very promotable. Product from Mexico and Florida has been very strong with great color and flavor. Continue to push for sales!

Roma Tomato prices continue to be weak and very promotable this week. Quality from both Mexico and Florida have been exceptional and will continue to be strong. Sell away!



CV HOTHOUSE TOMATOES

Hothouse Beefsteak Tomato prices remain very promotable this week. We are starting to transition from Mexico to new crop Canadian when available. Quality is outstanding.

Hothouse Cluster Tomatoes from Mucci Farms Ohio Greenhouse continue to be the best product around! Quality and sizing are exceptional, and prices are very promotable. We will continue to promote the domestic product. Quality is second to none, so sell with confidence!

Campari Tomato markets will continue to weaken, leading to very promotable pricing. Product will start to flush from Mexico and Canada. Continue to look for AD pricing moving forward.



CV BERRIES

Blueberries continue to be in solid supply from Chile and Peru. This market will begin to shift higher as supplies begin to drop over the next couple weeks.

Raspberries and **Blackberries** are in good supply out of Mexico and will continue for the next couple weeks.



CV SNOW & SNAP PEAS

Prices of **Snap Peas** and **Snow Peas** will be very promotable this week. Product is flushing from Guatemala. Quality is outstanding, so jump in now to offer your customers a great retail, while making good gross profit!



CV WATERMELONS

Watermelons have been exceptional quality! Prices are coming down, so boost your gross profits with cuts!

Mini Watermelon prices are steady this week. Quality has been exceptional - great color and sugar!



CV ASPARAGUS

Asparagus prices will continue to be steady this week. Weather in Caborcca, Mexico is cooler than normal with temps warming up into the last week of February. Quality continues to be excellent, promote with confidence!



CV BROCCOLI

Several cold nights in Yuma has put the brakes on **Broccoli** production. Expect very light supplies in the desert for at least the next week.

Mexican **Broccoli Crowns** are in much better shape and are pulling markets down.



CV CITRUS

Growers in California have experienced some gaps in supply on all **Citrus** because of rain interrupting harvests.

We will see some supply chain disruptions on **Minneola Tangelos**, large **Navel Oranges**, and **Mandarins** due to the impacts of that rain.

That said, prospects remain good for March to be a promotable month for California **Citrus**, including specialty varieties.



CV LETTUCE

All **Iceberg** and **Leaf Lettuce** in the desert have been affected by the recent frosts. Expect lighter supplies across the board due to quality and harvesting delays. We will continue to see fringe burn, wind burn, and epidermal peeling on **Romaine Lettuce**.

Florida **Cello Iceberg** and **Romaine Lettuces** are available, but persistent rain continues to limit harvests to a few days per week.



CV CUCUMBERS

Super Select Cucumbers in Nogales are steady. Imports are also steady, but some shippers report quality issues.

Euro Seedless Cucumbers are steady in Nogales and are starting in Leamington. Expect prices to ease next week. Quality remains excellent in both growing regions. Tray pack **Mini Seedless Cucumbers** are improving. Markets will continue to adjust downward as supplies increase.



CV CAULIFLOWER

ALERT! **Cauliflower** production in the desert has been dramatically affected by the cold weather. Supplies are extremely light in Yuma this week – all shippers are prorating. We may see some of the last week of February depending on weather.



CV HASS AVOCADOS

Most of the **Hass Avocados** being harvested and packed in Mexico consists of 48's & larger. This trend will continue through March and into April, as on-tree fruit continues to gain size

Medium and smaller sizes will remain available; however, they will continue to represent less of the overall percentage of fruit being harvested in the coming months.



CV ARTICHOKES

Late February remains an excellent time to promote **Jumbo Artichokes** out of the Coachella desert region in California. Quality is outstanding.



CV GRAPES

The volume on **Red Grapes** improved this week and we saw prices down a little. **Green Grapes** remain a challenge as demand still far exceeds supply and the spot market stays high.



CV COTTON CANDY GRAPES

A few more late season **Cotton Candy Grapes** have trickled in from Chile for late February. Whenever they are available they sell great.

Fresh crop **Cotton Candy Grapes** from Mexico are expected to begin harvesting in early April and make their way to the marketplace by late April.



CV PEPPERS

Colored Bell Pepper prices are a little stronger this week but will come back down as volume in Mexico ramps up.

Florida **Green Peppers** are weaker this week, with most shippers seeing more volume than expected. Shippers in Mexico and Florida report outstanding quality.



CV CELERY

ALERT! The Oxnard **Celery** deal continues to be challenged by rain and cold weather. There are widespread issues with pitting and blight.

Yuma, AZ and Brawley, CA are harvesting but have minimal volume.



CV POTATOES

We continue to see nice quality on **Count Russet Potatoes** out of Idaho this week with ample supplies for Potato Lover's Month.

Florida fresh crop (new) **Red, Yellow, and White Potatoes** are getting started this week and the quality is outstanding. Pricing should start to come down a little bit as we see more supply being generated from the region.



CV ONIONS

The **Sweet Onion** market is poised to jump this week as we switch over to new crop Mexican product. A lot of the Mexican supply has been staying in the local domestic market, causing a limited amount of supply to cross the border.

This is also causing **Red, Yellow, and White Onion** prices to increase this week as well.



CV SQUASH

Green and Yellow Squash in Mexico are starting to strengthen. Growers are transitioning from southern Sonora to the northern part of the state.

We may see a slight decline in quality as growers wrap up some of their older fields.



CV MANGOS

The volume on **Mangos** from Peru continues to drop as their season winds down. Mexico is crossing small amounts and won't have good volume until the end of March. Prices will be strong.