

MARKET NEWS ORGANIC OUTLOOK



ORGANIC CANTALOUPE & HONEYDEW OUTLOOK



Spring crop **Organic Cantaloupes and Honeydew** are coming into season from Mexico.

The rest of May should be a good time to add **Organic Cantaloupes and Honeydews** to your organic produce sets. The Cantaloupes will start out on 12 ct and 15 ct as the primary sizes; larger fruit (9ct) may be available later in May. Honeydews may be mostly 6 ct and 8 ct.



OG STONE FRUIT

The first California **Organic Apricots** are in stock now! The rest of May and into June will be a good time to promote with excellent supplies projected and fantastic quality.

The California **Organic Cherry** season is about to begin with fruit arriving to the east coast for the week of 5/13. Pricing will start off at higher levels but may ease down depending on national demand.

Organic Yellow Peaches are now in season with good supplies expected. **Organic White Peaches** are expected to arrive in mid-May with excellent supply and quality expected for the season.

California **Organic Yellow and White Nectarines** will come into season right around Memorial Day. **Organic Plums and Pluots** should begin in late May or early June.



OG BERRIES

Organic Blackberries out of Mexico and California are in excellent supply with promotable pricing. The Driscoll's brand has large berry size and superior flavor.

Organic Blueberries out of Mexico, California and Florida are now in excellent supply for May promotions. Driscoll's proprietary variety Organic Blueberries are tasting great but are in lighter supply than other brands.

Organic Strawberries will have really aggressive pricing as we are now loading up north in Watsonville, CA and seeing much bigger and better fruit. Continue to promote Organic Strawberries through May.

Organic Raspberries continue to improve in supply but are not yet at their peak.



OG WATERMELON

Organic Seedless Watermelons are available in better numbers for early May while pricing remains steady.

Lady Moon Farms is now shipping their delicious **Organic Orange Flesh Seedless Watermelon** and **Organic Sugarbaby Seeded Watermelons**. Quality will be excellent on all varieties.

Organic Mini Seedless Watermelons from harvests in California will begin this week. Product will be available mid-May.



OG CELERY

ALERT: Organic Celery and Celery Hearts continue to remain very tight and high priced. We will continue to see light volumes and high priced product until June.



OG CUCUMBER

Organic Cucumber remain plentiful supplies coming from Mexico. With promotable volumes, aggressive pricing, and excellent quality this is a great time to build displays. Lady Moon Farms is also shipping high quality Organic Cucumbers from Georgia.

Organic European and Mini Cucumbers from Canada continue to be in consistent supply.



OG MANGOS

Organic Ataulfo (Honey) Mango supplies have become a little lighter for May.

Organic Tommy Atkins (round) Mangos are in peak season from Mexico with volume opportunities for mid-May.

Organic Fair Trade Haitian Mangos are a great addition to your set, and are available for May.



OG LEMONS

ALERT: Organic Lemons out of California are extremely limited with prices moving up very quickly. Mexican fruit has been delayed but should begin in limited supply until around the end of May.



OG GRAPE OUTLOOK

Organic Grapes are in a gap until the new crop starts from Mexico. Some cooler weather has delayed the start.

Mexico should begin with Green, Red and Black varieties that will arrive to the east coast by late May. Organic Cotton Candy Grapes will be in season starting in June, a good season is expected.



OG GREEN BEANS

ALERT: Organic Green Beans from Florida continue to have tight supplies causing a gap in harvesting. We will continue to supplement with Organic Green Beans from Mexico. Harvesting in Georgia is expected to begin the last week of May.



OG ASPARAGUS

Organic Asparagus pricing will be on the rise this throughout the month of May. Without imports right now there is more demand on California product. Product has been excellent quality.

Look for local New York grown product to be available from Pedersen Farms by mid to late May. Their quality should be outstanding.



OG KALE

Organic Kale from Lady Moon remains in excellent supply coming from Georgia. Product quality remains to be outstanding, however expect pricing will take a small step up in the beginning of May.



OG AVOCADOS

ALERT: Organic Hass Avocado availability took a turn for the worse. Organic fruit out of Mexico has begun drying up earlier than expected, putting a strain on California fruit. The CA crop for this year is already much smaller than normal. 60ct fruit across the board is very tight. All fruit is sizing much larger to end the Mexican season. 32-40 ct is where more supply is right now.



OG PAPAYAS

Organic Formosa Papayas are in steady supply for the start of May. Quality has been good overall. Recent arrivals have had sun spots which detract from the appearance slightly but do not affect quality.



OG KIWIFRUIT

High quality Zespri **Organic New Zealand Green** and **Organic Sungold Kiwifruit** crop is expected to arrive to the US right around Memorial Day to enjoy as a summertime favorite.



OG MINI PEPPERS

Organic Mini-Mix Sweet Peppers remain in constant supply from Mexico. This is a great time to add these for a splash of color to any display and quality has been outstanding.



