



# ORGANIC MARKET NEWS



JANUARY 19 - JANUARY 25, 2024

## PLENTY OF ORGANIC APPLES TO PROMOTE



**GOOD NEWS!** The Fall 2023 crop of **Organic Apples** in Washington was abundant, including record volumes on many varieties.

This winter continues to be an excellent time to promote bulk and bag options.

All Washington **Organic Apples** are in good supply including:

<b>Ambrosia</b>	<b>Lady Alice</b>
<b>Autumn Glory</b>	<b>Opal</b>
<b>Cosmic Crisp</b>	<b>Pinata</b>
<b>Envy</b>	<b>Pink Lady</b>
<b>Fuji</b>	<b>Rockit</b>
<b>Gala</b>	<b>SugarBee</b>
<b>Gold Delicious</b>	<b>Sweetango</b>
<b>Granny Smith</b>	
<b>Honeycrisp</b>	



### OG CITRUS

#### **GOOD NEWS!**

Cuties brand **Organic Mandarins** continue to have steady supply from California, presenting promotional opportunities in February.

This winter **Organic Navels** and **Cara Cara Oranges** are peaking on larger fruit sizes in California, with opportunities on Jumbos. Quality remains high.

**Organic Blood Oranges** and **Pummelos** in season however **Organic Minneola Tangelos** are very late to start this year and may not hit until February.

**Organic Grapefruit** remains promotable through January, with larger fruit sizes dominating. Smaller sizes are expected to have limited availability.

**Organic Lemon** supplies are improving, with easing prices anticipated on all 95's and 115's into February. This is an opportune time to promote **Organic Lemons**!



### OG TOMATOES

**ALERT!** Savora Quebec Greenhouse **Organic Beefsteak** and **Cluster Tomatoes** will experience a potential gap in supply due to cooler temperatures, low light, and potassium adjustments in growing operations. Supplies will remain limited and expensive.

**ALERT!** Weather-related issues in Mexico have caused minimal production, resulting in tight availability of **Organic Roma Tomatoes**. Improved availability is not expected until February.

**ALERT!** **Grape, Cherry, and Rainbow Cherry Tomatoes** are in very limited supply with high prices due to cold weather impacting both Florida and Mexico production. This will continue through January.



### OG BERRIES

**Organic Blackberry** supplies from Mexico are steadily increasing, benefiting from improved weather conditions that have enhanced fruit quality. Anticipate additional promotions available in early February.

**Organic Blueberry** supplies will gradually improve, with the "Fe-blue-ary" promotion launching from Chile in early February. Despite the scarcity in January, the quality remains commendable, and efforts to replant bushes with better-performing varieties bode well for sustained excellence.

**NOTE:** **Organic Raspberries** are currently facing tight availability and high prices due to adverse weather conditions affecting harvests. Expect limited volumes and elevated prices to persist into early February.

**Organic Strawberry** supplies are on the rise from Baja, Central Mexico, and a slow improvement in Florida. The overall quality is impressive, ensuring a steady fruit flow into February.





## OG BRUSSELS SPROUTS

The availability of **Organic Brussels Sprouts** is improving in January, with rising Mexican supply and modest domestic production. Expect eventual price reductions and improved availability with robust volume and quality from Mexico.



## OG ASPARAGUS

**ALERT!** **Organic Asparagus** remains in short supply, with continued efforts to source from Ecuador.

Expect new crop Mexican Caborca **Organic Asparagus** at the end of January to help improve availability.



## OG LADY MOON VEG

Lady Moon Farms in Punta Gorda, Florida, continues to harvest **Organic Leaf** and **Romaine Lettuces** consistently.

**Organic Green Peppers** from Lady Moon Farms in Florida are in better than expected supply.



## OG PEARS

**Organic Pears** from the Pacific Northwest are gearing up for February promotion and a display contest.

**Organic Red** and **Green Anjou, Bosc,** and **Comice Pears** are the storage varieties remaining.

New crop **Organic Bartlett Pears** from Argentina are expected to arrive in mid-February.



## OG CAULIFLOWER

**Organic Cauliflower** remains accessible and reasonably priced in late January, presenting promotional opportunities due to quality, price, and availability.

However, anticipate changes in early February as **Organic Cauliflower** reacts to colder temperatures.



## OG CELERY

**Organic Celery** volume has steadily grown in January, with prices beginning to level off as February approaches. Expect price improvements and promotional opportunities driven by enhanced quality, availability, and cost.



