

# ORGANIC MARKET NEWS

OUTLOOK FOR NOVEMBER 12 - NOVEMBER 19, 2015

## OG POTATOES, SWEET POTATOES, & ONIONS PROMOTABLE

We are into promotional pricing on all **Organic Sweet Potatoes, Potatoes, and Onions!** Talk to your sales reps for deals! Bring your hardware items in early!

### ORGANIC SWEET POTATOES:

Thanksgiving promotional pricing is in effect for all of the AV Thomas "Natural Beauty" brand California grown beautiful **Organic Sweet Potatoes**. North Carolina **Organic Covington Sweet Potatoes** are also available for a lower cost alternative to the premium California product.

### ORGANIC POTATOES:

**Organic Russet Potatoes** are in very good supply out of both Wisconsin and Colorado. Pricing is very attractive on both counts and 10/5lb bags. 50ct cartons are an exceptional value. Pricing will be steady through the end of the year. **Organic Red** and **Yellow Potato** quality out of Canada continues to be nice.

### ORGANIC ONIONS:

**Red, Yellow, and White Onions** are absolutely outstanding right now in terms of quality. Pricing will be steady through the end of the year on all of these items. **Organic Sweetie Sweet Onions** however are beginning to wind down. We may see two more weeks but sizing will be a mix of jumbo as well as medium.



### OG LADY MOON GREENS

**Organic Greens** have begun out of Lady Moon Farms in Florida.

Available now are **Organic Green Kale, Baby Bok Choy, Red Baby Bok Choy, Bok Choy (full sized), Collards, Mustard, Dandelions, and Fennel**.

Coming next week will be **Organic Lacinato Kale, Red Kale, Romaine Lettuce, and all varieties of Chard and Kohlrabi**.



### OG HARD SQUASH

**Organic Butternut and Green Acorn Squash** will be in good supply for Thanksgiving. **Organic Spaghetti Squash** will be on the tighter side, with prices pushing up because the lack of supply.

Also available will be **Organic Pie Pumpkins, Buttercup, Red Kuri, Carnival, Turks Turban, and Kabocha Squash**. A majority of the **Organic Squash** right now is coming out of either WI or CA.



### OG CARROTS

**ALERT!** Cal-O has reported that their **Organic Carrot** fields are showing slow growth for the winter crop, so they have raised their prices on **Organic Cello Carrots (Bunny Luv brand)** this week to temper movement.

There are other grower/shippers that have product available, like Bolthouse, whose **Organic Carrots** are a better value at this time. We have added more Bolthouse **Organic Cello Carrot** inventory.

Cal-O reports they will be out of the **Organic Cello Rainbow Carrots** for the Thanksgiving season, for the same reason, slow growth. **Organic Rainbow Baby Peeled Carrots** should remain available.



## OG CELERY

**Organic Celery** is expected to be in good supply for Thanksgiving, but some spot shortages during the holiday may occur. Recent quality has been good to very good. Some deals are available on smaller sized **Organic Celery**.

**Organic Celery Hearts** are in good supply out of CA.



## OG GRAPES

**ALERT!** **Organic Red** and **Green Grapes** will disappear for the season, likely before Thanksgiving. Quality is dwindling.

**Organic Black Grape** supply has firmed up with prices on the rise. They are expected to finish up over the next couple of weeks.



## OG BROCCOLI

The **Organic Broccoli** market has spiked up a bit here this week as demands ramps up. Product quality is good to very good at this time. Limited supplies of **Organic Broccoli** is available about of PA and Canada as well.

**Organic Broccoli Crowns** are in adequate supply.



## OG EGGPLANT

**Organic Eggplant** is in good, steady supply out of Florida. Quality has been very good and markets are firm. Limited supplies are available out of NC and Mexico.

**Organic Graffiti Eggplant** is in limited supply out of FL as well.



## OG BRUSSELS SPROUTS

**ALERT!** **Organic Brussels Sprouts** are expected to be in very tight supply for the holiday. Norther California fields are showing a little more volume at this time and Mexico is about three weeks away from beginning. Limited supplies will be seen far and wide, from New England to Wisconsin, but will be very tight for Thanksgiving.



