

ORGANIC MARKET NEWS



MAY 1 - MAY 8, 2020

PROMOTABLE ORGANIC CUCUMBERS

Organic Cucumbers from Mexico continue to be in full production as we head into early May. Look for great quality, aggressive pricing, and excellent supplies in early May before prices begin to level out in mid-May and supplies begin to normalize.

Organic Euro Cucumbers and **Mini Cucumbers** remain in steady supplies, however due to cloudy weather and increasing labor challenges from COVID-19, pricing is expected to rise somewhat during May.

We have seen an increase in consumer demand for the wrapped and packaged greenhouse **Organic Cucumber** options.



OG STONE FRUIT

The first California **Organic Peaches** are now in stock, along with some smaller fruit from Mexico. Expect steady supplies as the season gets going.

The first California **Organic Apricots, Nectarines,** and **Cherries** will arrive across the first two weeks of May. Expect light supplies with high prices for the first of the season fruit, but promotable volumes should be coming leading up to Memorial Day.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** continue to be promotable out of Canada. Quality has been exceptional.

Organic Grape Tomatoes have been promotable out of Mexico and quality has been good. Florida has some product but very sporadic right now.

Organic Roma Tomatoes will be available again for the first week of May. Prices remain steady and quality has been very nice out of Mexico.

Organic Heirloom Tomatoes are starting to finish with our Fair Trade partner, Covilli Organics. However, Toigo Farms, local PA grower, is beginning and starting to come in. Look for some locally grown **Organic Heirloom Tomatoes**.



OG ONIONS & POTATOES

The first arrival of **Organic Vidalia Sweet Onions** is slated to arrive on Wednesday 5/6 from Georgia.

We will see the first arrival of new crop **Organic Yellow, White, and Red Onions** out of California this weekend. Pricing has come off a bit due to more onions becoming available in the marketplace.

We will see the first arrival of Cal-O new crop **Organic Red and Gold Potatoes** in stock for early May out of California. Quality will be outstanding but at high prices.

ALERT! Organic Russet Potatoes continue to be in tight supply out of all regions. We should see limited supplies on **Organic Russets** until we get into June when we should see some new crop California product.



OG BERRIES

Organic Blackberries, Blueberries, Raspberries, and Strawberries out of California and Mexico are in excellent supply with promotional opportunities available.

Ask your rep about pallet pricing!



OG ROMAINE HEARTS

Organic Romaine Hearts are seeing steady supplies in early May. Look for level pricing, steady supplies, and good quality as May begins. This is a great item for consumers looking for pre-packaged items.



OG BROCCOLI

Organic Broccoli from California is in excellent supply as we move into early May.

Look for promotional opportunities in early May with great supplies and excellent quality!



OG CAULIFLOWER

ALERT! Organic Cauliflower remains extremely limited from California and pricing has remained elevated as May begins. This is a result of suppliers' transitional time, less than ideal weather conditions in new growing regions, planting delays, and extra demand.

For early May, expect less than ideal quality as well.



OG GINGER & GARLIC

ALERT! Organic Ginger from Mexico and Peru will gap for the first week of May. Demand has been very high and Mexico and Peru are winding down. Very limited new crop Peruvian **Organic Ginger** will be available in mid-May.

ALERT! Organic Garlic continues to be very limited. Expect pro-rates and occasional out-of-stocks. **Organic Peeled Garlic** is available for early May.

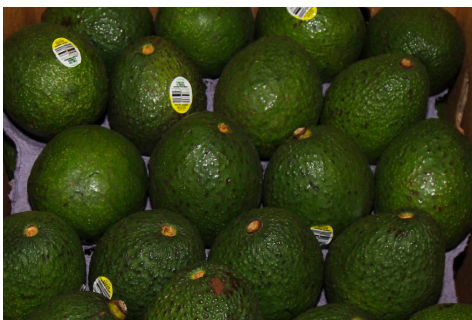


OG MELONS

New crop **Organic Cantaloupes** are starting to trickle in from Mexico with volume better the first week of May. We won't see big volume until Southern California starts by mid-May.

Mexican **Organic Honeydews** may also start here in early May.

