

ORGANIC MARKET NEWS



OUTLOOK FOR MARCH 3 - MARCH 10, 2016

PROMOTABLE ORGANIC STRAWBERRIES



Better pricing on **Organic Strawberries** is finally here!

Supplies out of all regions have increased significantly. Farms in Arizona, Southern California, and Mexico are picking good volumes for mid-March.

Quality is nice and promotional opportunities are available.

Driscoll's brand **Organic Strawberries** are still trading at a premium over other labels, but are also much more reasonable than during February.



OG TOMATOES

Organic Round Tomatoes are in abundant supply out of Mexico and FL.

Organic Cluster Tomatoes are in good supply out of both VA and Mexico. Quality is very good.

Organic Grape and **Cherry Tomatoes** out of FL are in good supply, while **Organic Rainbow Cherry Tomatoes** are more limited out of both FL and Mexico.

Organic Roma Tomatoes are in abundant supply out of Mexico, while more limited out of FL.



OG BERRIES

Mexican Organic Blackberry supplies continue to firm with prices getting higher and higher each week. Driscoll's is now shipping limited quantities from Mexico too.

Organic Blueberries out of Chile are in excellent, promotable supply in both 4.4 oz and 6 oz. This is expected to wrap up for the season by the end of March.

California and Florida **Organic Blueberry** supplies are ramping up. The Driscoll's brand **Organic Blueberries** from CA have been amazing this week!

Organic Raspberries continue in firm supply.



OG CA MANDARINS

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

Organic Murcott Mandarins continue in both bulk and pouch bags. **Organic Petite Mandarin** gift boxes remain available.

Organic Tango Mandarins are gapping for a couple of weeks.

Organic Royal Mandarin Tangerines are expected to finish up for the season by the second week of March.



OG CELERY

Organic Celery is in better supply this week. Prices are low and should stay on the low side for the month. Better supplies seen this week. Quality has been very good out of both CA and Mexico.

Organic Celery Hearts are in good supply as well out of CA.



OG ASPARAGUS

Organic Asparagus is in abundant supply out of CA and Mexico. Quality has been excellent from both regions. Expect supplies to continue to be good through the month of March.



OG CABBAGE

Organic Green Cabbage is in good supply out of CA, while more limited out of FL. Quality has been best out of FL. Supplies are expected to increase over the next two weeks for St. Patrick's Day.



OG ARTICHOKE

Organic Artichokes are in good supply at this time out of CA. Most **Organic Artichokes** have a little of the purple discoloration. Prices are firm.



OG GRAPEFRUIT

California **Organic Grapefruit** is back in decent shape with higher prices. Most of the fruit is the Star Ruby variety. Some opportunities are available on larger fruit.

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



OG CUCUMBERS

Good news! **Organic Cucumber** supplies have increased this week, leading to better, lower pricing. Quality out of Mexico has been very good.

Organic Hothouse Cucumbers are in adequate supply out of Spain and Mexico.



OG SWEET BELL PEPPERS

Organic Red, Yellow, and Orange Bell Peppers are coming into a promotable period.

Regular **Organic** and **Fair Trade Organic Sweet Bell Peppers** will be in good volume from both Mexico and Israel during March.



OG PINEAPPLES

Organic Pineapples have been in steady supply for the past few weeks after speculation that pineapples would remain short through the spring and summer. It appears we have steady supplies for a least another few weeks as well. Condition has been excellent.



OG SALADS

ALERT! **Organic Baby Spinach** continues to be very tight, with mildew and quality causing gaps in product supply. This will likely last into next week.

This has also been affecting the **Organic Baby Arugula** supply as well. Promote **Organic Spring Mix** and other SKUs during this time!



OG GREEN BEANS

Organic Green Beans are in adequate supply out of Mexico and FL. Quality of the **Organic Green Beans** out of FL are very nice. Expect prices to remain high over the next two weeks, then come down as FL expects more volume at that time.

Microwaveable Organic Green Beans are very limited due to supply out of FL.



OG PEARS

Organic Bartlett Pears are here in excellent supply. We expect to see the first **Organic Red Bartlett Pears** and **Fair Trade Organic Green Bartlett Pears** by the weekend.

