

MARKET NEWS ORGANIC OUTLOOK

ORGANIC MANGO PEAK SEASON

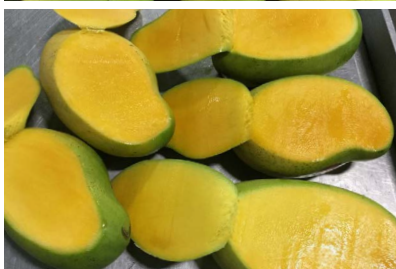


Fair Trade USA representative Danielle Spencer with a display of Organic Fair Trade Mangos from Haiti.



Organic Tommy Atkins Mangos from Mexico are in great supply, and it is now time to start thinking about promoting! Late May through July will be an outstanding time to build large displays of peak season Organic Mangos from Mexico (Tommy Atkins followed by Kent variety).

Most of the round fruit we will be carrying for May will be 9 ct XL as well as 12 ct MD.



Organic Ataulfo "Honey" Mango are in steady supply and remain promotable through much of June.

Organic Fair Trade Haitian Mangos remain in peak season through May! Fruit quality has been AMAZING. GO BIG with this tremendous FAIR TRADE opportunity to support hundreds of small scale farmers in Haiti where the Fair Trade premiums benefit their community tremendously in the minimum prices make such a difference in the farmers' lives.



OG TOMATOES

Organic Beefsteak Tomatoes continue to be very promotable. Quality continues to be excellent from Canada. **Organic Cluster Tomatoes** are also very promotable throughout mid-May. Canadian Hothouses continue to flush harvests with great quality product on both varieties.

Organic Grape Tomato markets will be going up as transition from Florida to Georgia begins.

Lady Moon has also gapped through May as their Georgia fields are not quite ready.

We are offering a new Biodegradable pack from Kingdom Fresh Farms as well. Initial quality looks good in this Eco-Friendly pack.

Organic Heirlooms from Local Greenhouse Grower Toigo Farms are still available with great quality. Product has looked excellent.

Organic Roma Tomatoes are still priced very high. Quality has been good, and supplies will be steady.



OG BERRIES

Organic Driscoll Blackberries out of Mexico and California are in excellent supply with large berry size and superior flavor with promotional opportunities available.

Organic Blueberries out of Mexico, California and Florida are now in excellent supply with pricing continuing to come off and switching primarily to pints. We should start to see eastern fruit throughout May!

Driscoll's Organic Blueberries are in much tighter supply through mid-May but some fruit should remain available with some of the best of season characteristics in both 6oz and pints.

Organic Strawberry supplies are tighter as they are expecting significant rain in Salinas and Watsonville, CA. It is unknown how this will affect Memorial Day availability.

Organic Driscoll's Raspberry supplies are now in excellent supply.



OG AVOCADOS

ALERT: Organic Hass Avocado supplies have remained extremely tight. Organic growers in Mexico have limited supplies left and California fruit has also been depleted due to overwhelming demand.

Organic Peru fruit will be available on the East Coast as early as mid-May. Pricing will start out very high

Four Seasons will be carrying **FAIR TRADE EQUAL EXCHANGE** fruit from Peru. All fruit that is a part of this spring/summer program will start the ripening process in our own ripening rooms before being shipped to our customers.

This will ensure the end user a better experience with the Peru fruit which usually takes much longer to ripen.



OG CHERRIES & APRICOTS

Organic California Apricots and Cherries are now in season from California. Supplies are limited with strong prices to start out and could have sporadic gaps due to some pending storms headed towards California.

The good news is that the quality on the first arrivals has been very nice.



OG GRAPES

We are gapping on all **Organic Grapes**, but new crop from Mexico should begin with **Organic Green, Red and Black Grapes** varieties in early June. There is a chance that some greens may arrive just before Memorial Day.

Organic Cotton Candy Grapes should follow right behind them with a good season expected. Some cooler weather and rain has delayed the start a few days.



OG BROCCOLI

ALERT: Organic Broccoli Bunches volume from California has continued to remain tight going into the second week of May. Supplies are expected to remain limited and pricing high through the end of May.

