

# ORGANIC MARKET NEWS



MAY 13 - MAY 20, 2022

## PEAK ORGANIC BLACKBERRIES & RASPBERRIES



**Organic Blackberries** are very promotable out of Mexico and California. Their quality has been outstanding, and supplies continue to flush. The rest of May will be a great time to promote!

**Organic Raspberry** pricing will remain promotable out of California and Mexico. Volume will remain steady while quality has been excellent.

**Organic Blueberry** pricing is steady coming out of Georgia, California, and Mexico. Quality will remain excellent. Then by the end of May volumes will start to improve as new harvests are expected to begin producing more for peak season. New Jersey is also slated to begin mid-June.

**Organic Strawberry** pricing remains steady with steady volume out of California. Quality has improved as new crops from Watsonville and Salinas continue to come on. Sizing has been big and flavor excellent.

Driscoll's supplies will begin to increase to more steady numbers as the month continues. They had to finish their deal out of Mexico early and California fields were not quite ready to pick up the added demand.



### OG BELL PEPPERS

**Organic Green Bell Peppers** are finally becoming available! The Coachella growing region in California has begun their spring harvest, while Georgia production is on the horizon! Pricing is expected to remain elevated as these seasons are only beginning, however as volume improves so will pricing!

**Organic Color Bell Peppers** from Canada and Holland are in light supply in mid-May after a flush of production earlier in the month. Mexican supplies are winding down and plant cycles in Canada and Holland have contributed to the lighter supplies in mid-May. Expect conditions to remain tighter through May before improving in June.

**Organic Mini Sweet Peppers** remain available in Mexico; however, supplies are becoming more limited and price increase are occurring.



### OG STONE FRUIT

**Organic Cherries** are now in season from California and demand has been good. The challenging part is that pricing is on the high side and with damage to the Bing crop there may be light supply at the end of May before the Washington crop gets started.

California **Organic Apricots** have been hampered by the cold weather and supplies will be lighter this year until Washington kicks in with their new crop in June.

**Organic Yellow Peaches** are now in season and volumes will ramp up in coming weeks from California.

**Organic White Donut Peaches** will be available on some of the early varieties for the week of 5/16 as well as the very first **Organic Yellow Nectarines**.



### OG EASTERN LETTUCE

**Organic Leaf Lettuce** is beginning to flourish on the East Coast with various regions now harvesting.

Lady Moon's Georgia farms continues to have steady production on **Organic Green Leaf**, **Red Leaf** and **Romaine Lettuce**. Quality is outstanding, while yields and cost remain steady. Take advantage as this season does not last long in Georgia!

New Jersey grown **Organic Lettuce** has started growing for some farms, while others are set to begin towards the end of May. Early season quality has been strong from New Jersey.

**Organic Iceberg Lettuce** will finally be available from New Jersey in early June.

**Organic Lettuces** and **Organic Romaine Hearts** will begin from Pennsylvania in mid-May! With various regions on the East Coast now harvesting, great availability is expected for the remainder of May!





## OG WATERMELON

**Organic Watermelon** continues to come in out of Mexico. Quality has been excellent, and supplies are steady. Crops are expected to last through Memorial Day.

**Organic Mini Watermelons** are starting to become more promotable as harvests continue to get stronger out of Mexico. Quality has been outstanding, and supplies are expected to remain steady through the end of the Month.



## OG SQUASH

**Organic Zucchini** has transitioned to Georgia for Lady Moon Farms. Pricing will remain aggressive in mid-May and promotions will continue to be available with strong production, quality and pricing.

**Organic Yellow Squash** from Mexico have begun to see supply volumes have weakened and pricing is subsequently increasing. Domestic production from South Carolina has become available in May. Expect a mix of domestic and Mexican Yellow Squash for the remainder of May.



## OG CUCUMBERS

**Organic Mini Seedless Cucumber & 12 ct Cello Cucumbers** pricing is expected to remain steady. Quality and availability are excellent through May and June.

Field grown **Organic Cucumbers** from Mexico continue to be affordable. USA grown **Organic Cucumbers** from Lady Moon Farms are back in season starting the week of 5/16!



## OG MELONS

**Organic Honeydew** (5-counts) are in-house now. There are great brix (Sugar levels) and appearance on these first of the season **Organic Honeydew**.

**Organic Cantaloupes** are still arriving from Mexico with the first shot of Southern California fruit hitting in mid-May! We have great supply on both 9's and 12's and will transition into Imperial Valley USA crop.



## OG ASPARAGUS

**Organic Asparagus** pricing is expected to remain steady throughout May. We continue to source from local New Jersey primarily, plus fill in with California, and Peru. Mexico will be in transition to a new crop by the end of May to Baja.