## OG ROOTS

**Organic Red Turmeric** from Florida is now available from Phoenix Rising Farms. This premium USA **Turmeric** is the highest quality we have seen all year. We have limited quantities available.

**ALERT!** **Organic Ginger** is very limited for the month of January. Things will tighten even more as we enter into February.



## OG BABY ARUGULA

**ALERT!** Taylor Farms/Earthbound and Organicgirl are pro-rating and cutting orders on **Organic Baby Arugula** due to cold weather impacting quality, with mildew and discoloration defects on the rise.

Expect fill-rates to be impacted for much of mid to late-January on salads with **Organic Baby Arugula**.



## OG WARM VEG

**ALERT!** **Organic Warm Vegetables** are facing shortages in Florida and Mexico in January, impacting the availability of **Organic Yellow Squash, Zucchini,** and now **Cucumbers** too.

**ALERT!** **Organic Zucchini** is the most dramatically short of the warm veg with heavy pro-rates and high prices.





## OG HARD SQUASH

**NOTE:** Organic Hard Squash prices are on the rise, reflecting the meticulous grading process used by growers to make a decent box. Price adjustments indicate an increase for the end of January, with further upward trends in price expected throughout January.



## OG GRAPES

**NOTE:** Organic Grapes continue to face tight supplies, with more Organic Red Grapes than Organic Green Grapes expected at the end of January.



## OG WESTERN LETTUCE

Organic Iceberg Lettuce and Romaine Hearts from southern California and Arizona maintain great quality, projecting stability throughout January.



## OG ONIONS

Supplies have transitioned to Nevada-grown Peri & Sons "Evermild" Organic Sweet Onions.

Additionally, high-quality 16/3 lb full-over-wrap-label Organic Sweet Onions from Peri & Sons will be available.



## OG BROCCOLI

Organic Broccoli conditions will shift as February approaches, marking the end of North Carolina's production on the East Coast and impacting the West Coast's supply volume due to cooler weather. Anticipate price increases in February while maintaining strong quality.



## TDE TRIPLE CROSS MANDARIN

### Snacking Specialty

TDE Triple Cross Mandarin is a sweet, rich and juicy triple threat that pulls from the best characteristics of its notable lineage of excellent eating mandarins. The TDE is an easy-to-peel, seedless snack that might just become your new favorite source of vitamin C.

## OTHER STORIES

Organic Hass Avocado supplies are steady. Pricing has been steady on 48s, but 60ct pricing has increased a bit as supplies on that size have been tightening.

**ALERT!** Peruvian Organic Mango supplies are very limited with high pricing.

**ALERT!** Organic Euro Cucumbers have delays in availability due to slow-starting new plantings, attributed to weather conditions and low light levels.

Organic Packaged Color Peppers are back in stock with improved pricing for retail.

## OG SPECIALTY CITRUS

Buck Brand Organic Specialty Citrus has been slowed by some rain lately, but there is still some availability to offer for late January with more coming in February.

Available during the week of 1/22:

- OG Buddha Hand
- OG Meyer Lemons
- OG T'Orange Lemons
- OG Limequats
- OG Sweet Palestinian Limes
- OG Moro Blood Oranges
- OG Cara Cara Oranges
- OG Mango Valencia Oranges
- OG Heirloom Navel Oranges
- OG TDE Tangerines



# NEW!

## ASIAN ESSENTIALS PILLOW PACK STARTING 1/22!



CODE	DESCRIPTION	PK/SZ	UPC
238406	CV Choy Sum	12/1 lb	0-45255-15606-5
238407	CV Bok Choy Baby	12/1 lb	0-45255-15568-6
238408	CV Bok Choy Leaves	12/1 lb	0-45255-15607-2
238409	CV Cabbage Napa Leaves	12/1 lb	0-45255-15605-8



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# NEW! SPECIALTY HOT PEPPERS



238094



238113



238116



238118



238119



238120



238126



238135



238114



238086



238149



238125



238085



238134



238150



238148

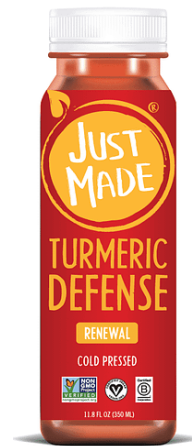
## AVAILABLE NOW!