## OG MELONS

Mexican **Organic Cantaloupes** are limited. This crop is expected to only last 3-5 weeks and done again. Prices are expected to be firm.

Mexican **Organic Honeydew** have arrived. Sizing is large and the product is very nice, but supplies are limited.



## OG GRAPEFRUIT

California **Organic Grapefruit** supplies are improving by the day, with some excellent color inside and out. Prices are slowly coming off.

The first Florida **Organic Grapefruit** of the season has arrived. Supplies are expected to be firm all season due to citrus greening.



## OG GREEN BEANS

**Organic Green Beans** are in good supply out of both FL and CA. Quality has been good. Expect pricing to remain steady this week, then expect it to increase the following week.



## OG CAULIFLOWER

**ALERT!** **Organic Cauliflower** is in very tight supply out of CA. Quality has been an issue this week, with most shippers having some discoloration. Canada growers are reporting limited supplies of better quality **Organic Cauliflower**.



## OG APPLES

**NEW** Washington **Organic Opal Apples** have arrived! Try these amazing, slow-to-brown proprietary apples.

**ALERT!** **Organic Apple** prices continue to rise as supplies are extremely limited out of the Northwest and waiting for Controlled Atmosphere storage rooms to be released. Especially impacted are **Organic Granny Smith, Gala, and Honey-crisp Apples**.

**Organic Heirloom Apple** varieties this week include **Calville Blanc, White Permaine, and Wine-sap**.



## OG TOMATOES

**Organic Round** and **2-Layer Tomatoes** will be in better supply this week out of Mexico. Prices are still on the higher side, but product is coming in with good quality and color. Florida will begin this week with limited supplies of **Organic Round Tomatoes**.

**Organic Roma Tomatoes** are in tight supply out of Mexico and Florida will start in 10 days.

**Organic Grape Tomatoes** are in very good supply out of both Mexico and Florida. **Organic Cherry Tomatoes** are tight out of Mexico, while well supplied out of Florida. **Organic Rainbow Cherry Tomatoes** are in limited supply out of both Mexico and Florida.

**Organic Cluster Tomatoes** are in better supply this week, out of both CA and Mexico.



## OG BERRIES

**ALERT!** **Organic Strawberry** and **Raspberry** markets have gotten worse and prices are skyrocketing. Supplies are dwindling fast with no real improvements expected for a couple of months.

Mexican **Organic Blackberries** continue to be in extremely limited supply.

**Organic Blueberries** out of Chile continue in extremely limited supply with very high prices. This is expected to improve over the next couple of weeks.



## OG POMEGRANATES & PERSIMMONS

California **Organic Pomegranates** are back in good supply with promotional opportunities available. Bins are expected to finish up for the season over the next couple of weeks.

California **Organic Persimmons** remain in peak season. **Organic Hachiya** (cone-shaped, must ripen to soft) variety will end earlier than the **Organic Fuyu** (flat, can be eaten when hard) variety.



## OG CITRUS

The California **Organic Navel Orange** crop continues to improve in both quality and supply with declining prices.

California **Organic Satsuma Mandarins** are now in season, but supplies are still ramping up.

Florida **Organic FallGlo** and **Golden Sweet Tangelos** are in excellent supply this month. That's good news since the citrus greening situation is hampering overall organic citrus production in Florida.



## OG CRANBERRIES

Canadian **Organic Cranberries** continue and are expected to be steady until Thanksgiving.

Wisconsin **Biodynamic Organic Cranberries** are in steady supply.

# IN OTHER NEWS

- Both 48ct and 60ct **Organic Hass Avocados** are in good supply.

- **Organic Tommy Atkins Mangos** will start next week out of Ecuador and pricing will come out of the gate on the higher end.

- **Organic Lemon** supply continues to improve with falling prices and improving quality. Look for promotional opportunities.

- New Zealand **Organic Gold Kiwifruit** are now only available in a 10/1 lb. pouch bags. Some larger Italian fruit should be expected in a couple of weeks. New Zealand **Organic Green Kiwifruit** will wrap up for the season this week. Italian **Organic Green Kiwifruit** is now available in good supply.