New arrivals of local **Organic Asparagus** from New York will come in around 5/20.



## OG BOK CHOY

**Organic Baby Bok Choy** and **Red Baby Bok Choy** have concluded for the season from Lady Moon Farms in Georgia.

Fortunately, local New Jersey and Pennsylvania production are beginning! Availability is expected to improve as May continues. California product may be used to supplement any shorts from local production as it begins.



## OG BROCCOLI

**Organic Broccoli** from California continues to harvest consistent volumes in mid-May. Pricing remains aggressive and quality has been strong.

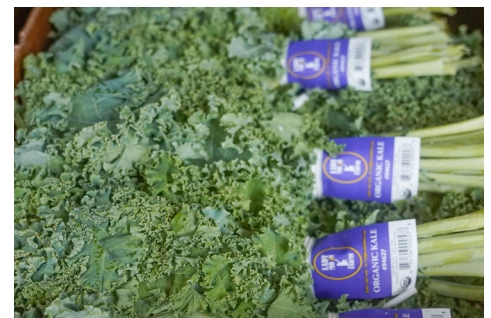
Pricing from both East and West Coast remain aggressive and promotions are encouraged!



## OG BANANAS

Due to steamship line delays at origin and a slow-down in domestic port operations, you may see changes in the supply and the appearance of Equal Exchange **Organic Fair Trade Bananas**.

The week of 5/16 there will be some prorates to orders until new containers arrive to refill the pipeline.



## OG GREENS

Lady Moon Farm's Greens continue to come in from Georgia on **Organic Kales, Collards** and **Dandelion**.

New Jersey grown **Organic Greens** have also begun harvesting in May, while Pennsylvania grown Greens are on the horizon expecting to begin harvest in mid to late May!





## OG CAULIFLOWER

**Organic Cauliflower** from California has quickly seen supply volumes tighten after a few weeks of promotability. Due to the extra demand on shippers for production, pricing has started to rise up. **Organic Cauliflower** pricing should be expected to remain elevated throughout May.



## OG GRAPES

The first new crop Mexican **Green and Red Grapes** are expected to be in stock the week of 5/22 just in time for Memorial Day selling. An excellent crop is expected. Followed by an excellent crop of California fruit.



## OG CELERY

**ALERT! Organic Celery** is extremely limited in mid-May as production from most Mexican growers ended early and California production continues to be light. Pricing conditions are expected to remain the same or worsen throughout the remainder of May. Better availability and quality are expected in June.



## OG TOMATOES

**Organic Roma Tomatoes** are in steady supply from Mexico with nice quality.

**Organic Round Tomatoes** out of Canada are coming on with stronger volume and better pricing. Quality has been outstanding, and the pricing is expected to ease a bit heading into end of May. We are continuing to source most of our product from Canada but there is Mexico product available that may provide some promotional opportunities into May.

**Organic Tomato Clusters** pricing is expected to remain steady through May. Quality has been great on all inbounds and will remain promotable. We continue to source most of our product from Canada but there is Mexico product available as well.

**Organic Grape Tomatoes** from Lady Moon Farms are done for the Florida season and will transition to Georgia fields by late May or early June.

**Organic Rhubarb** is in good steady supply out of Washington.

**Organic Shallots** from California will be out of stock until late summer.



## OG TROPICALS

**Organic Hass Avocado** prices held their ground and have not dropped much following Cinco De Mayo and Mother's Day holidays.

**Organic Mangos** will be less abundant as a transition to new growing regions happens through the rest of May.

**Organic Ataulfo Honey Mangos** are now through transition ahead of their Tommy Atkins counterpart and availability is coming on stronger. Be sure to promote for the middle to end of May.

**NOTE: Organic Fair Trade Francique Mangos** from Haiti are in season but there are a number of challenges in getting the product moved logistically in the country for export to the US. The next arrival is expected 5/17.

**Organic SunGold Kiwi Fruit** from New Zealand in both Volume Filled and 8/1lb Clamshell will be available around 5/19.

## OTHER STORIES

**Organic Lime** pricing is finally easing fast with better sizing expected before May is over, we should see pricing at half of where it just was 2-3 weeks ago.



## OG APPLES

**Organic Gala Apples** have transitioned to excellent new crop fruit out of Chile and some New Zealand fruit is expected towards the end of the month.

New crop **Organic Braeburn Apples** out of New Zealand are expected to arrive toward the end of May pending any port delays.

**Organic Fuji, Granny Smith, and Pink Lady Apples** out of Washington are starting to dwindle and pricing is on the rise as we expect to transition to imports out of Argentina, Chile, and New Zealand towards the end of May and into early June.