Washington Organic Anjou and **Bosc Pears** are done for the season.



OG LETTUCE

Organic Romaine, Green Leaf, Red Leaf, Green Butter, and Red Butter Lettuces are in good supply out of Florida.

CA shippers are reporting adequate supplies of **Organic Lettuce**, but we are still hearing some quality issues on the stems, particularly on **Organic Red Leaf** and **Romaine Lettuce**.



OG CA ORANGES

Organic Blood Oranges continue this week in excellent supply and promotional opportunities are available.

Organic Cara Cara Orange supplies have tightened up and are expected to wrap up for the season over the next few weeks.

The **Organic Navel Orange** crop is in good supply with promotional opportunities available on all sizes and bags, with great eating quality.

Organic Valencia Oranges are steady.



OG BROCCOLI & CAULIFLOWER

The first signs of higher **Organic Broccoli** prices are seen this week as some shippers report smaller than expected harvests out of the fields. Quality is still very good to excellent.

Organic Broccoli Crowns are available in abundant supplies.

Organic Cauliflower is in tighter supply this week. Shippers report very tight supplies as heads have not sized up.

Organic Orange Cauliflower and **Romanesco** are in very limited supplies out of CA.



OG MANGOS

Organic Ataulfo Mangos out of Mexico have been consistent in supply. Pricing has been steady, with some deals on smaller fruit.

ALERT! **Organic Kent** and **Keitt Mangos** are essentially done for the season from Peru. Condition issues with new arrivals on both the east and west coast have taken a large portion of fruit out of the marketplace.

There may be pockets of South American fruit available over the course of the next few weeks, but it's not a great time to promote. Fresh crop **Organic Tommy Atkins Mangos** will be available in a few weeks.

OTHER STORIES:

- Some shippers are still struggling with larger sized **Organic Carrots** for jumbos and cello packs. Pricing is steady.

- **Organic Zucchini** is in tighter supply this week out of Mexico. Quality is still very good, but volume is down and price is up a little bit. Expected to begin seeing Florida **Organic Zucchini** by middle of March.

- California **Organic Lemon** supply continues to slowly decrease with prices slowly increasing. **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.

- **Organic Formosa Papayas** are projected to be in stock consistently over the next few months due to a strong partnership with the grower. Condition has been great!

- **Organic Lime** supplies have tightened. Prices continue to take some pretty big increases and smaller sizes are prevailing.

- **Organic Green Peppers** are in tighter supply this week out of both Mexico and Florida. Harvests have been slowed down in FL. Mexico growers are reporting adequate supply.

- South African **Organic Black Seeded Grapes** are winding down for the season over the next few weeks. **Organic Green Seedless Grapes** are back in very limited supply and high prices.

- Chilean **Organic Red Plums** are going to continue in a limited and sporadic way.

NEW ITEMS OR BACK IN SEASON

ORGANIC

43652 - OG Blackberries Driscoll's Mexico	12-1/2 pt
44323 - OG Blueberries Driscoll's California	12-6 oz
44109 - OG Orange Valencia Fancy USA	72 ct
44113 - OG Orange Valencia Fancy USA	88 ct
43201 - OG Pear Bartlett 80 ct Argentina	40 lb
43235 - OG Pear Bartlett 100 ct Argentina	40 lb
43208 - OG Pear Bartlett 110 ct Argentina	40 lb
43221 - OG Pear Bartlett Red 80 ct Argentina	40 lb
43207 - OG Pear Bartlett Fair Trade 100 ct	40 lb
44498 - OG Pear Bartlett Fair Trade Argentina	12/3 lb
43687 - OG Strawberries Florida	8/1 lb
43899 - OG Grapes Green SDLS South Africa	10 lb
44376 - OG Plums Red Chilean VF	19 lb
44187 - OG Mango Ataulfo Mexico	20/22 ct
44575 - OG Mango Ataulfo Mexico	24 ct
40788 - OG Peppers Mini Mix Bag	12/1 lb
40452 - OG Brussels Sprouts Bag	8/1 lb
41322 - OG Tomato Cluster Virginia	11 lb
41325 - OG Tomato Roma Red OTV	10/12 oz
42225 - OG Olivia's Baby Butter Lettuce Clam	6/5 oz
42110 - OG organicgirl Romaine Hearts 3 ct	14/12 oz
40951 - OG Jicama	20 lb.



