



ORGANIC OUTLOOK

MARCH 3 - MARCH 10, 2017



WWW.FSPRODUCE.COM 11LB STD/LG

PEAK SEASON ORGANIC ASPARAGUS

Organic Asparagus is in much better supply this week from Mexico and California. Pricing is at more promotable levels headed into March, making the next three weeks an excellent time for ads and in-store specials.

Sizing is peaking on standard to large packed in random weight bunches in 11lb cases (about 1lb each).

For stores that need a UPC'd packaged option for selling **Organic Asparagus**, 12 oz minimum wrapped packs are available for the next few months.



OG PEPPERS

Organic Mini Sweet Pepper pouches are available in peak season supply, quality, and price.

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

Organic Red, Yellow, and Orange Peppers are in good supply from Israel.

Organic Green Peppers are in adequate supply from Florida and Mexico.

Organic Jalapeño Peppers are in good supply from CA, Mexico, and FL. **Organic Habanero Peppers** are in limited supply from Mexico.



OG TOMATOES

Organic Cluster Tomatoes are in abundant supply out of Mexico this week. Pricing is lower, allowing for early March promotion.

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

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. Supplies are adequate out of Florida at this time.



OG CABBAGE

Organic Green and Red Cabbage is in abundant supply from Florida.

CA also reports good supplies of **Organic Green, Red, and Savoy Cabbage**, but **Organic Napa Cabbage** is limited.

Florida quality is nicer than the CA product at this time because of the green wrapper leaves. Supplies are expected to be good for St. Patrick's Day in March.



OG MANGOS

Fresh crop **Organic Ataulfo Mangos** from Mexico continue to be promotable!

Organic Mangos from Peru are winding down and prices are going up, with last containers hitting the east coast. Mexico's new crop Tommy Atkins variety is not quite ready to fill the gap that Peru winding down will create.



OG CUCUMBERS

Organic Cucumbers are in lighter supply out of Mexico this week. Prices may rise slightly. Quality has been ok, with some occasional issues of shriveling present.

Good supplies are available of **Organic Hot-house Cucumbers** from Mexico and Spain.

Organic Mini Cucumbers from Mexico are also in good supply.



OG HASS AVOCADOS

ALERT! The **Organic Hass Avocado** market prices have stabilized a bit. Prices remain much higher than 2-3 weeks ago, but don't appear to be going any higher.

48ct sizes have dominated sales, but look for deals on 40s and 60s as many growers are more motivated to deal on these "bookend" sizes.



OG GRAPEFRUIT

California **Organic Grapefruit** supplies continue to be good with the range of sizes from 36ct to 48ct and bags. Larger fruit is more limited with higher prices.

Quality and flavor is excellent at this time!



OG SQUASH

Organic Zucchini and **Yellow Squash** from Mexico are in good supply. Multiple shippers have product, and quality has been very good.

Florida starts this week on their **Organic Zucchini** and **Yellow Squash** harvests. Fields look excellent at Lady Moon Farms!



OG PAPAYAS

Organic Formosa Papayas are in great supply! Quality is excellent. The crop is sizing larger, averaging 10-12 per box and fruit is very promotable.

Product is beautiful and price is fantastic this week. Keep promoting this wonderful piece of fruit!



OG BROCCOLI

Organic Broccoli from AZ and CA are in decent supply. Harvest numbers appear to be down vs. last week. Pricing is slightly higher this week and as we get further into March, this will become a tight item.

Organic Broccoli Crowns are available but pricing has gone up.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in steady supply this week from Mexico on 10lb cases. Price has remained stable.

No 8lb microwaveable pouch bags are available this week. They'll be back again for the 2nd week of March, but at a much higher price.

Expect prices on all packs to rise next week.



OG GRAPES

The first ever South African "Melody" **Jumbo Organic Black Seedless Grapes** are available.

South African **Organic Red Seedless Grapes** are also available. South African **Organic Green Seedless Grapes** are in firm but steady supply.

South African **Organic Black Seeded Grapes** are now in steady supplies.



OG SALADS

ALERT! Organic Salad supplies continue to struggle on **Spinach** and **Arugula** yields. **Organic Spinach** crops have seen some improvement but another shot of rain last week has set back crops yet again.