**Organic Gold Delicious** will finish for the season through the end of May or so.

**Organic Honeycrisp** out of Washington are in excellent supply and quality has been holding strong. This is expected to continue till early June when we will transition to a healthy crop of imports out of New Zealand.

**Organic Green Beans** from Mexico continue to yield steady supplies and California production has begun in early to mid-May. Cal-O's seasonal Green Bean program has begun out of California.

Local Pennsylvania production will start in mid-July.

## EARTH WEEK 2022 DONATION RESULTS

Thank you to our amazing supplier and customer partners Lady Moon Farms, Mother Earth Organic Mushrooms, Kimberton Whole Foods, Stemilt Growers, and Harvest Market Natural Foods for participating in our PASA Earth Week Campaign!

Together we were able to generate \$23,415 in total 2022 Earth Week donations to PASA Sustainable Agriculture! Check out [pasafarming.org](http://pasafarming.org)



**\$10,000**



**\$5,993**



**\$3,000**



**\$2,347**



**\$1,484**



**\$591**

# \$23,415 to PASA!

## THANK YOU!



# CONVENTIONAL MARKET NEWS

MAY 13 - MAY 20, 2022

## FLORIDA WATERMELON SEASON



We are in prime Florida **Watermelon** Season!

**Watermelon** from Florida continues to come in with excellent quality! Overall, pricing will remain higher than normal due to rising costs of fuel, fertilizer, labor, and packaging to name a few. Supplies have been coming on strong for mid-May, yet demand has been very light to date so there may be some spot buys the week of the 5/16.

South Florida is expected to finish up harvests of **Watermelons** through the end of May, strengthening the pricing heading into the middle of May. North Florida has begun harvests as well but volume is still light to start.

Expect pricing to rise as we get closer to Memorial Day as supplies tighten up due to extra holiday demand. Quality will continue to be outstanding.



### CV GRAPES

Exciting news! Our first shot of California **Red Grapes** is now in stock from Coachella!

**Red Grapes** from Chile are trading at low prices but quality is on the decline. Now is the time to transition to fresh crop fruit from Mexico and California.

**Green Grapes** are arriving from Peru and Chile in our large code and new crop Mexican in our XL code. **Cotton Candy Grapes** from Mexico have arrived from Fresh Farms, outstanding quality, and flavor.

Ask your Sales Rep about our **Pink Muscatel Grapes**, outstanding flavor, and unique glassy look. Clamshells available on **Cotton Candy** and **Candy snaps** currently. Look for **Black Grapes** to be promotable through the remainder of May.



### CV BERRIES

**Blackberries** are very promotable out of Mexico and California for May. Quality has been excellent, and supplies remain strong. This is a great in store special or ad item.

**Raspberry** pricing remains reasonable out of Mexico and USA harvests. Quality has been excellent, and supplies are strong.

**Blueberry** pricing will be rising quickly as Georgia harvests begin to finish and North Carolina has not yet started with any strong volumes. North Carolina is expected to start through mid-May with steady volume. New Jersey is expected to begin mid-June.

**Strawberry** markets are stronger as California weather has been unseasonably cold, limiting berries from maturing. Quality has improved as fruit coming in out of Watsonville and Salinas has been outstanding. Once temperatures come up, supplies will rebound quickly.



### CV STONE FRUIT

The **California Cherry** season looks like it is in its peak through mid-May. Expect supplies to tighten as we move closer to Memorial Day. Washington **Cherries** will ramp up in mid-June. It is a more expensive cherry season so far but it is still an important impulse purchase for your shoppers, and therefore important to give appropriate footage and attention to.

California **Peach** season continues to ramp up with **Yellow** and **White** varieties. Quality has been nice.

**Nectarines** are a little slow to ramp up in size and volume but as we move into the middle of May we should see supplies and sizing improve, and pricing ease off.

**Red and Black Plums** are now available with promotional opportunities as well as the first Red Rosetta Royal CA plums, expect strong pricing on these until volume ramps up.

The California **Apricot** will be lighter in volume this season with more elevated pricing due to cool temps earlier that affected the crop.





## CV BROCCOLI & CAULIFLOWER

**Broccoli Crown** supplies remain readily available but pricing is trending up. Mexico and Georgia are slowing down. California is holding steady. Quality has been very nice from all locations.

**Cauliflower** pricing seems to have plateaued. Although harvests are on the lighter side, product is still readily available.



## CV SWEET CORN

**Sweet Corn** is in peak season from Florida. Pricing is steady but with better weather anticipated demand is finally picking up.

Inbounds on **Bi-color Sweet Corn** have looked outstanding along with any packaged product. **White Sweet Corn** has been less abundant and has had some burst kernel issues so we will be relying more on bi-color headed into Memorial Day.