CODE	DESCRIPTION	PK/SZ
238094	CV Peppers Manzano Orange	10 lb
238113	CV Peppers Ghost Red	8/1.75oz Clam
238116	CV Peppers Carolina Reaper	8/1.75oz Clam Yellow
238118	CV Peppers Carolina Reaper Red	8/1.75oz Clam
238119	CV Peppers Scorpion Red	8/1.75oz Clam
238120	CV Peppers Scotch Bonnet Red	8/1.75oz Clam
238126	CV Peppers Chilaca	8 lb
238135	CV Peppers Habanero Chocolate	8/1.75oz Clam
238114	CV Peppers Habanero Yellow	8 lb
238086	CV Peppers Thai Red Chili	8/1.75 oz Clam
238149	CV Pepper De Arbol Green	8/1.75oz Clam
238125	CV Peppers Caribe	8 lb Yellow Pepper
238085	CV Peppers Thai Green Chili	8/1.75 oz Clam
238134	CV Peppers Scotch Bonnet	8/1.75oz Clam Yellow
238463	CV Peppers Habanero Red	8/1.75 oz Clam
238462	CV Peppers Habanero Orange	8/1.75 oz Clam
238161	CV Peppers Habanero Yellow	8/1.75 oz Clam





# NOW AVAILABLE!



CODE	DESCRIPTION	PK/SZ	UPC
236222	CV Juice Beet & Turmeric	8/11.8 oz	853034007183
236223	CV Juice Better Greens Detox	8/11.8 oz	853034007046
236224	CV Juice Passion Dragon Focus	8/11.8 oz	853034007152
236226	CV Juice Pineapple Ginger Well	8/11.8 oz	853034007213
236228	CV Juice P.Pear/W.Melon Vital	8/11.8 oz	853034007664
236225	CV Juice Turmeric Defend Renew	8/11.8 oz	853034007084
236733	CV Smothie Bowl Acai Blueberry	6/6.2 oz	853034007787
236735	CV Smothie Bowl Mango Passion	6/6.2 oz	853034007770
236734	CV Smothie Bowl Super Greens	6/6.2 oz	853034007756



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# COMING SOON!



CODE	DESCRIPTION	PK/SZ	UPC
237956	OG Dressing Balsamic	6/11 oz	814453021563
237953	OG Dressing Balsamic Fig	6/11 oz	814453021549
237955	OG Dressing Caesar Garlic	6/11 oz	814453021570
237954	OG Dressing Miso Creamy	6/11 oz	814453021556
237965	CV Dressing Avocado	6/11 oz	814453021020
237961	CV Dressing Balsamic Fat Free	6/11 oz	814453021044
237962	CV Dressing Barcelona	6/11 oz	814453021068
238017	CV Dressing Blue Cheese	6/11 oz	814453021143
238018	CV Dressing Buttermilk Ranch	6/11 oz	814453021075
237966	CV Dressing Caesar Vegan	6/11 oz	814453021600
237967	CV Dressing Cheddar White	6/11 oz	814453021174
238021	CV Dressing Creamy Italian	6/11 oz	814453021228
237958	CV Dressing French	6/11 oz	814453021235
237959	CV Dressing Greek with Feta	6/11 oz	814453021099
238022	CV Dressing Honey Dijon	6/11 oz	814453021112
237963	CV Dressing Italian Creamy	6/11 oz	814453021228
238019	CV Dressing Lemon Shallot	6/11 oz	814453021129
238020	CV Dressing Meyer Lemon	6/11 oz	814453021198
238016	CV Dressing Roasted Garlic	6/11 oz	814453021150
237957	CV Dressing Sesame Roasted	6/11 oz	814453021594
237964	CV Dressing Wild Blueberry	6/11 oz	814453021242



# CONVENTIONAL MARKET NEWS

JANUARY 19 - JANUARY 25, 2024

## JUMBO NAVEL ORANGES PEAKING



**GOOD NEWS!** California **Navel Oranges**, **Heirloom Navel Oranges**, and **Cara Cara Oranges** continue to peak on large fruit due to the wet season over the past months.

There will be plenty of opportunities on the Jumbos (32, 36, 40 ct) during late January and February in bins, 8 lb bags, and cartons.

The flip side is that smaller **Navels** and **Cara Caras** such as 88's and 113's will be more expensive.



### CV BERRIES

**GOOD NEWS!** Blueberry supplies are increasing, with vessels arriving from Chile and Peruvian fruit returning. Mexican farms are gearing up for strong harvests, reflecting easing prices and good quality. **Jumbo Blueberries** are also in good supply.

**Blackberry** supplies are improving daily, leading to better pricing. Expect great quality and promotable volumes at the end of January.