OG LETTUCE

ALERT! Organic Romaine Hearts are in much tighter supply this week. Quality has been good to very good. Prices are expected to be very tight in early March.

Organic Red Leaf, Green Leaf, Red Butter, and Green Butter Lettuces all have excellent quality right now from Florida. Pricing is consistent with the past few weeks. **Organic Romaine Lettuce** will be in better supply this coming week.

CA reports limited supplies of all **Organic Lettuce**, with **Romaine** being the tightest. Some cases are being shipped below normal weight on all **Organic Leaf Lettuces**, and there is still discoloration present.



OG PEARS

New crop **Organic Green Bartlett Pears** from Argentina continue to be in good supply. Some **Fair Trade** fruit is expected, along with some **Organic Red Bartlett Pears**. All other Argentinean varieties are due late March into early April.



OG CALIFORNIA CITRUS

Organic Navel Oranges are in steady supply in all sizes and bags. Some promotional opportunities exist on some 36-48ct large navels.

Organic Moro Blood Oranges are now in excellent supply. This is the time to feature them!

Organic Cara Cara Orange, Organic Tango Mandarins, and Minneola Tangelos are in good supply.

Organic "Mini Olas" Minneola gift boxes are in limited supply. Supplies are expected to improve in early March.

Organic Kumquats and **Golden Nuggets** are gapping.

Organic Pummelos are coming to the end of their season. Supplies will likely end by mid-March.



OG CAULIFLOWER

ALERT! Organic Cauliflower is in tighter supply this week. Discoloration has become more of an issue. Expect prices to rise until late March, which will limited supplies.



OG BERRIES

BLUEBERRY UPDATE:

Chilean **Organic Blueberry** supplies have tightened significantly and the season is expected to wind down a few weeks earlier than expected. Prices continue to rise. Pints are done for the season.

Fresh crop **Organic Blueberries** are available from Florida, but costs are very high to start the season. Driscoll's will be in stock with their 6 oz premium **Organic Blueberry** out of Mexico for early March.

STRAWBERRY UPDATE:

Rains hampered **Organic Strawberry** supplies in late February. Quality issues emerged post-harvest (decay) out of Mexico, and volumes became limited for the first week of March.

Growers in California and Mexico expect quality and volume to improve on **Organic Strawberries** for mid-March.

Florida **Organic Strawberry** supplies have firmed slightly. This season will wind down by the end of March.

OTHER STORIES:

- **Organic Raspberry** volume continues in steady supply at high pricing.
- **Organic Blackberry** supplies continue to shift up and down by the day, with prices following suit.
- **ALERT!** All-Natural and **Organic Young Thai Coconuts** prices continue to remain higher this week as supplies continue to be very tight. This will last for the next few weeks!

- Quality on Washington and Nevada **Organic Onions** continue to be very nice. We will see Nevada finish completely in the next few weeks. **Organic White Onions** are coming out of Mexico at the moment and have been a nice, solid white onion.
- California **Organic Lemon** supplies continue to be firm, but steady. **Organic Meyer Lemons** continue in a 20/1lb pouch bags, as well as 20lb bulk, out of California in steady supplies.

- **Organic Lime** supplies have improved. Expect prices to ease with new crops available. Expect better color with slightly smaller sizing.
- In general, **Organic Pineapples** will be in good supply for early March with prices on the decline for the 2nd week in a row. **Organic Pineapples** are entering what could be an interesting next few months. Growers are predicting up and down supplies from week to week, and tighter markets through the Easter holiday.

NEW! OR BACK IN SEASON

ORGANIC



42075 - OG Buck Brand Kumquat Meiwa	10 lb	43331 - OG Pear Bartlett Argentina	12/3 lb
42074 - OG Buck Brand Kumquat Nagami	10 lb	42846 - OG Grapes Black Seedless "Melody" South Africa	10 lb
44017 - OG Buck Brand Lemon Meyer	20 lb	42847 - OG Grapes Red Seedless South Africa	10 lb
44092 - OG Orange Navel Fancy California	48 ct	40459 - OG Brussels Sprouts Stalks 12 ct	22 lb
42095 - OG "Candy Mandy" Mandarins	12/2 lb	40632 - OG Cauliflower Cello	16 ct
43315 - OG Pear Bartlett 80ct Fair Trade	40 lb	41373 - OG Tomato Campari	10/12 oz
43207 - OG Pear Bartlett 100ct Fair Trade	40 lb		