TUSCARORA ORGANIC GROWERS COOP - PENNSYLVANIA

40614 - OG Carrot Maroon	25 lb
40623 - OG Sunchokes White	10 lb
40874 - OG Radish Watermelon	10 lb



CONVENTIONAL

17646 - CV Mangos "Champagne" Ataulfo	18 ct
17629 - CV Mangos "Pango Mango" Puerto Rico Keitt	12 ct
06435 - CV Pears Bartlett 90 ct Import	40 lb
14641 - CV Mandarins Gold Nugget Sunkist	10/3 lb
12026 - CV W-Melon SDLS Personal 6 ct	35 lb
01871 - CV Peppers Red Jumbo	11 lb
02839 - CV Cucumber Persian (Mini SDLS)	20 lb



CONVENTIONAL MARKET NEWS

OUTLOOK FOR MARCH 3 - MARCH 10, 2016

PEPPER BUYS



There is better supply of **15 lb Sweet Red Peppers**. Some shippers are dealing on XLG 15 lb. **Red Peppers** and even **Yellow Peppers**, allowing for display promos!

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



12/1lb Mini Mixed Sweet Peppers in pouch bags are in great supply this week and a great item to promote. We will have nice fresh arrivals with lower pricing and good quality this week – promote!

Green Peppers remain on the limited side, but pricing has come off a bit due to a little more supply from Mexico and Florida. Sizing is heavy to large.



CV CUCUMBERS

Cello Wrapped Cucumbers are in good supply from Mexico and Canada with promotable volumes! We will mostly be using Canadian product.

12/6ct Mini Seedless Cucumbers are coming into more supply as Canadian is starting. Pricing will be lower this week. We will also now have 20lb loose **Persian Cucumbers** on a regular basis.

Cucumber supply from Mexico is more limited with higher pricing this week. Product is good and solid, but tight. We will have more 24ct **Cucumbers** available than **Super Selects**.

CV GRAPES

The best way to say how the market is on **Grapes**, especially reds, is “all over the place”. Unfortunately that includes quality.

On **Flame Grapes**, of which there is an abundance, can range from teen to twenties (\$) depending on quality, and even some cheaper on off quality fruit that needs to move fast. Prices on the better reds, including **Crimsons**, **Sweet Celebrations**, and others range from high \$20's to high \$40's on the very best and biggest **Grape**.

White Seedless Grapes are faring a little better, but not by much with the same pricing associated with size and quality issues. The cheap pricing is pulling the market on **Black Seedless** and **Red Globe Grapes** down as well.

CV MANGOS

With the season on South American **Mangos** almost finished, the market became very strong. Mexico has been shipping for two weeks but with only half of their expected volume. This has bumped prices up with demand well over supply. Expect another two weeks before we see any relief, before big suppliers in this category that start.

We have **Ataulfo Mangos** available now and the “**Champagne**” **Ataulfo Mangos** are arriving this weekend.

Tree-ripe **Pango Mangos** (Keitts from Puerto Rico) are also now in season.



CV STRAWBERRIES

Steady, plentiful supplies of **Strawberries** will continue this week out of Florida and pricing will remain promotable. Their season is expected to wind down and finish by the end of the month.

California production has started and will continue to increase. They are expecting a solid spring deal. Prices will firm as we get closer to the Easter pulls.



CV BERRIES

The Chilean **Blueberry** volumes are on the decline. More 6 oz. than pint containers will be arriving this week. We will see prices increase over the next few weeks.

Florida is **Blueberries** expected to start by the last month of March. Driscoll's **Blueberries** from Mexico are already in season with big sizing and sweet flavor.

Better volumes are expected this week on **Raspberries** and **Blackberries** out of Mexico. Prices will adjust down slightly.



CV MELONS

Promotable pricing and volumes will continue this week on both **Cantaloupes** and **Honeydew**. Continue to promote through March.

Del Monte MAG (Magnificent) variety **Cantaloupes** will be available in 12 ct sizing this week.



CV CABBAGE

The St. Patrick's Day **Cabbage** demand is kicking in. Product is available, but demand is really strong. Pricing will be higher this week. Quality is nice, fresh, and solid.