OG BROCCOLI

ALERT: **Organic Broccoli Bunches** volume from California has continued to remain tight going into the second week of May. Although volume has seen a slight increase, pricing remains high. Supplies are expected to remain limited through late May.

ALERT: **Organic Broccoli Crowns** remain extremely tight with price continuing to rise coming from California. We can expect frequent out of stocks until the end of May.



OG ROMAINE HEARTS

Organic Romaine Hearts continue to be in excellent supplies coming from California. Quality is outstanding and pricing continues to be promotable. **NOTE:** Pricing is expected to rise starting in the third week of May.



OG TOMATOES

Organic Roma Tomato pricing will be very snug again through early May. Quality has been good but that has lead to prices getting high!

Organic Grape Tomatoes are still promotable early May from Florida and **Organic Canadian Hothouses**. Lady Moon Grape Tomatoes are expected to gap as Florida harvests are finished.

Organic Cherry and Organic Rainbow Cherry Tomatoes from Lady Moon should be back in stock during mid-May. This will be new crop Georgia fruit. Quality should be excellent.

OTHER STORIES

We will transition all **Organic Pears** from domestic to new crop Argentinean imports over the beginning of May. Expect good supplies of **Organic Abate, Red and Green Anjou, Red and Green Bartlett and Bosc Pears**.

Organic Limes supplies are firmer due to strong lemon crops recently.

California **Organic Grapefruit** is in tighter supply with seasonal quality.

Organic Broccoli Rabe remains in steady supplies with excellent quality coming late May from Andy Boy.

Organic Dandelion Greens from Lady Moon Farms in Georgia are plentiful in supplies with

excellent quality and sharp pricing. **Organic Romaine Lettuce** will also be in excellent supply with promotable volumes early in May.

Organic Artichokes are in steady supply with good quality coming out of California.

Organic Young Thai Coconuts supply is steady for now. Pricing has been holding steady as well.

Organic Golden Berries out of Columbia continue experiencing significant issues and are gapping for the through the end of May at least.

Organic Green Cabbage is in good supplies coming from various growing regions. However, **Organic Red Cabbage** is in very limited supplies and pricing continues to rise. Both Napa and Savoy cabbage

continue to have excellent quality and steady supplies.

ALERT: **Organic Cauliflower** continues to be expensive and in tighter supply for May.

MARKET NEWS

CONVENTIONAL OUTLOOK

PEAK SEASON CALIFORNIA STRAWBERRIES

Strawberries will be in excellent supply through mid-May from all growing areas in California - Oxnard, Santa Maria, and now Watsonville.

All fruit is showing some bruising right now, but the overall quality and flavor is excellent. The largest berries are coming from Watsonville, and some clamshells are counting 10-12.

We have good supplies on **Longstem Strawberries** through the beginning of June.



CV PEPPERS

Green Pepper pricing remains strong through early May as Florida begins to finish for the season. Georgia crop is not ready for harvest yet. Expect pricing to remain higher through the end of May.

Red, Yellow, and Orange Bell Peppers are also becoming a little more expensive for the rest of May. Mexico is quickly finishing up harvests which will put more demand on the Canadian and Holland markets.

15 lb XL field grown **Sweet Red Peppers** are fairly steady out of the west with nice quality.



CV GRAPES

The transition from early crop Chilean **Grapes** to new crop Mexico grapes is taking place here in May.

Pricing is remaining strong on the best Chilean **Green Grapes**. Mexico's supply of Green Grapes will gradually ramp up from here and the Chilean growers hope to be sold out by the middle of May.

Chilean **Red Seedless Grapes** are still plentiful and prices have firmed up.

We have received some **Cotton Candy Grapes** from southern Mexico. But this early supply will finish mid-May and we may gap until June before production starts in the northern Mexico districts.



CV BLUEBERRIES

Blueberries are in excellent supply from Georgia, and that should last throughout May. Some growers are now beginning to start in North Carolina, and this fruit is excellent.

Pricing is beginning to increase as more AD's are in place with most national retailers. Now is still a good time to promote all blueberries – pints and 18 oz.



CV CELERY

ALERT: Celery will remain tight once again through mid-May, but supplies will gradually improve throughout the month.

Growers are already beginning to drop down on pricing to prepare for more supplies hitting the market. Oxnard will be finished soon, and we're moving into Salinas, CA.



CV CA STONE FRUIT

We are off and running with some bigger sizes (54/56) on the two layer tray packs of California **Peaches** and **Nectarines** with prices gradually lowering.

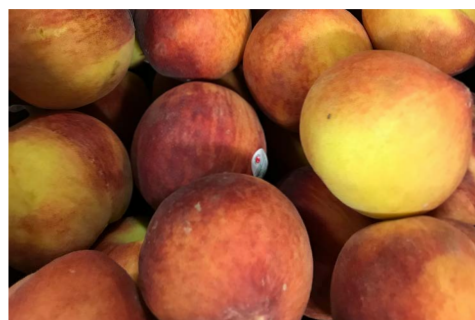
Our first California **Apricots** will be available on the east coast for the week of 5/13.