ALERT: Organic Broccoli Crowns remain extremely tight with prices continuing to rise coming from California. We should expect limited supplies for until the end of the month.



OG WATERMELONS

Organic Watermelons will be very promotable for the Memorial Day Holiday celebrations. Quality has been excellent. We will have bins and cartons available.

Organic Mini Watermelons also continue to be very promotable from Mexico. Quality continues to be excellent with good sizing.



OG KIWI

Italian Green Organic Kiwi is much more limited with slightly stronger markets on bulk, one layer and 20/1 lb bags may see a short gap before New Zealand begins near the end of May.

Organic Zespri New Zealand Green and Organic Sungold Kiwi Crop is expected to get started right around Memorial Day in order to enjoy this summertime favorite.



OG POTATOES

New Crop Organic Red Potatoes out of California are in extremely limited supply with a transition out of El Centro, CA growing regions and will gap for about a week until we start seeing supply coming from Bakersfield, CA. **Organic Yellow Potatoes** will bridge the gap and have ample supplies available.

Organic Russet Potatoes are still going strong out of many growing regions – this pricing is steady.



OG LADY MOON VEG

Organic Green & Yellow Squash, Organic Eggplant, and Organic Cucumbers from Lady Moon's Florida harvest has begun to come to an end and Georgia harvesting is beginning. We will continue to see steady supply with superb quality from Lady Moon on these items, allowing to build a "Spring Grilling Display" in preparation for Memorial Day.



OG CAULIFLOWER

ALERT: Organic Cauliflower continues to be very limited coming from California and pricing continues to rise. The gap in product is due to delays in planting caused by rain. Supplies will continue to be limited and high priced over the end of May.



OG CUCUMBERS

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

Organic Cucumber remain plentiful supplies coming from Mexico. With promotable volumes, aggressive pricing, and excellent quality this is a great time to build displays.



OG ROMANAINE HEARTS

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



OG ASPARAGUS

Organic Asparagus pricing continue to be steady. Quality from California continues to be excellent and promotable. We will also have product from New York Grower starting to slowly trickle in. Quality looks great.



OG LEMONS

ALERT: Organic Lemons out of California are extremely limited with higher prices. Mexican fruit has been delayed but should begin in limited supply in the beginning of June.



OG CITRUS

Organic Navels out of California have gotten much tighter with the end of the season just a few weeks away and expect a smooth transition to Organic Valencias.

Organic California Blood Oranges continue in firm supply and are expected to finish for the season by the end of May.

Organic Valencia supplies out of Mexico are in excellent supply with promotional opportunities available and will wrap up for the season around June.

NOTE: Organic California Candy Mandy Mandarins and bulk **Organic Mandarins** and **Organic Golden Nugget** are done for the season.



OG PEACHES & NECTARINES

Organic California Yellow Peaches are in good supply, but we could see a small gap due to rain. **Organic White Peaches** are now in season too with light volume to get started.

Organic California Donut (Flat) Peaches are just coming into season with the first arrival expected on the East Coast 5/20.

Organic California Yellow and White Nectarines should begin during the end of May. **Organic Plums** and **Pluots** are expected to begin in early June.



OG PINEAPPLE

Organic Pineapple supplies have tightened on the east coast through the beginning of May. Pricing is up a bit as a result. Since less supply is available from Central America we are supplementing with some **Organic Fair Trade Pineapples** from Mexico.

OTHER STORIES

Organic Canadian Ambrosia Apples are done for the season, but a small shot of Washington fruit became available and are due in soon but will only last 1-3 weeks and then they will be done for the season.

Organic Washington Braeburn are done for the season we will gap until mid-May when the first New Zealand fruit arrives.

New crop New Zealand Organic Dazzle and Diva Apples are expected to begin the first week of June in very limited supply with strong markets.

Organic Washington Fuji, Gala, Granny Smith are expected to be in good supply and transition smoothly into imports over May and the beginning of June.

Organic Washington Honeycrisp are virtually finished for the season.