- **Organic Lime** supply continues improv-

ing with prices continuing to come off.

# GUIDE TO SWEET POTATOES



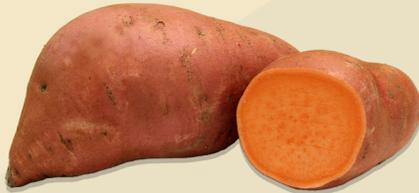
## PURPLE STOKES

- Purple skin, deep purple flesh
- Rich with antioxidants and phyto-nutrients
- Flesh is slightly more waxy and drier than orange-flesh sweet potatoes
- The flavor is a rich balance of sweet flavor and yam-like earthiness
- A longer baking time is required to bring out the best flavor



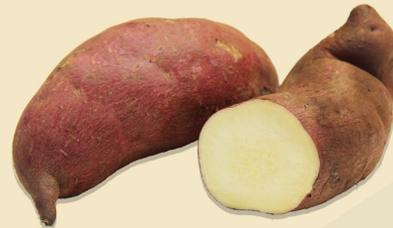
## JEWEL

- Orange-red skin
- Deep orange, moist flesh
- Ideal for boiling, whipping, roasting, casseroles, fries, & baking



## GARNET

- Ever-popular variety, all-purpose
- Reddish-purple skin
- Vivid orange flesh, moist texture, sweet flavor



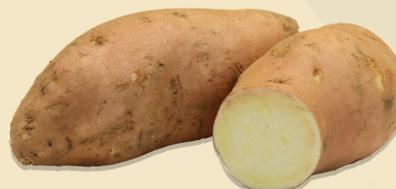
## JAPANESE (ORIENTAL)

- Purple skin, white flesh
- Feature a very sweet flavor
- Firm, dry texture
- Holds shape even after cooked, ideal for baking & roasting



## COVINGTON

- Grown prominently in North Carolina
- All-purpose
- Red-tan skin
- Moist orange flesh



## WHITE HAMON

- Cream-tan color skin
- Off-white flesh
- Moist and sweet
- Primarily grown in New Jersey



## HANNAH

- Light yellow to tan skin
- White flesh
- Has a mild flavor and excellent sweetness
- Primarily grown in California

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## SWEET POTATO TIPS:

Orange-flesh Sweet Potatoes are ideal for boiling, whipping, roasting, casseroles, fries and baking.

White-flesh Sweet Potatoes have a drier texture and are excellent for baking, roasting or pan frying.

At home, do not store Sweet Potatoes in the refrigerator. Simply, keep them in a cool, dry place like the bottom or your pantry.

Do not seal uncooked Sweet Potatoes inside a plastic bag during storage. Some ventilation is best.

What we often call "Yams" in the United States are actually Sweet Potato varieties.

# CONVENTIONAL MARKET NEWS

OUTLOOK FOR NOVEMBER 12 - NOVEMBER 19, 2015

## THANKSGIVING VEG UPDATE

**Green Bean** demand is kicking in for Thanksgiving. Supply is nice from Florida with a modest up-tick in pricing headed into the holiday. Overall, this looks like a great item to promote for Thanksgiving. Consider stocking the high graphic pouch bag **Green Beans** as well!

Eastern **Broccoli Crowns** are in good supply and this is a good item to promote this week. This will be the last week of bins from PA and they are very limited. Western **Broccoli Crowns** are steady.

Steady **Asparagus** supplies are expected heading into the Thanksgiving holiday. Both Mexican and Peruvian product will be available. Prices will increase this week as demand ramps up for Thanksgiving.

**Brussels Sprouts** are more limited. Pricing will be higher this week as the Thanksgiving demand is kicking in. We will have 9ct **Brussels Sprouts on the Stalk** available as well, along with the Ocean Mist Steam N' Serve line of **Brussels Sprouts** products.



### CV FLORIDA CITRUS

Supplies on **Sunburst Tangerines** are significantly short this year. This will be a short lived deal with most shippers finishing before the end of November. Demand exceeds supply with pricing at all-time highs. There will be a significant supply gap in tangerines this year as Honey's will not start until January.