Organic Mini Watermelons will be promotable this week. The harvest flush out of Mexico has started and quality has been very nice.



OG HASS AVOCADOS

Organic Hass Avocados supplies are steady with California and Mexico producing fruit. Pricing is down \$1-2 per case across the board. 48ct fruit is in better supply than 60ct.

ALERT! Organic Fair Trade Hass Avocados have slightly limited supplies for early to mid-May before making the transition to Peruvian Fair Trade fruit!



OG MANGOS

Organic Fair Trade Haitian Mangos will be in good availability for early May. This Francique variety has such a juicy, sweet flesh, and is some of the best eating mangos we offer all year!

Organic Tommy Atkins Mangos from Mexico are expected to be in good availability headed towards Memorial Day.

Organic Ataulfo (Honey) Mangos will be more limited for early May but will be in season.



OG GREEN BEANS

ALERT! Organic Green Beans from Florida are in limited supplies as May begins due to excess heat, however Mexican product is now seeing steady supplies and we will also start to see Georgia supplies start in early May. Expect to see good quality from these new regions, however pricing will be very expensive in early May.

Pre-packaged 12/12 oz Organic Green Beans will continue to be available, however they are expected to be limited as May begins.



OG CELERY

Organic Celery continues to see plentiful supplies, and as we head into early May, expect to see much improved quality.

Expect to see stable pricing and supplies in early with potential promotional opportunities on **Organic Celery** and **Celery Hearts**.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in steady supply from Covilli Organics in early May. Look for steady pricing and availability as we begin this month and promote as Fair Trade!

Also look for the return of 10lb **Organic Purple Brussels Sprouts** in early May. These excellent colored, great tasting sprouts will definitely add a pop of color to your shelf.



OG ASPARAGUS

Organic Asparagus prices are rising headed into May as demand picks up. Supplies seem steady with heavy demand. Most all product is being harvested in California now and quality continues to be fantastic.



OG PEPPERS

NOTE: **Organic Green Peppers** are now beginning to harvest new crop product in Coachella, CA. Expect quality to be outstanding, however pricing will remain very elevated in early May. Look to get this product back on your shelves after seeing a few weeks gap in supplies.

ALERT! **Organic Red, Yellow, and Orange Bell Peppers** still remain a struggle as Canada and Holland have yet to hit their full stride due to cloudy weather and COVID-19 issues, while Mexico production remains limited and Israeli season has all but concluded. Look for inconsistent and elevated pricing to continue as we begin May.

Bagged Organic Mini Sweet Peppers continue to see great availability and steady pricing.

- **Organic Green and Red Cabbage** is seeing limited supplies and elevated pricing as May kicks off. Look for product from various regions as East Coast suppliers are transitioning, and quality will continue to be great. **Organic Napa** and **Savoy Cabbage** will be in steady supplies and pricing from California.

- We will get started on **Organic Delicata** and **Kabocha Squash** this week in a limited way.

- **Organic Horseradish** will be in stock next week.



OG CITRUS

California **Organic Lemons** are in good supply with steady prices. We expect to see Mexico begin in early May, with good supplies and better quality expected this season.

Mexican **Organic Lime** supplies are back in good, steady supply.

NOTE: California **Organic Navel Orange** supplies are tightening. Expect higher prices as we move into the late season which is now expected to finish up in late May. We will transition to a nice size crop of **Organic Valencia Oranges** without a hiccup.

ALERT! California **Organic Cara Cara Oranges** and **Golden Nugget Mandarins** are going to wrap up for the season over the next couple of weeks. Expect higher prices.

ALERT! California and Import **Organic Mandarins** are done for the season.

NOTE: California **Organic Grapefruit** is in light supply.

OTHER STORIES

- The new crop Mexican **Organic Grape** season is expected to get started mid-May with excellent quality and supplies expected. **Organic Green** and **Black Grapes** are expected to begin about the 3rd week of May, with **Organic Red Grapes** the following week, and **Organic Cotton Candy Grapes** around the first of June.

- Washington **Organic Apples** continue to be erratic at best due to a combination of the end of the season, tightening markets, sporadic packing, and COVID-19 staffing challenges.



OG TROPICALS/SPECIALTY

Organic Young Thai Coconuts should be in steady supply for the beginning of May. Pricing will remain steady.