CV POTATOES

White Potatoes out of Florida will gap for roughly a week due to poor quality and skinning issues. We should start to see supply again towards the end of this week.

Klondike Rose Potatoes out of Idaho will gap for roughly 8-10 days due to quality issues in the potatoes coming out of storage.



CV ASPARAGUS

Good, promotable **Asparagus** volume is expected out of Mexico through the month. California has also started their **Asparagus** season.

We will see demand increase as we approach Easter and pricing will also firm up as we approach the Holiday.



CV BRUSSELS SPROUTS

Brussels Sprouts are slightly more limited as the central California crop is winding down, and this is putting pressure on Mexico. There is an up-tick in pricing this week, with overall solid quality.



CV BROCCOLI & CAULIFLOWER

Cauliflower is steady from Arizona and California in price and quality.

Broccoli remains in great supply and promotable pricing and volume. Quality is very nice from California.



CV LETTUCE

There continues to be good supply of nice quality **Romaine Hearts, Iceberg, Romaine, Green Leaf, and Red Leaf Lettuce** from Yuma, AZ. These are good items to promote again this week. The weather has been warm and favorable for high yields.



CV FL ORANGES

Shipments of Florida **Valencia Oranges** increased by 14% last week with some shipper's heavily discounting larger fruit. This is Florida's smallest **Orange** crop in almost 60 years but some growers are harvesting at an accelerated pace so as not to lose yield to fruit drop. We expect pricing on **Valencia Oranges** to trade in similar range as last week with small increases going forward. Quality remains excellent with high color and sugar.



CV CA MANDARINS

Mandarins, at this time the **Murcott Mandarins**, dominate the citrus category. Quality has been outstanding and movement very brisk on the 10/3lb. bag, "Halos" and "Smiles".

Other **Mandarins** like the **Tango, Gold Nugget** and **Pixie** are available during March.



CV CA ORANGES

Navel Oranges movement has been decent, with demand well below supplies so there is some flex in the market in order to grab some extra business. As one grower expressed, he hasn't seen FOB prices this low since the 90's.

Demand on **Cara Cara Oranges** has waned as well, with movement not nearly as good as past years.



CV TOMATOES

Cluster Tomatoes are plentiful, beautiful, and promotable. Pricing will be lower and aggressive this week!

Beef Tomatoes are becoming more limited, and we may see an uptick in price the second half of the week.

20lb and 25lb **Vine Ripe Tomatoes** are in good supply with lower pricing this week.

Grape Tomatoes are in good supply with nice quality, but there will be an uptick in price this week as the big flush is over. There is finally more **Cherry Tomato** availability with lower pricing this week.

Campari Tomatoes are back and should be steady in supply this week.



CV FL TANGERINES

Honey and **Royal Tangerine** shipments were down 13% last week. Supplies on **Honeys** are beginning to dwindle while there is little interest and light trading on **Royals**. **Royals**, what little shipped last week, are being heavily consigned with some growers beginning to divert to the canneries.

The overall grade quality on **Honeys** has large variances from packer to packer but eating quality remains excellent. We expect shipments on **Tangerines** to decrease this coming week as fruit is becoming tender and availability is decreasing.



CV FL GRAPEFRUIT

Red Grapefruit shipments increased by 14% last week as sales remain very good. Pricing is holding firm with slight increases in smaller sizes (56ct/48ct). Some grower/shippers are racing towards the finish line as the end of the season (for some) is rapidly approaching.

Weather and harvesting conditions remain ideal with small amounts of rain, cool night time temperatures and warm sunny days. Eating quality remains excellent with a wide range of grades from shipper to shipper.

OTHER STORIES:

- There is good supply of **Celery** from Yuma, AZ. Quality is outstanding, and all sizes and packs are good items to promote this week.

- The movement on **Minneola Tangelos** is light, which is unfortunate because the fruit is outstanding as well.

- **Zucchini** is more limited and pricing is increasing. **Yellow Squash** is steady. All **Hard Squashes** are steady.

- **Green Beans** remain limited from Florida and Mexico.

- **Eggplant** is steady from Mexico. Quality is nice.

- **Corn** remains limited with high pricing.