Domestic **Grapefruit** volume increased last week, and is still peaking on the smaller sizes. Pricing is steady with only a few shippers discounting small sizes. Quality continues to be very good as most packers continue to spot pick on size and color. The industry consensus is larger sizes will be spot picked through this week leaving predominately smaller sizes available to ship going forward.



### CV CA CITRUS

**Satsuma Mandarins** are coming more into the season with better maturity and color requiring less gas time which has been detrimental to the fruit. The volume on **Clementine Mandarins** is in great shape with the volume to meet the heavy demands going into the Thanksgiving promotions.

The **Lemon** crop is heavy to the choice and smaller fruit. Fancy fruit is as much as ten dollars more than choice, with the smaller sizes now higher than the larger sizes 115's and up.

The volume on **Navel Oranges** continues to increase with price on 88 counts and smaller showing flex downward. 56 counts and larger, though a little more showing up, still can't keep up with demand and price is holding firm.



### CV MELONS

**Cantaloupes:** Mexico and Arizona will continue in good supply this week. Off shore product has also started to arrive in a limited way. Look for prices to ease down with supplies available on both coasts.

**Honeydew:** Good supplies will continue out of Arizona. The off shore deal will start in the next week or two. Prices should hold steady until the import fruit begins to arrive.

**Watermelons:** Mexican fruit has been arriving very nice. Prices will remain higher as supplies will hold steady. The outlook for the winter doesn't look great. Growers in South America have had disease issues and a significant shortage on melons is expected.



## CAULIFLOWER

**Cauliflower** remains limited with steady to higher pricing and nice quality. Bins from PA will be available again this week.



## CV ONIONS

**Onions** are steady this week and quality out of NV has been fantastic.

**Red Onions** are the exception to this and are expected to be tight on supply and higher in price for the entirety of the season.



## CV SWEET POTATOES

Look for aggressive pricing on all of the North Carolina grown **Sweet Potatoes**. Now is the time to stock up and promote on **Sweet Potatoes** for Thanksgiving.



## CV IMPORT CLEMENTINES

There were light supplies last week on import 5 lb. gift box **Clementine Mandarins** to kick off of this year's seasons from Spain and Morocco, while most growers were on the verge of being cleaned up on the Chilean fruit.

This week you will see much better volumes as fruit is hitting the Eastern market earlier than anticipated, putting things in great shape for the Thanksgiving ad pulls. Prices will be off with the increased volumes by .50 to .75 cents.



## CV IMPORT GRAPES

Imported **Grapes** from Peru are already in the marketplace with a nice supply of **Red Globe Grapes** and a handful of **Black Seedless Grapes**.

The first **Red** and **White Seedless Grapes** could be here as early as next week, but only in pallet quantities. For extra-large **Red Seedless Grapes**, this is where we will have to source, but demand will definitely exceed the light volume of reds and prices will be extremely high.



## CV POTATOES

**Idaho Count Potatoes** continue to be a challenge this week as far as quality and pricing goes. Strong demand continues to drive this market on all Idaho Potatoes upwards.

We will have some Prince Edward Island (PEI) grown **Russet** and **White Potatoes** this week that should provide for a slightly lower retail than the Idaho potatoes.

**Color Potatoes** look absolutely beautiful right now coming out of Washington.



## CV BLACKBERRIES

We were still seeing some quality issues this past week on Mexican **Blackberries**. However, the outlook this week and moving forward looks much better. Look for markets to ease down. **Blackberries** will be a good item to promote heading into the Holiday.



## CV STRAWBERRIES

**ALERT!** **Strawberry** supplies out of California will remain extremely limited this week. Mexican volumes will also be very light. Florida volume is just getting started and therefore inconsequential to overall supply.

All of this means continuing high prices, prorates, and occasional gaps in supply. This trend will continue for the next few weeks.



## CV BLUEBERRIES & RASPBERRIES

We will continue to see better **Blueberry** volume out of Chile this week with Argentina continuing to ship berries. Prices will continue their downward trend. **Blueberries** will be a good item to promote heading into the Holiday.