CONVENTIONAL



14641 - CV Mandarins Gold Nugget	10/3 lb	04377 - CV Potatoes C-Red Florida New	50 lb
11330 - CV Honeydew Golden	6 ct	04305 - CV Potatoes A-White Florida New	50 lb
17647 - CV Mangos "Champagne" Ataulfo	18 ct	04325 - CV Potatoes B-White Florida New	50 lb
04362 - CV Spring Bulb Onions 24ct	35 lb	04329 - CV Potatoes C-White Florida New	50 lb
02155 - CV Rhubarb Hothouse	15 lb	04434 - CV Potatoes A-Gold Florida New	50 lb
23199 - CV Tomato Roma Bag	12/2 lb	04440 - CV Potatoes B-Gold Florida New	50 lb
04355 - CV Potatoes A-Red Florida New	50 lb	04445 - CV Potatoes C-Gold Florida New	50 lb
04365 - CV Potatoes B-Red Florida New	50 lb		

NATALIE'S ORCHID ISLAND JUICE COMPANY

New (recent) additions!

06653 - CV Natalie's Blood Orange Juice 6/16oz UPC: 725341191148
 06654 - CV Natalie's Blood Orange Juice 6/32oz UPC: 725341191131

06655 - CV Natalie's Carrot Tomato Celery Juice 6/16 oz UPC: 725341421245
 06656 - CV Natalie's Carrot Tomato Celery Juice 6/32 oz UPC: 725341421238

Also, beginning March 6 the lemonade case packs are changing:

06449 - CV Natalie's Lemonade 6/64 oz (used to be 9/64 oz)
 06448 - CV Natalie's Lemonade 6/16 oz (used to be 12/16 oz)





CONVENTIONAL OUTLOOK

MARCH 3 - MARCH 10, 2017

WWW.FSPRODUCE.COM 4X4

TOMATOES RIPE FOR MARCH PROMOTIONS



Campari Tomatoes remain very promotable! This is a great time to build large in-store specials at a sharp price.

Grape Tomatoes remain lower in price this week. They taste and look great - promote!

Cherry Tomatoes are aggressive. Greenhouse grown **Cherry Tomatoes** will be the best option this month.

Cluster Tomatoes are lower in price this week. We will have nice Canadian product.

15lb **Beef Tomatoes** are steady.

2-layer Vine Ripe and **Roma Tomatoes** remain plentiful with aggressive pricing. We will continue to have the **2lb Roma Tomato** bags. Ask your sales rep for samples!



CV PEPPERS

15lb Red Peppers are plentiful, beautiful, and promotable. Pricing will be aggressive yet again this week – promote! Sizing is peaking on xlg and jumbo.

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

Mini Mix Sweet Peppers are in good supply with lower pricing this week.

Green Pepper supply has increased from both Florida and Mexico. Pricing will be lower this week and quality remains nice.



CV BLUEBERRIES

Steady supplies of Chilean **Blueberries** will continue this week. The pack size will transition this week to more 6oz than pints. Look for prices to start to move up as volumes continue to decline. Quality and shelf life is becoming less strong.

Florida has started picking fruit in a very small way. Florida **Blueberries** should begin to hit the market in a more significant way by the middle of March.

Driscoll's Blueberries from Mexico remain a premium quality and flavor option on 6oz packs.



CV STRAWBERRIES

Weather disruptions in California continue to push **Strawberry** demand to the east coast. Florida volumes are past their peak, causing tighter supplies and higher prices than February. Look for strong demand this week with volumes slightly more limited.

Florida growers are anticipating the season to come to an end before the end of March. Watch for prices to remain strong heading into April as all national volume switches to new crop California and late crop Mexican **Strawberries**.



CV CUCUMBERS

Cello wrapped Cucumbers are plentiful, beautiful, and promotable into mid-March. This is a great item to promote from fresh crop harvest Canada!

Mexican **Super Select Cucumber** quality is outstanding, but pricing is up a tad this week.