Organic Pink Lady and Organic Red Delicious are in firmer supply as some varieties and shippers are finishing for the season, expect this trend to continue through May and June or so as we begin to move into imports in late May early June.

Organic Washington Piñata are expected to finish up for the season at the then gap until imports begin in a month or so.

Organic Washington Pink Lady and Organic Red Delicious Apples are back in decent supply for the month with very strong prices.

California Grapefruit is in tighter supply with fair quality.

Organic Limes supplies are firmer due to strong lemon crops.

Organic Young Thai Coconuts supply is steady for now. Pricing is up just a bit as we approach the summer months.

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

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

MEMORIAL DAY MERCHANDISING TIPS

MAY 27, 2019

DELIVERY & OFFICE SCHEDULE

MON 05/20 - SAT 05/25 – Standard delivery and office schedule.

SUN 05/26 – Sales office open 8:00am to 1:00pm taking orders for Monday and Tuesday delivery.

MON 05/27 MEMORIAL DAY – Standard delivery schedule. Sales office open with limited staffing 8:30am to 12:30pm for changes to orders for Tuesday delivery.

TUES 05/28 AND WED 5/29 – Standard delivery and office schedule.

The week before Memorial Day will be one of the heaviest volume periods of the year. Let's collaborate for success. We are asking customers to bring product in early and order big promotion items by the full pallet (when possible) to take pressure off our order selection and delivery capacity.

***For clarification or special requests on this schedule, please contact your Sales Rep. or Merchandiser. Here's to a successful big picnic holiday!*

MERCHANDISING TIPS

- Your **fruit counters** should be reset with fresh crop stone fruit, soft fruit, grapes, and melons by Thursday, May 23rd. Cut back on Apples, Pears, and Citrus. Don't play catchup through the holiday weekend, especially on the seasonal product.

- Expand your **berry sections**. Full variety is available on Organic and Conventional Berries.

- Your **vegetable counters** also need to have some adjustments made. Cut back the spacing on the hard cooking vegetables such as turnips, winter squashes, parsnips, etc. **Key items to expand:** Corn, Lettuces, Tomatoes, Celery, Cabbage & Slaw Mix, Green & Colored Peppers, Cucumbers, Radishes, Scallions, Portabella Mushroom Caps & Slices, Sweet Onions, and Red and Gold Potatoes.

- Drive sales and margin through **melon displays**. Fine sharp price points for whole melons and also build large refrigerated or ice displays of cuts and halves, sold at higher per pound prices. This extra margin on cuts will provide nice profit mix and options for shoppers.



POPULAR DISPLAY THEMES

VEGGIE GRILLING:

Try a display that includes: *Vidalia Onions*, *Colored Peppers*, *Asparagus*, *Portabella Mushroom Caps & Slices*, *Eggplant*, *Loose Russet Potatoes*, and *Green & Yellow Squash*. You might even want to try a combination of these items at a common price per pound. Tie in “Garlic Expressions” and other marinades, and minced garlic.

CORN CRAZY:

Build a large, secondary display of *Sweet Corn*, using a bin dummed up to control your display quantities. Position a clean trashcan at the display for your customers to shuck their corn. To make very good margin, trim, strip, and tray-pack 5 ears of *Sweet Corn* and get premium retail for the added value and convenience.

TOMATO PATCH:

Create mass displays using *Grape*, *Vine Ripe*, *Beefsteak*, *Cocktail*, *Brown*, *Heirlooms*, *Mixed Cherry*, and *Cluster Tomatoes*. Be sure to add basil to these displays.



DELIVERIES & PLANNING

- Order your **hard goods** and **semi-perishables** to hit your store early - by **Tuesday, May 21st** or **Wednesday, May 22nd**. Get 'em in and load up the department. These are items that you don't want to be fooling with come the weekend: *Salad Dressings*, *Dips*, *Salsa*, *Juices*, *Croutons*, *Fruit Dips*, *Nuts*, etc. Have your evening associates pack out these sections at night. Avoid that congestion in your aisle during business hours.

