

ORGANIC MARKET NEWS

MARCH 18 - MARCH 25, 2022

ORGANIC TOMATO CATEGORY UPDATE



Organic Beefsteak and Cluster Tomatoes are coming into better supply as more volume comes on with new crop Canada production, plus there is plenty of product available out of Mexico. The Quebec-grown **Organic Beefsteak Tomatoes** are superior quality. On **Organic Cluster Tomatoes**, we will source on multiple regions for the best value during the rest of March and into April.

On the **Organic Specialty Tomato** front, the following will be available for March and April: **Organic Campari Cocktail, Apéro Cocktail, Cherry-on-the-Vine, Brites Cherry OTV, and Kaleidos Mini Snack Medley Tomatoes.**

Organic Heirloom and Darkloom Tomatoes are tightening up heading towards the end of March. Steady supplies will be available with volume out of Mexico, and quality has been outstanding. Prices are expected to increase slightly toward the end of March. Cooler weather in Mexico has slowed production and will offer hit or miss availability as we head into the end of March.

Organic Roma Tomatoes will remain steady as we head into the end of March. Quality has been outstanding out of Mexico and there will be promotional opportunities.

Organic Grape Tomatoes from Lady Moon Farms will be in lighter supply as we head into the end of March, and the pricing is holding at the current level. Quality has been outstanding, but the plants will still not yield as well due to the lingering effects of earlier Florida frost.

Better supplies are expected to be available towards the beginning of April as we are already seeing better supplies of some of the other snacking types from Lady Moon, such as **Organic Rainbow Medleys.** Other brands of **Organic Grape Tomatoes** are in a gap period right now in Mexico at least until the beginning of April.



OG ASPARAGUS & BRUSSELS SPROUTS

Here are 2 organic veggies that are primed for March selling opportunities!

Organic Brussels Sprouts from Mexico remain in peak supplies at promo pricing. Quality has been top-notch, so sell with confidence.

Organic Asparagus prices are starting to ease down. As we head toward the end of March, there is expected to be more product available. In addition to 11lb cases, 28lb cases are currently in-house.

Promotional opportunities are available through the end of March. Quality has been outstanding, and there should be plenty of product available out of Mexico.

For stores that need a UPC'd option, **Mesh Bag Organic Brussels Sprouts** and **Pouched Bag Organic Asparagus** remain in steady supplies and are a great addition to any display.



OG MANGOS & AVOCADOS

Organic Ataulfo Honey Mangos are in peak season and have promotable volumes coming out of Mexico. The 12-14ct will be the primary offering, and quality has been excellent.

Organic Tommy Atkins Mangos from Mexico are now in season fully. Volumes are steady so far on 10ct & 12ct. Jumbo 8ct will be added to the assortment for the week of 3/21.

Organic Hass Avocados showed at least some signs of prices easing down heading into late March. More and more shippers are coming up with fruit, which is a good sign. **15/4ct bag Organic Hass Avocados** are back in stock!

NOTE: Organic Fair Trade Hass Avocado supplies will be limited, or even unavailable, due to unforeseen circumstances. The Equal Exchange Fair Trade program will be ending sooner this year. Challenges with delays in grower certifications are limiting the volume that they can sell as Fair Trade.



OG BERRIES

Organic Strawberry prices remain promotable from Driscoll's Fair Trade program out of Baja, Mexico. Quality has been solid and supplies are strong. California product also remains available, and prices are steady.

Organic Blackberries are tightening up and will be more limited the rest of March. Mexico is in crop transition and volume will be limited at times. Expect better supplies in mid-April.

Organic Blueberry prices are rising as the Chilean import deal continues to slow down. Mexico, Peru, and California production continues, but supplies are much more limited. Quality, however, from these regions has been outstanding.

Organic Raspberry prices are firming up as crops are in transition. Supplies are steady for now, but prices are high to slow down demand to keep supplies steady. Quality has been excellent.