**Raspberries** remain tight with higher pricing due to the lingering effects of El Nino weather patterns. Expect some relief in pricing, but supplies will continue to be generally snug.

**Strawberry** pricing will ease as more supplies emerge from Central Mexico and conditions improve in Florida. Quality remains high.



### CV APPLE & PEAR VARIETALS

**GOOD NEWS!** Pears from the Pacific Northwest offer great supply for the upcoming Northwest Pear Bureau display contest and promo in February, featuring **Anjou**, **Bosc**, and **Red Anjou Pears**.

Washington **Gold Ambrosia Apples** are in good supply, providing promotable prices.

**ENVY Apples** are abundant and of high levels of quality in both 12 and 2 lb. pouches and bulk fruit.

**NEW!** Welcome the Stemilt proprietary **Aura Apple**, a bright yellow varietal that combines the flavors of Honeycrisp and Aurora Apples. The crisp and sweet **Aura Apple**, with bursts of honey and melon, is an excellent addition to your selection. The first arrivals of 27 lb bulk and 12/2 lb pouches are expected in stock 1/18.

Washington **Pazazz Apples** experienced a small gap due to logistics challenges but will return to good supply starting 1/24.



### CV CITRUS

**GOOD NEWS!** Sumo Citrus (**Dekopon Mandarins**) will be in promotable volume for late January and early February. Flavor is excellent!

**GOOD NEWS!** Mandarins continue to be in steady supply out of California. Continue to promote Halo **Mandarins** 10/3 lb and 15/2 lb bags.

We're seeing good supplies and great quality in all California **Lemons**. We will continue to have plenty of 95's and 115's, as well as side deals on larger fruit. Continue to promote all bulk and bagged **Lemons**.





## CV MANGOS

**ALERT!** Mangos from Ecuador are in their final stages, with some fruit showing issues related to rain or weather conditions. Supplies are low, prices are high.

Peru is shipping mostly **Kent** variety fruit, and overall, fruit is very limited in volume.

Mexico will start to harvest some **Ataulfos** and **Red Mangos**, but it will be until February for there to be enough volume to ship to the US.



## CV BOWERY GREENS

**ALERT!** Bowery is experiencing supply gaps on their **Salad Greens**. These yield issues are impacting multiple SKUs from their product line, limiting fill-rates.



## CV ASPARAGUS

**NOTE:** Asparagus is in light supply for mid-January with elevated prices.

By the end of January, farmers in Caborca, Mexico, will begin harvesting **Asparagus** in small quantities, with an increase in volume expected in February.



## CV LETTUCES

In January, California Lettuces (**Boston, Leaf, Romaine, Romaine Hearts and Iceberg**) remain competitively priced and readily available.

There is potential for strengthening of price in late January due to weather-related factors.



## CV AVOCADOS

**Hass Avocado** sales have been robust to kick off the year. 60-ct fruit has been tighter, with pricing inching up. Overall, supplies are good.

Be sure to check out some premium 32-ct large fruit in stock. Four Seasons continues to offer 32, 48, and 60-ct fruit, along with a bagged option.



## CV ARTICHOKE

**GOOD NEWS!** Artichoke promotion season is here, offering ideal opportunities throughout January and early February with significant quantities, affordable prices, and great quality.



## CV GREEN SQUASH

**ALERT!** Green Squash remains very limited due to weather conditions, with prices hitting high levels. No relief is in sight until February.



## CV NATURESWEET TOMATOES

**ALERT!** Like other Tomato producers, NatureSweet is severely challenged by cold weather delaying crops in their growing regions.

NatureSweet believes the heavy pro-rates and out-of-stocks will continue through January and into early February based on what they're seeing. This impacts **Cherubs, Glories, Constellations** and their other snacking Tomato lines.



## CV MELONS

**Cantaloupes** remain in tighter supply, but overall there's more supply on 9's than 12's.

Our first arrival of "MAG" Cantaloupes from Del Monte is here, so now is a great time to get these on your shelves.

**Honeydews** are very tight in supply, with most fruit peaking in the 5's.





## CV GRAPES

**NOTE:** **Grapes** see continued tightness in supply, with mostly XL and Jumbo varieties from Peru and Chile. Prices will remain higher as we head into February.



## CV PEPPERS

**Color Bell Peppers** will see a price drop in the market, driven by increased Mexican production.

15-pound XL **Red Peppers** remain in good supply until the end of January with outstanding quality.