CV CAULIFLOWER

ALERT: Cauliflower continues to be on the tighter side, but it looks like supplies will begin to improve throughout May.

Many growers are expecting larger harvests throughout May, so expect pricing to begin to lower. We'll be back into mostly 12 count cauliflowers going forward.



CV SOUTHERN PEACHES

We will load our first shot of southern **Peaches** from South Carolina in mid-May. Peaches will start out small, nothing larger than a 2 1/2". Larger Peaches are anticipated to arrive some time in June from GA or SC.



CV CHERRIES

It was a rocky start for **Cherry** volumes early in May. Not as much fruit was harvested as projected with a lot of smaller sizes too.

Rain is in the forecast for early May. Cross your fingers and hope for the best because barring weather issues the California crop is expected to be a good one!



CV RASPBERRIES & BLACKBERRIES

Raspberries and **Blackberries** are in steady supply in early May, but this could change throughout the beginning of the month. Supplies are expected to drop off through the beginning of May, but pricing shouldn't increase too much. Quality and flavor have been good on both.



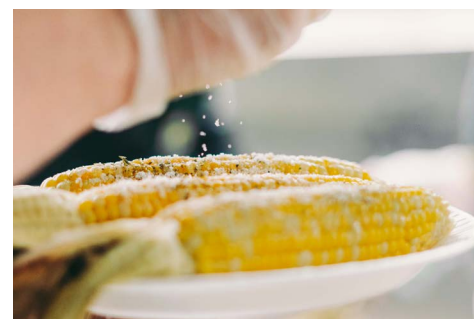
CV GREEN BEAN

Green Bean markets look to be steady early on in May. Pricing is also very promotable with excellent quality. The transition into Georgia will begin in the middle of May.



CV WATERMELON

Watermelon markets will strengthen in early May as Florida growers' transition from southern and central Florida into Northern Florida. Quality has been good but expected to get better from new region. **Mini Watermelons** are also very promotable through early May. Quality looks great!



CV CORN

Florida SuperSweet **Corn** remains in peak season. Quality has been good. The outlook remains favorable for Memorial Day at this point.



CV CUCUMBERS

Super Cucumbers remain promotable while Florida is still harvesting in strong numbers and Georgia is slowly beginning.

Seedless Greenhouse Cucumbers will be promotable as well. Prices are getting stronger but farms are still producing excellent quality and quantity.



CV SQUASH

Green Squash pricing remains low. Product is very promotable during early May with Georgia quality continuing to be excellent.

Yellow Squash pricing is still strong however. Yellow variety is more delicate and susceptible to weather related issues so farms are getting the same yields as green. Quality is excellent on what is available.



CV MEX TOMATOES

ALERT: Round and Roma Tomato markets are starting to rise early in May. With representatives from Mexico and Florida not able to strike a deal on a new suspension agreement, tariffs are now in place causing prices to come up.

NatureSweet has already instituted a price increase on their full line.



CV TOMATOES

Grape Tomato markets will also slightly rise with the rest of the field grown tomatoes. Product still remains very promotable despite the slight rises. Quality has been excellent.

Hothouse Tomato Markets remain very promotable through early May.

Product is still abundant on **Tomatoes on the Vine** and **Beefsteaks**. Quality continues to be excellent on both from Canada and USA.



CV BROCCOLI CROWNS

Broccoli Crowns are in good supplies out of Georgia, and quality has been nice.

California on the other hand is still in short supply and this will continue throughout May. We'll be carrying both options, especially with the current spread in the market.



CV LOCAL NJ VEG

Collards from New Jersey will be available through the beginning of the month along with **Bunched Radishes**.

Kale, Arugula, Bunched Spinach, Mint, Basil, Asparagus, Bunched Beets and Dill will also be available as well.

Expect New Jersey grown **Bok Choy** and **Baby Bok Choy** to also start up early in May as well if the weather cooperates.



CV CANTALOUPE

Mexican Cantaloupe supplies are coming in to season, and prices are beginning to lower.

Florida is picking up it's volume with the bin **Athens-style Cantaloupes** and we will have 120 count bins here for delivery mid-May.



CV LETTUCE

Iceberg Lettuce is in good supply out of Salinas, CA. Pricing was very promotable in early May, but will begin to climb into mid-May as harvest volumes are expected to diminish.

Romaine Hearts are in excellent supply from many growers in Salinas, CA. Look for promotable opportunities in the beginning of the month.



CV LOCAL ASPARAGUS

Asparagus from New Jersey and Delaware is still very promotable. Quality has been excellent.

Michigan supplies should start coming in this month as well after a late start. We will stick with local as long as we can.