OG WARM VEG

Organic Warm Vegetable commodities, such as **Organic Zucchini**, **Yellow Squash**, and **Cucumbers**, have all seen lighter supply volumes in mid-March from Mexico. Pricing has increased but is expected to be short-lived. Early April expects to bring promotional opportunities and better supply volume.

New crop Florida grown **Organic Zucchini** from Lady Moon Farms has begun harvesting in mid-March, and volumes will increase as April approaches.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and **Cauliflower** from SoCal and Yuma, AZ growing regions are approaching the end of their season. Late March is expected to bring tighter supplies and price increases, but quality is expected to remain strong. Late March will begin the start of harvests in Salinas, CA. Transition time can be difficult, creating product limitations and price increases.

Organic Sweet Baby Broccoli will remain limited until mid-April.



OG APPLES & PEARS

Organic Pears are winding down out of the Pacific Northwest, but new crop supplies of Import **Organic Bartlett Pears** are available, with **Organic Abate**, **Bosc**, and **Red Pears** arriving in late March and early April.

Organic Cosmic Crisp Apples are winding done for the season and should finish in early April. Three varieties **Organic Apples** are getting limited: **Gala**, **Fuji**, and **Pink**. Expect prices to take some steep inclines and transition to imports in early May, with very high prices due mainly to very high sea freight.



OG PEPPERS

Organic Mini Sweet Peppers from Lady Moon Farms in Florida are yielding excellent supplies and good quality during March on their 18/12oz clamshells.

Mexican grown **Organic Mini Sweet Peppers** remain in excellent supply volume, and promotional opportunities will be available on 12/1lb pouch bags.



OG MANDARINS

Organic Mandarins continue in peak season with the late crop Murcott and Tango varieties. Bag and bulk product are available.

Limited supplies of **Organic Golden Nugget Mandarins** are in season for late March.



OG CELERY

Organic Celery continues to yield steady volumes in mid-March, but as warmer temperatures occur in the desert growing region supplies can drastically decrease or face quality and insect issues.

Early April may see supply shortages and price increases on domestically grown **Organic Celery** in the midst of transitional period. Mexican supplies are expected to stay steady into April.



OG EGGPLANT & GREEN PEPPERS

Organic Eggplant and **Green Peppers** from Lady Moon Farms in Florida are approaching the end of their season. Supplemental supplies from Mexico will be available as volumes dwindle.



OG CUCUMBERS

Organic Mini Seedless Cucumber prices are starting to drop. This item is expected to become promotable since Canada will be producing volume by the end March. There is not a lot of product out of Mexico but quality has been great for all inbounds.



OG ARTICHOKEs

NOTE: Organic Artichokes will remain limited into April. Quality remains strong, but pricing is elevated and there will be product limitations.



OG PINEAPPLES

Organic Pineapples will be promotable size for mid-March to late March, particularly on the 8ct size. Prices will be down slightly and there is good volume of fruit on the east coast. Fruit is premium quality coming out of Costa Rica.



OG GRAPES

Organic Grapes out of Peru and South Africa are back in stock for the week of 3/21. Arrivals have been sporadic, and prices are on the high side.



OG GREENS

Organic Kale and **Collards** from Lady Moon Farms in Florida are in peak production! Expect top-notch quality and steady supplies in March for this money maker category in your wet rack.



OG CITRUS

Organic Lemons and **Navel Oranges** continue to be in promotional supply for March and early April. Then these markets are expected to strengthen later in April when the season in California approaches the later parts of the crop.

We will see **Organic Grapefruit** prices rise as Mexican fruit ends for the season and there are more limited supplies out of California fruit.

Organic Pummelos and **Minneola Tangelos** have wrapped up for the season, but there are still some **Organic Blood** and **Cara Cara Oranges** to offer.

ALERT! **Organic Limes** out of Mexico continue to be extremely limited with some of the highest prices ever. Hopefully supplies will ramp up by the summer and give some relief to the markets.



OG LETTUCE

NOTE: **Organic Leaf** and **Romaine Lettuce** from Lady Moon Farms in Florida has seen supply volumes lighten and pricing take a slight increase in late March. West Coast production continues to struggle as quality issues have halted desert region production and Salinas, CA production is not due to begin until late March.