Organic Formosa Papayas from Mexico are steady early May. Quality is good!

Organic Pineapple volume increased slightly for the beginning of May. Prices will remain a little higher for at least a week.

Organic Cherimoya fruit from California will be available in very limited supplies for the beginning of May.

Organic Kiwifruit are in good supply from Italy/Greece with steady pricing. **Organic SunGold Kiwifruit** from New Zealand will be available in early May. This favorite kiwi variety is super sweet and a great way to kick off summer early!

We will have a smooth transition into import **Organic Apples** once domestic winds down. There is a good crop expected out of Argentina, Chile, and New Zealand. We will have to deal with a new dynamic, due to COVID-19 - New Zealand will not have the usual USDA pre-clearance, so all inspections will have to be done in the US, causing some delays.

PRE-PACKAGED ITEMS AVAILABLE AT FOUR SEASONS!

Due to change in consumer demand, pre-packed items are selling very well. Consult with your rep about these ideas and more.



STEMILT POUCH APPLES



MUCCI GREENHOUSE VEG



J&J FIELD-GROWN VEG



OG & CV BAGGED GREEN BEANS



OCEAN MIST BRUSSELS SPROUTS



OG & CV NATURE'S GREENS VEG

CONVENTIONAL MARKET NEWS

MAY 1 - MAY 8, 2020

NEW CROP GRAPE OUTLOOK



Fresh crop **Grapes** have started!

We have switched to new crop Mexican **Green** (Sweet Globe) and **Cotton Candy Grapes** in our XL codes and the first delivery looked great with good size. Pricing is higher with somewhat limited availability on this early fruit and you won't see much cheaper prices until more growers start in mid-May.

There will be plenty of affordable Chilean **Red Seedless Grapes** to carry us through until Mexico starts with new crop Red Flames for mid to late May.



CV STONE FRUIT

The 2020 California **Stone Fruit** season has begun and arrivals will hit the East Coast on 5/3 and 5/4!

Cherry growers are packing with some fruit picked over the weekend, but supplies were light due to rain early in April. We will see better volume by this weekend with promotable volume by the second week of May. Prices should have significant drops next week.

2-layer cases of **Apricots**, **White Peaches**, **Yellow Peaches**, and **Nectarines** are on the road and should be available for the beginning of May.

Southern Peaches will get started during mid-May out of Alabama, Georgia, and South Carolina, but mostly on smaller-sized fruit. 2.5" and larger will be in peak season at the beginning of June.



CV BERRIES

Strawberries will be in excellent supply this week from multiple growing areas in California. We're pulling the majority of our fruit right now from Watsonville and Salinas, CA, and the quality has been outstanding.

We will have plenty of 2lb clamshells of **Strawberries** available for May, along with **Long Stem Berries** for Mother's Day. We're also testing out a new item from Driscoll's, their "**Berry Big**" line in a 18oz cardboard pack.

Blueberries are in good supply this week, and quality has been excellent. We started loading from Georgia and North Carolina is only a few weeks away from starting.

Blackberries continue to be in excellent supply. Look for big promo opportunities for early May. **Raspberries** are also in season, but less abundant than in late April.



LOCAL VEG

FIFER ORCHARDS, DE

- **Asparagus**

FLAAM FARMS, NARDELLI, & EASTERN FRESH, NJ:

- **Asparagus**
- **Chard**
- **Arugula**
- **Dandelion**
- **Boston Lettuce**
- **Kale and Collards**
- **Bunched Radishes**
- **Bunched Spinach**
- **Leeks**
- **Mint**

New Jersey Red Leaf, **Green Leaf**, and **Romaine Lettuce**, along with other **Herbs** are expected to start in early to mid-May.



CV CUCUMBERS

Super Cucumbers are steady this week as an almost seamless transition is taking place from Florida to Georgia. Mexico also continues to push excellent quality product as well.

Euro Seedless Cucumber prices will come up slightly due to labor challenges in greenhouses, and a run of cloudy weather has left supplies light as well this week.



CV TOMATOES

Grape Tomatoes remain very promotable this week. Quality and volume out of Florida remains outstanding.