- Bring in your **hard vegetables** and **Fruit** by **Thursday, May 23rd**. These lines and items include: *Potatoes*, *Onions*, *Carrots*, *Mini Carrots*, *Apples*, *Pears*, *Oranges*, *Lemons & Limes*, *Honeydew*, *Cantaloupe*, *Pineapples*, and *bin Watermelons*.

- There is no need to be overly cautious with **bin Watermelons**. This is only the beginning of the summer picnic season. Your risk is low even if you have a few extra melons after the holiday. Store Watermelons at room temperature.

- Bring in your **Sweet Corn** by the pallet and try to have it in by **Thursday, May 23rd**, and **Friday, May 24th**, and keep it watered or iced down. 42 cases per pallet.

SMART TIP:

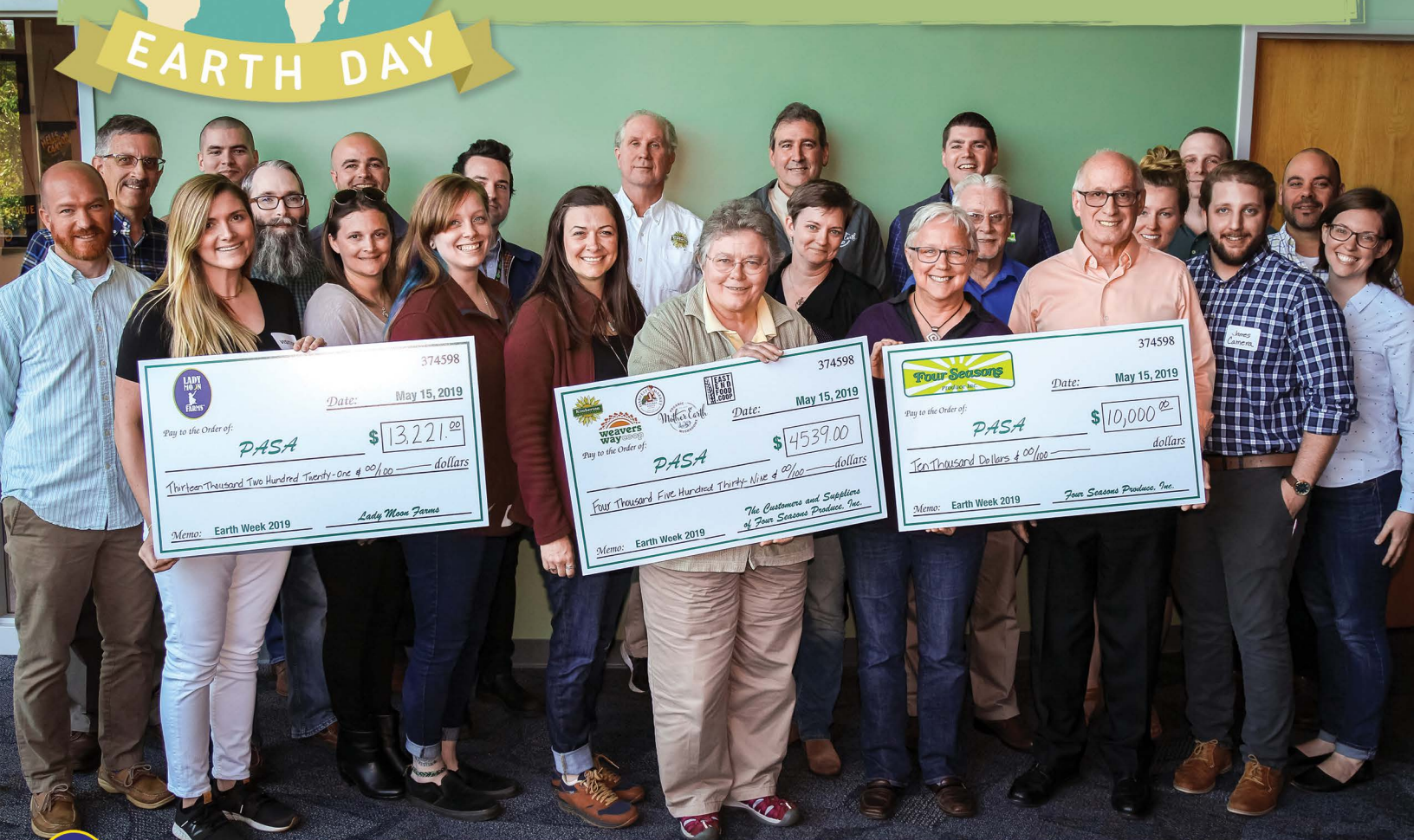
Don't be stuck waiting on a truck. Load up early and attempt to spread your tonnage throughout the week to help level the volume.