ALERT! **Organic Romaine Hearts** and **Iceberg Lettuce** remain limited in supplies due to heavy aphids (insect) or sizing issues. Supplies will remain limited for the remainder of March, and pricing will be elevated until the transition to Salinas, CA set for late March.

March and April may be a good time to highlight some of the **Organic Living Lettuces** from Pete's, as well as the **Organic Hydroponic Salad Greens** from Superior Fresh, with the field-grown **Organic Lettuces** in more difficult supply during growing region transition.



OG HARD SQUASH

Organic Acorn Squash continues to be a bit more limited than the other varieties and larger 15-18ct sizes are priced higher. There are deals in the market on much smaller product (like 35ct) but we have been staying away from that product.

Organic Butternut Squash is in a transition between growing regions and will be a bit tighter for the next couple weeks at least.

Organic Spaghetti Squash is in good supply but is expected to be more limited for mid-March, and possibly gap the last week of March. New crop **Organic Spaghetti Squash** is expected to get started the first week of April.

Organic Kabocha Squash is in abundant supply, and pricing is steady. **Organic Delicata Squash**, on the other hand, is gapping and won't be back in stock until later in April when new harvests start.

OTHER STORIES

- **Organic Drink & Eat Coconuts** are back for March! **Organic Coconut Chunks** are available as well.

- **Organic English, Snow, and Snap Peas** are in season and available in bulk cases for March.

- **Organic Red** and **Yellow Spring Onions** bunches for grilling are in season for March. Display these with your scallions.

- **NOTE:** **Organic Baby Bok Choy** and **Bok Choy** from Lady Moon Florida have concluded harvest for their Florida season. Supplies from California

are limited due to transitional period. Supply volume should improve in early to mid-April as California product increases.

- **Organic Red Baby Bok Choy** from Lady Moon Farms is also finished for the season.

ORGANIC BLUEBERRY DISPLAY CONTEST WINNERS

January 31 - February 27, 2022

We recently held our 5th Annual Organic Blueberry Display Contest, and this year we partnered with Hippiе Organics to bring this to customers during the month of February! Organic blueberries are a perfect snack for consumers and are great tonnage item for your stores. Thank you to everyone who participated in this contest. Check out the winners below!



FIRST PLACE Leg Up Farmers Market - York, PA **SECOND PLACE** River Valley Co-op - Easthampton, MA **THIRD PLACE** Henning's Market - Harleysville, PA



City Market - Burlington, VT City Market Onion River Co-op - Burlington, VT River Valley Co-op - Northampton, MA Healthy Living Market - Saratoga Springs, NY Roots Market - Clarksville, MD



FIRST PLACE Organnons Natural Market - Newtown, PA **SECOND PLACE** Fiddleheads Food Co-op - New London, CT **THIRD PLACE** Berkshire Co-op - Great Barrington, MA



McCaffrey's Food Market - Blue Bell, PA Chamomille Natural Foods - Danbury, CT Kimberton Whole Foods - Collegeville, PA Aqui Market, Califon, NJ Springfield Food Co-op - Springfield, VT



OCEAN MIST FARMS JUMBO ARTICHOKE DISPLAY CONTEST WINNERS

FEBRUARY 7 - FEBRUARY 27, 2022

Four Seasons Produce partnered up with **Ocean Mist Farms** to bring you an awesome promotion to get all “choked” up about during the month of February. Thank you to everyone who participated in this display contest. Check out some of the winners below!



Dutch-Way Farm Market - Schaefferstown, PA



Henning's Market - Harleysville, PA



River Valley Co-op - Northampton, MA



River Valley Co-op - Easthampton, MA



Takoma Park-Food Co-op-Silver Springs, MD



City Market - Burlington, VT



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CONVENTIONAL MARKET NEWS

MARCH 18 - MARCH 25, 2022

PEAK SEASON ASPARAGUS FROM MEXICO



Get your shoppers thinking spring with some larger displays and better price points on peak season **Asparagus!**

Asparagus prices will continue to fall during the rest of March. Weather, although cooler, has provided perfect growing conditions for **Asparagus** in the Caborca, Mexico growing region.