CV LETTUCE

Iceberg Lettuce pricing has dropped like a rock. Pricing will be lower and promotable for this week. Industry wide, quality has improved. Pricing is expected to go back up at some point, but for this week will be aggressive.

Romaine, Green Leaf, and Red Leaf Lettuce are all steady in quality and price.

Romaine Heart quality remains nice with steady to maybe slightly lower pricing this week.



CV AVOCADOS

UPDATE:

With a decrease in **Hass Avocado** demand on this side of the border, receivers are cutting back due to the high markets pushed by the growers. With that said, this week we are seeing prices soften.

Supplies at this time are more than adequate the demand and we should see the market continue to decline to a more reasonable level.



CV CABBAGE

Naturally, **Cabbage** is increasing in price as we head into St. Patrick's Day due to increased demand. However, there is very good supply of good quality **Cabbage** and although pricing is up a hair, there is promotable volume.



CV BROCCOLI

ALERT! Industry-wide, **Broccoli Crowns** are extremely limited. Pricing will be higher this week with nice quality, but limited quantity.



CV CAULIFLOWER

ALERT! **Cauliflower** quality is nice, but supplies remain limited. Pricing will be steady to higher this week.



CV ASPARAGUS

It's peak season for Mexican **Asparagus!** Look for **Asparagus** markets to hold steady this week. Some ad promotions will prevent too much excess product from hurting the market.

The best price-points will be on large size 28lb cases and pencil/small size 15lb tips.



CV MANGOS

Champagne brand **Ataulfo Mangos** are now in season from Mexico.

Round Mangos are transitioning from Peruvian Kent, to new crop Tommy Atkins from Mexico.



CV SQUASH

Green and Yellow Squash are limited from multiple growing regions with higher pricing this week. Quality is good.

All **Hard Squashes** are steady.



CV BRUSSELS SPROUTS

Brussels Sprouts are still in good supply and have nice quality. Promote!



CV STONE FRUIT OUTLOOK

CALIFORNIA:

As **Stone Fruit** trees wake from a healthy winter of rain and cold, growers are starting to see a consistent and large bud swell across most orchards. Bees are becoming more active in the southern district advancing north as the weather starts to heat up.

If bloom continues to progress in California, as early reports indicate, we could see potential promotions in early to mid-May.

Cherries could start in late April, ramping up for ads for Mother's Day.

Apricots may be a week later than last year but should be in volume by late April.

Peaches and **Nectarines** will soon follow by early May.



CV MELONS

Keep promoting **Cantaloupes** and **Honeydews** this week. Steady supplies will continue from Central America for early March.



CV GRAPES

The Chilean **Grape** market is definitely getting firmer on strong fruit. There is a good amount of both **Red** and **Green Grapes** at low prices but are not of chain quality and will not make arrival. Though they have some value, they will require the customer who is willing to work the fruit. Expect to pay more for the better fruit.

Green Grapes won't strengthen as fast as the **Red Grapes**, while will show a more dramatic increase on the **Crimsons** and the best **Reds, Sweet Celebration, Timco, Krissy, and Allison**, even higher.

In the next two weeks we should see the weaker fruit gone and an overall stronger market as ad pricing and precommitments kick driving the spot market even higher.



CV BERRIES

Raspberry and **Blackberry** markets and supplies will be steady this week. Quality is fair to average out of Mexico.



CV POTATOES & ONIONS

Demand exceeds supply on **B-size Red Potatoes**. Growers who have storage crop **Red Potato** supplies continue to ship product with light demand. Florida growers are now shipping high-demand, excellent quality new crop **Red Potatoes**.

The **Russet Potato** market has seen little change in both pricing and demand.

New crop **Onions** have excellent quality and this trend is expected to continue, barring any unforeseen periods of wet weather. Pricing is anticipated to remain steady as the country has a large supply of **Onions** available.

The **Onion** market continues to weaken as more and more supplies become available from shipping areas in the eastern and northwestern U.S. and Mexico. Quality still remains a concern, especially in storage crop **Onions**.

DRISCOLL'S
SEASON'S FINEST BLACKBERRIES
ARRIVING SOON!



GET READY FOR PEAK SEASON IN APRIL!