**Raspberries** will be a good item to promote this week with good supplies expected.



## CV FENNEL

Demand for **Fennel (Sweet Anise)** is kicking in as we head into Thanksgiving. Pricing will be higher this week, but expect nice, fresh quality from Salinas, CA.

Fennel has become popular for roasting, gratins, casseroles, and sautés. It's also a traditional vegetable at Thanksgiving in Italian cuisine.



## CV LETTUCE

**Romaine, Green Leaf, and Red Leaf Lettuces** are active. East Coast supplies are finished, so we will be into Western product only this week. Pricing is steady to higher.

Supplies of **Romaine Hearts** are limited and pricing will be higher this week due to transition to Yuma, AZ.

**Iceberg Lettuce** remains limited. Salinas is finishing, so the majority of product will be from Huron, CA and Yuma, AZ moving forward. Quality is decent.



## CV GRAPES

The **Grape** market is very active on California fruit, especially on the Red Seedless. Most growers have exhausted their supplies on **Scarlett Royals** and will go through the remaining **Vintage Red Seedless Grapes** which had poor production this season, much less than what was anticipated. It will be the **Crimson Red Seedless Grapes** to finish out the year and could go into December, but the **Crimson** will be a disappointment when you compare it to what we have been seeing on the varieties we've been seeing all year that produces an abundance of extra-large fruit. The **Crimsons** will be medium-large at best showing some small berries in most boxes. Color will be off as well, with the best boxes having only 85% to 90% color with most boxes with less. Prices even on this average fruit will be strong.

The situation on **White Seedless Grapes** is much better, with a fair amount of Autumn Kings available with a very nice Luisco White Seedless Grapes to go, perhaps all the way through Christmas depending on demand.

There will be limited **Black Seedless Grapes**, and **Red Globe Grapes** are done.



## CV APPLES

On the Eastern front, there is a full rundown of varieties with **Pink Lady Apples** starting this week with a handful of Braeburns starting next. We will soon lose the **Honeycrisp Apples** in the mix, winding down and possibly finishing with most growers by the end of next week. The cost of the remaining **Honeycrisp Apples** is up substantially.

On the Western side, what a difference a year makes. Dealing with a smaller crop, both volume and size, prices are strong with very little flex on the larger sizes, 88 counts and up. Inventory on the larger **Apples** is sporadic, with most if not all growers experiencing temporary gaps in supply in some varieties on day to day business. With the decline in volume on Eastern **Honeycrisp Apples**, the market on Washington fruit is much stronger.

**Specialty Apples** in-stock this week include:

- Kiku
- Jazz
- Envy
- Pinata
- Sweetie
- SweeTango

## IN OTHER NEWS:

### CV ONIONS

**Onions** are steady this week and quality out of NV has been fantastic.

**Red Onions** are the exception to this and are expected to be tight on supply and higher in price for the entirety of the season.

### CV FRUIT BASKETS

**Fruit baskets** are now available! Please contact your sales rep for preorder schedule, pricing, and different basket options.

### CV CELERY

Celery supplies are limited and Thanksgiving demand is kicking in. Product will be nice and fresh out of Salinas and Oxnard, CA.

### CV CUCUMBERS

Eastern **Cucumbers** are more limited. Mexican **Cucumbers** are very nice quality and that will be our main supply this week.

**Cello wrapped Cucumbers** are steady.

### CV PEPPERS

**Green Peppers** are limited. Georgia is finishing, Florida is still a couple of weeks away from starting, and supplies are light from Mexico. There will be an up-tick in price this week.

15lb. **Red Peppers** remain limited.

11lb. & 25lb. **Red, Yellow, and Orange Peppers** are steady.

### CV TOMATOES

**Beef Tomatoes** are limited with an uptick in price this week. **Cluster Tomatoes** are more limited as Canada is finishing. Most supply will be from Mexico this week.

**Vine Ripe Tomatoes** are in good supply on two layer 20lb and volume fill 25lb. They are great to promote!

**Campari Tomatoes** will be lower in price and a good item to promote this week.

**Heirloom Tomatoes** and **Blended Flavor Tomatoes** are limited.



For more info on what's in season, check out [producegeek.com](http://producegeek.com)!