As volume has increased, so have the promotional opportunities. Quality has been excellent upon arrival, and availability is plentiful.



CV PEPPERS

11lb hothouse **Color Bell Pepper** prices will continue to drop as we head into the end of march. Canada continues their hothouse deal and there will be more pepper opportunities for new crop towards the end of March. Quality is excellent, and supplies will increase, causing a promotable market.

15lb field grown **Sweet Red Peppers** are in peak season from Mexico and there are some promo price points available for March.

Mini Sweet Peppers in 12/11lb pouch bags continue to be a promotable item for early spring.

Green Peppers continue to be somewhat limited for late March. Currently, we are in the period after the frost hit Florida, and we are seeing the effects of that by bad quality and little volume out of Florida. Quality has been excellent out of Mexico, but prices are expected to be high heading into the end of March.



CV BERRIES

Blackberry prices will continue to come down as more supplies start ramp up out of Mexico and California. Quality and flavor have been excellent on the Driscoll's. The discounts will primarily be on other brands.

Blueberry prices continue to be a 2-tiered market. Florida and Mexico (Driscoll's) continue with high prices as production is tight, but the quality is outstanding and strong. Import **Blueberries** from Chile continue to come in with cheap prices, but shelf-life and quality have been more hit or miss.

Raspberry supplies overall are tight after a big harvest flush in March. Mexico production is in a transition period and volumes are down. Quality is excellent. Expect more production to come on in early April.

NOTE: Region change! **Strawberry** prices will spike fairly quickly as we end Florida and move to new crop California. With Florida rapidly finishing, more national demand is shifting to California product. Prices are expected to remain high with tighter supplies through the Easter holiday week at this time.



CV CITRUS

Import **Mandarins** are very promotable. The growers expect this to continue through the rest of March. Volumes will begin to drop back as we kick off April and pricing will increase then. The mix of California crop declining in supply, as well as the Moroccan supply, will cause the market to react. Continue to promote 10/3 lb and 15/2 lb for the next few weeks.

Navel Orange quality from California remains very nice. We will continue to have great volumes to promote on sizes ranges from 40's and 113's, along with 10/4lb bags and 760 ct bins through the end of the month.

Continue to promote the 10/3lb **Vintage Sweets Heirloom Navels Oranges** as they have peak flavor and outstanding quality.

Grapefruit continues to remain in good supply throughout March. We are transitioning from California Rio variety into California Star Ruby variety. Quality remains very nice.



CV SQUASH

We're shifting more of our supply on **Green** and **Yellow Squash** from Mexico to new crop Florida for freshness and quality at this point in the season.

During the rest of March and early April, there will be times when both regions (20 and 24lb cases) are offered.



CV GRAPES

Green Seedless Grapes are in good supply with pricing higher than **Reds**. Peruvian fruit is minimally available with most supply coming from Chile. Ask about jumbo **Autumn Crisp Green Grapes!** The price is higher than your XL **Greens**, but worth it if you value having a show-stopper size.

Red Seedless Grapes are very promotable from price to volume from now through the end of March on both XL and LG options.



CV CAULIFLOWER

Cauliflower supplies have begun to stabilize in mid-March after tightening. Quality has remained good, and pricing relief will occur in late March. Although supplies have improved, transitional periods can be difficult, and supplies can lighten quickly during this period.



CV TOMATOES

Roma Tomatoes continue to be promotable as we head into late March or early April. There is an abundance of product out of Mexico. Quality has been excellent.

Cluster Tomato prices are very promotable with volume coming from both Mexico and Canada.

2-layer **Vine Ripe Tomatoes** continue at value pricing on 4x5 sizing and 20lb out of Mexico.



CV CUCUMBERS

Mini Seedless Cucumbers have become very promotable for late March and early April with multiple greenhouse growing regions in peak season. Price point and display opportunities are available!