THANK YOU

for helping make the 2019 Earth Week Campaign a success!



\$13,221.00

\$10,000.00

\$4,539.00

\$27,760.00 for



PASA

Sustainable Agriculture

For more information on PASA go to: www.pasafarming.org!

This investment in the future of local agriculture was only possible with the support of our customers, vendors, and associates!

MARKET NEWS CONVENTIONAL OUTLOOK

STONE FRUIT MAY UPDATE

It's gradually picking up steam.

Apricots are moving well, and so are **Yellow** and **White Peaches**, according to California growers. **Yellow Nectarines** were tight to start but volumes are improving throughout headed into late May. The only wild card remains the expected rain for California.

Supplies are slowly picking up on **Eastern Peaches** (SC, GA) with some larger sizes showing up. Supplies overall are still sporadic. Quality has been good with high color; volumes will improve headed into June.

It's been a challenging start for **California Cherries**. Some quality issues plagued some of the early varieties. There hasn't been much decay but some occasional softness and pitting.

Rain is expected throughout the state starting 5/18, but how much and where will remain to be seen. Cherry growers are picking as much as they can before the rain. Where the trouble lies is on the Bing crop. They are at that stage where they will be most susceptible to cracking from the moisture.

Cherry growers are doing what they can in the fields to lessen the damage. It's a wait and see what happens scenario.



LETTUCE

Romaine Hearts are continuing to be very promotable. Supplies have been excellent from Salinas, and the quality is perfect. Now is the time to promote romaine hearts.

Local Green Leaf, Red Leaf, and Romaine are now available from NJ, and the quality looks excellent. At this point, supplies should last throughout May until we start see warmer weather. Now is a great time to promote local lettuce.

California **Iceberg Lettuce** will be in steady supply, but pricing has increased mid-May. Supplies are off slightly, and the rain certainly didn't help as its limited harvests. We've seen some nice, clean lettuce hit our dock recently.



TOMATOES

Roma Tomatoes continue to be very promotable. Quality has been great from Florida or Mexico. Markets went up slightly but still very promotable. Mexico will be finishing up by the end of May.

Cluster Tomatoes will be very promotable. Quality continues to be excellent as greenhouses continue to Flush. **Beefsteak Tomato** markets will be rising some due to more holiday demand. Pricing and quality will still be very promotable.

Grape Tomato pricing is steady through mid-May. Florida is still producing excellent quality and volume. Continue to promote. **Campari Tomatoes** will also be very promotable again through May. Quality has been great.



CANTALOUPE

Florida **Athena-style Cantaloupes** are in season. These are sold in 120 ct bins, which is similar to a 9 ct size and larger. Flavor and quality have been pretty good. In June the crop will transition to Georgia.

Import Cantaloupe season is winding down and growers are getting ready to transition into new crop Mexico and then Arizona fruit. Prices have been firm.

Tuscan Cantaloupes will be coming into season right around Memorial Day. This high flavor melon with defined ribbing and dense flesh continues to be popular during the summer months.



SWEET PEPPERS

15 lb XL **Sweet Red Peppers** (Elongated/La Rouge) are coming into peak season in Coachella, CA. Quality is excellent and pricing is becoming more promotable.

1 lb **Mini Sweet Peppers** are in abundant supply with promotable pricing through the month of May. Highlight this item as ideal for picnic snacking and grilling.



BELL PEPPERS

Georgia fields have begun harvests on **Green Peppers**, but volumes have remained light. Quality has been very nice on the new arrivals from Georgia. California grown product has been excellent with big sizing.