## CV LIMES

**ALERT!** The **Lime** market has jumped in price as supplies have dropped from Mexico. This will impact all 10 lb. place packs as well as bulk fruit 150's-200's.



## CV TOMATOES

**ALERT!** **Beefsteak Tomato** availability is smaller due to low light conditions and temperatures, with new crop **Beefsteak Tomatoes** expected from greenhouses in Illinois by the end of January.

**ALERT!** **Round Tomatoes** face unexpected challenges due to storms in Mexico, leading to a rising price.

**ALERT!** **Tomato Clusters (On the Vine)** are very tight due to increased demand during the healthy eating season.

**ALERT!** **Grape** and **Cherry Tomatoes** are very expensive and light in volumes due to weather issues impacting yield in Florida and Mexico.



## CV BROCCOLI

**Broccoli Crown** volumes remain stable with ongoing harvests on both coasts and additional supply from Mexico. The cold weather on the West Coast is expected to increase costs, but it will not significantly impact the generally favorable price.



## CV STONE FRUIT

**Cherries** are in okay supply for late January, but expect dwindling supplies and rising prices at the beginning of February.

Throughout the start of February, **Nectarines** from Chile have limited availability, with expectations peaking throughout the remainder of the coming month.

Chilean **Plums** are expected to reach their peak in March, with sporadic availability continuing until at least the end of April.

## OTHER STORIES

**Celery** sees price reductions with increasing supply volume, presenting promotional opportunities into February.

**Cauliflower** prices are at promotional levels midway through January, but expect continued constraints in supply for the rest of the month.

**ALERT!** The **Green Bean** market remains high due to the cold weather and rain in Florida. Packaged Green Beans are being pro-rated by about 50%.

**Hot Peppers** are arriving with multiple varieties and great quality.

**Asian Vegetables** will be available for the start of February from Melissa's and Produce First.

New SKUs for Minute Mashers **Potatoes** are arriving on 1/26, offering exciting variations in flavors. Be ready for this 12/1 lb Green Giant Minute Masher series.

**Brussels Sprouts** offer steady opportunities with high levels of quality, abundant quantity, and competitive pricing.

**Sharon Fruit** from Europe will be starting soon in a single-layer offering, but pricing will be much higher than the California **Persimmons** which are finishing for the season.

As we approach February, **Pineapple** supplies are expected to tighten. Right now supplies are steady, and Four Seasons is offering 6, 7, and 8-ct sizes along with premium "HoneyGlow" **Pineapples** from Del Monte.



# Green Giant<sup>TM</sup> Fresh



## 1 COOK

Microwave unopened bag on high for seven minutes. Ovens may vary; cook time is approximate.



## 2 MASH

SMASH-IN-BAG using oven mitts until desired consistency is met. Contents will be hot.



## 3 SERVE

Tear open, serve immediately. Watch out, steam will be hot.



## TOP 4 CONVENIENCE-DRIVEN TRENDS

### 1 HOUSEHOLD CHANGES

Increase in Single Household, Working Women

### 2 ADDED TIME PRESSURE

Skewed Work/Life Balance  
Increased Desire to Maximize Leisure Time  
Rising Stress Levels

### 3 LACK OF MOTIVATION

Lack of Energy  
Desire to Cook from Scratch

### 4 LACK OF KNOWLEDGE

Lack of Culinary Skills  
Low Confidence in Cooking from Scratch

## RETAIL PACKAGING

Style	Size	UPC	Case Dimensions	Cube	Tie/High	FSP CODE
Minute Mashers Buttery Sea Salt and Pepper	12/1 lb.	6-05806-00397-4	16.625" x 12.625" x 4"	.486 ft <sup>2</sup>	8/10	234797
Minute Mashers Buttery Chive and Dill	12/1 lb.	6-05806-00396-7	16.625" x 12.625" x 4"	.486 ft <sup>2</sup>	8/10	234798
Minute Mashers Buttery Roasted Garlic	12/1 lb.	6-05806-00398-1	16.625" x 12.625" x 4"	.486 ft <sup>2</sup>	8/10	234800
Minute Mashers Brown Gravy	12/1 lb.	6-05806-00415-5	16.625" x 12.625" x 4"	.486 ft <sup>2</sup>	8/10	234801
Minute Mashers Chicken Gravy	12/1 lb.	6-05806-00416-2	16.625" x 12.625" x 4"	.486 ft <sup>2</sup>	8/10	234802

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# INSPIRATION CORNER