Super Select Cucumber prices remain high, though quality is nice out of Mexico. This market will improve when the Florida crop gets started later this spring and Mexico growers hit new plantings.



CV EGGPLANT

Eggplant will remain in good supply from Mexico for late March at decent pricing.

Quality has been iffy out of Florida lately, so Mexican has been the better option. Better quality is expected out of Florida in April.



CV ONIONS

Onions continue to tighten up from multiple growing regions, and new crop **Onions** are tight, resulting in very expensive prices. We are using **Color Onions** from Washington, and will mix in some Utah grown **Onions** in the near future.

We are also bringing in some **Red** and **Yellow Onions** from Green Valley, New York as pricing is very attractive and quality has been very nice. We will plan to use old crop **Onions** for as long as quality holds out.



CV SPECIALTY CITRUS

There will be great volumes on both loose and bagged **Blood** and **Cara Cara Oranges** to promote for March and April.

NOTE: SUMO Citrus (Dekopan) is finishing for the season. What's in the supply chain is likely to sell out by the end of March

The **Minneola Tangelos** crop is winding down, and smaller fruit is becoming sparser.



CV BRUSSELS SPROUTS

Brussels Sprouts supplies are really good in late March. Availability, quality, and pricing are perfect promotions during late March.



CV WATERMELONS

Watermelon prices remain very strong for mid to late-March. Mexico is in transition from winter to spring crops.

Early crop **Watermelons** from Florida will be available in late March, but a cold front pushed back the harvest dates.



CV BROCCOLI CROWNS

Broccoli Crowns are promotable from various growing regions!

Supplies and quality from Florida, Mexico, and California are all strong creating promotional opportunities in late March.



CV HASS AVOCADOS

Hass Avocados saw a slight break in price as growers are finally getting caught up on supply. Large fruit is still commanding high dollars.

New item: **8/5ct Party Pack Bags** with 40sz **Avocados** (code 230695).



CV LEMONS

Lemons remain plentiful from the SoCal Coastal Region with promotable pricing on both choice and fancy fruit. Bagged **Lemons** and loose Lemons are promotable with good quality.

Seedless Lemons and **Meyers Lemons** also continue to be available.

ALERT! Limes continue to be extremely tight from Mexico. All growers are saying the market will remain challenging through April. We will continue to source **Limes** from Colombia and Peru in the meantime to help with additional supplies.



CV LETTUCE

ALERT! Iceberg, Romaine, and Romaine Hearts remain limited due to quality and yield issues in mid-March from Arizona.

Although some pricing relief has occurred, pricing will still be expensive for the rest of the month. Mexican production is available, but supplies are limited. Expect this as supplement supplies for Arizona. California production in Salinas is due to begin in April.

NOTE: Red and Green Leaf Lettuce are experiencing better availability and pricing than **Iceberg** and **Romaine** in mid-March. Expect supplies to have less availability issues, but quality will still be less than ideal.



CV MANGOS

Ataulfo Honey Mangos from Mexico are available. 14ct "Champagne" brand Mangos continue to be available and the quality of this fruit has been outstanding. Look for opportunities to promote in volume for April!

Kent Mangos from Peru are winding down as decay and quality issues are starting to pop up.

New crop Guatemala, Nicaragua, and Mexico **Tommy Atkins Mangos** are all being offered now. Pricing is starting to move downward as more fruit from Mexico continues to come across the borders. 6ct, 10ct, and 12ct will be offered.

OTHER STORIES

NOTE: Celery remains limited in mid-March as transition away from the desert regions occurs and new crop California has yet to get started in full. Pricing is elevated and should be expected to remain that way into April.

- **Pineapple** supplies are good. There are some spot deals on some jumbo 5ct and xl 6ct.

- The market on **Hard Squash** will be coming off just a bit as supplies are good. Quality should remain very nice on all **Acorn, Butternut, and Spaghetti**.

- **Pomegranates** from Chile have had some delays in shipping as some product on the east is being held up in the port system. Single-layer pack options will be available on this fruit with nice size and good quality. Peru also has some fruit in the marketplace as well.