**Sweet Corn** will transition to Georgia in June and may be a bit rocky as Georgia has had some cooler temps and weather damage.



## CV MELONS

**Cantaloupes** and **Honeydew** are arriving from Mexico with great supply and taste on both.

The next quality **Athena Style Cantaloupes** will be out of Southern Georgia closer to June.

Specialty melons are selling well! There are still some sweet green flesh **Dino Melons** available for mid-May. **Tuscan Style Cantaloupes** are just coming into season from Mexico and will be in stock the week of 5/16 as well as some **Galia Melons**.



## CV CELERY

**NOTE: Celery** supplies are very limited with most growers barely covering their contract commitments. Open market pricing will remain very high for the remainder of May on **Celery**.



## CV ASPARAGUS

Local **Asparagus** pricing remains steady as we are into New Jersey and Delaware. Quality has been excellent, and we are in peak season for local asparagus. Baja Mexico, which is a way smaller deal, is expected to start by mid-May.



## CV LIMES

**Limes** are in great supply heading into May. The pricing has finally dropped to more reasonable levels and should steady itself out in the upcoming weeks! Look for promotable pricing these next few weeks.



## CV CUCUMBER

**Seedless Cello Cucumbers** will be promotable from now through June. We are already seeing some pricing fall. Pricing and quality has been outstanding. Availability is out of Canada.

Field **Cucumber** pricing continues to ease off. Quality has been excellent out of Mexico and Florida, and Georgia is the next region.



## CV HASS AVOCADO

**Hass Avocado** prices are dropping from Mexico as demand could not keep up with the high prices. Right now, we are seeing the highest oil content in fruit and eating quality is at it's finest because of this. This will make for a great creamy texture and delicious nutty flavor!

Peru **Avocados** are starting to creep into the marketplace offering a value for some customers. Pricing is significantly lower than the Mexican fruit.



## CV CITRUS

**Pixie Tangerines** will be finishing up in the next week or so, add these flavorful options to your citrus set!

Import **Mandarins** remain in good supply out of Morocco with great tasting fruit. The California fruit is finishing up so look for import options available through the summer months.

**Lemons** are peaking out of the Southern California Coastal Region with aggressive pricing on both choice and fancy fruit.





## CV PEPPERS

**Hothouse Color Bell Pepper** pricing is expected to continue to increase into the middle of May. Canada is expected to flush by the end of May causing a drop in the pricing. Quality is excellent and supplies will increase causing promotable pricing here through June. Mexico is finishing up on their crop. We continue to source most of our product from Canada which is jumbo sizing.

**Mini Mix Peppers** will be promotable with outstanding quality for the month of May and into June out of Mexico.



## CV SPECIALTY BERRIES

Specialty berries are in peak season from Driscoll's!

In stock now:

**Sweetest Batch Blackberries**  
**Sweetest Batch Blueberries**  
**Sweetest Batch Raspberries**  
**Sweetest Batch Strawberries**  
**Rosé Strawberries**  
**Berry Big Strawberries**  
**Rainbow Tripack Berries**

Local Delaware **Strawberries** will be available starting 5/19! Contact your rep to prebook!



## CV EGGPLANT

**Eggplant** is priced reasonably for May.

Quality has improved out of Florida and California. **Eggplant** is expected to transition to Georgia as we get closer to June.



## CV LETTUCES & GREENS

Local New Jersey **Red Leaf, Green Leaf, and Romaine** are now in season.

Local New Jersey **Kale, Collards, and Chards** are in peak season for May.

In California, **Cello Iceberg Lettuce** pricing has plateaued at a reasonable level, and quality has been okay. **Red Leaf/Green Leaf** have also started holding steady on price with good quality. **Romaine** and **Romaine Hearts** are back on the tighter side with anticipation of price increases.



## CV KIWI

Zespri **SunGold Kiwi** has arrived from New Zealand sooner than expected and is now in stock on the 8/1lb pack.

Volume Filled Packs of **SunGold Kiwi Fruit** will also be available starting 5/19!

Be sure to hit the ground running with this ultra-popular gold variety. **Green Kiwi** from Zespri will come into season and arrive in the United States in June.



## 2 Layer

## CV TOMATOES

**Round Tomatoes** are arriving with outstanding quality and a variety of sizes available on 2-layer and 25lb packs. We continue to source most of our product from Mexico or Florida.

**Snacking Specialty Tomatoes** from NatureSweet will be promotable through May with promotions of different varieties. These products will make some amazing displays and certainly be a sales booster for the summer months.

For mid-May there are some spot buys on various brands of **Mini-mix Snacking Tomatoes** and **Campani Tomatoes**.

**Beefsteak Tomato** pricing increased fast and is expected to remain steady heading into the middle and end of May.