Red, Orange, Yellow Bell Pepper prices will begin to increase in May. Mexico harvests are all but finished for the season shifting all the volume to Canada and Holland.



ONIONS

Vidalia Sweet Onions are now at their peak. This is a great item to promote. Get ready for the May display contest!

The **Red, Yellow, and White Onion** market has softened throughout the end of April and into May, as there are plenty of supplies available from many different new crop growing regions. Our product is currently from Texas. Demand has been relatively soft which has kept prices competitive.



STRAWBERRIES

Strawberries are in excellent supply through mid-May from the Watsonville and Salinas, CA areas. Rain is expected so stay tuned.

Berry size has been much larger, and the quality is excellent. This will continue to be a great time to promote.



BROCCOLI

Broccoli will be in much tighter supply in mid-May from the east coast. This should be short lived, but until eastern supplies improve, we'll need to shift back into more California product.

Pricing will remain higher through May on California **Crowns and Bunches**, but quality is outstanding.



MANGOS

Small sizing are available in good supplies with **Mangos** and at promotable pricing. 10s/12s on **Round Mangos** and 18s on **Altufo (Honey)**.

We are starting to see a few Kents in come along with the Tommys from Mexico. These are moving very fast. Quality is excellent and with good promotions, moving very fast.



SQUASH

Yellow and Green Squash continues to be very promotable in this weak market. Georgia, Florida, Mexico, and North Carolina are all harvesting right now leading to very weak pricing. Quality has been very good.



AVOCADOS

ALERT: The **Avocado** market is very active right now and we expect it to continue into Memorial Day. Unfortunately, the crop is not yielding a lot of 48's this size to meet demand.

We are still seeing a little bit of shading on but as the crop moves along, should reduce. The middle of May will see high prices and limited availability.



BLUEBERRIES

Blueberries are beginning to tighten as supplies have dropped off out of Florida and Georgia.

We're beginning to transition to North Carolina, and quality should be excellent.

Beginning at the end of May we should start to see **Blueberries** from New Jersey.



WATERMELONS

Watermelon markets look to be promotable! Pricing has been steady on both 60cts and 45cts. Growers are harvesting out of Northern Florida now with new crop. Quality has been excellent, promote with confidence for the Holiday!



ASPARAGUS

Asparagus markets are steady. New Jersey harvests slowed due to inclement weather but forecast has them back on track through mid-May. New Crop Michigan will also be available soon.



RADISHES

ALERT: Bagged Radishes will be limited through the middle of May and prices are going up. Recent rains have literally destroyed crops leaving very little yields and harvests.



BRUSSELS SPROUTS

ALERT: Brussels Sprouts remain virtually unavailable during this supply gap between growing regions.

Any product we can get our hands on has been extremely expensive.

New crop harvests are expected sometime in June.



CUCUMBERS

Seedless Cucumber prices are also still promotable. Pricing is steady and quality is excellent. CV **Mini Seedless Cucumbers** markets however are starting to rise. Quality has been very nice.

Cucumber prices are rising as New Crop Georgia begins harvests. Quality has been excellent on the early harvests. Pricing and volume should still be promotable as more growers are starting harvests daily.



CAULIFLOWER

Cauliflower is in much better supply out of California, and supplies will only improve throughout May.

Many growers are forecasting a significant improvement in volumes, and this will be causing pricing to drop through the end of May. Quality has been very nice.



ARTICHOKES

Artichokes are in excellent supply from multiple growers in California. At the current time, we can promote 12's and 18's while the size is running large. Continue to promote artichokes.



BLACKBERRIES & RASPBERRIES

Blackberries and Raspberries are in excellent supply from Mexico, and this should continue through May and the beginning of June. Quality and flavor continue to be excellent on all fruit.



WHITE POTATOES

10/5 lb Green Giant **White Potato** price will spike through the middle of May as we transition fully into new crop potatoes.

We will continue to have a few old crop 10/5 lb White Potatoes from our PA packer.

We will start to wind down on unclassified **White Potatoes** and will gap throughout May and early June until the pricing comes back down on this item.