NOTE: Beefsteak and Cluster Tomato prices will be rising this week. COVID-19 is creating labor issues and demand has been extremely strong. Mexico hasn't crossed much product leaving markets higher this week. Canadian supplies are expected to be tight with a run of cloudy and cool weather. Quality on both has looked nice.

Roma Tomato prices and supplies remain steady this week out of Florida and Mexico but no harvest flush is expected. Quality has been very nice.



CV PEPPERS

NOTE: Green Bell Pepper prices will remain high this week. Supplies in Florida are extremely tight, and Georgia will not begin until mid-May. New crop California products are coming in and quality has looked great.

ALERT! 11lb Red, Yellow, Orange Bell Pepper prices will be extremely high this week. Demand is very strong, while supplies are very light. Recent Covid-19 challenges has left some greenhouses closing in Canada causing tighter supplies.

15lb Red Pepper prices and supplies are steady this week as Mexico begins to finish up their season and the California deal is not ready yet.



CV ASPARAGUS

NOTE: Asparagus prices remain tight this week. Peruvian **Asparagus** is starting; however, importers are struggling to get airspace as medical supplies take precedent over Asparagus. Local harvests are coming in with very light supplies as weather will not cooperate. Expect short supplies, however quality has been very good as product continues to move fast.



CV KIWIFRUIT

Back in season – **SunGold Kiwifruit** are here from New Zealand! This popular, sweet piece of fruit has just arrived to the States and is available now! We are offering a 13 lb. volume filled pack, and also a new 8/1lb clamshell for this year! Look for opportunities to promote in the coming months.

Green Kiwifruit is steady right now from Italy and Greece, with pricing steady for next week.



CV MANGOS

Mango supplies have dwindled a bit over the past 2 weeks as Mexico transitioned north. Supplies should return to being promotable again for early May, however, pricing is up.

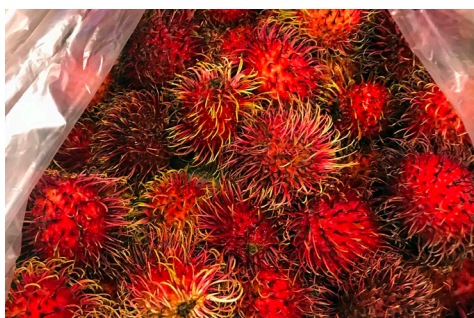
Ataulfo Honey Mangos will be limited for early May.

Haitian Mangos are in great supply for next week. Four Seasons is offering a 10/12ct box.



CV NAVEL ORANGES

NOTE: With demand very strong, we are seeing much higher prices on **Navel Oranges**, and they will remain strong for the remainder of the season. On 10/3lb **Vintage Sweets Heirloom Navel Oranges**, prices have gone up considerably in the past two weeks.



CV SPECIALTY

Back in stock - **Rambutan** will be available for the first week of May out of Mexico in 5lb bulk packs.

Jackfruit, Passion Fruit, Quince, and Persimmons will be available for early May.



CV LETTUCE

Iceberg and Leaf Lettuce are in decent availability. Pricing has ranged depending on which grower has the volume.



CV MELONS

Bin Cantaloupes are getting started slowly. We should have availability out of Florida by the second week of May or sooner.

Seedless Watermelons out of Florida are available and prices are becoming more promotable/ Quality has been outstanding on the 45ct and 60ct bins..



CV BRUSSELS SPROUTS

ALERT! 25 lb **Brussels Sprouts** are becoming much more difficult to source as the season winds down. They are limited due to high demand and low production numbers. Expect increased pricing.



CV VIDALIA SWEET ONIONS

Vidalia Sweet Onions are now in full swing. Supplies are plentiful and pricing is steady.

Quality has been very nice with excellent sweetness.



CV BROCCOLI

Broccoli Crowns are coming in beautiful from California and Georgia. South Carolina will start up soon.

14ct **Wrapped Broccoli** is available for those looking for a packaged option.



CV HASS AVOCADOS

Hass Avocado prices have been steady. 60ct fruit is expected to be slightly less available over the next few weeks.



CV PINEAPPLES

Pineapple are in excellent supply with 7ct and 8ct fruit are very promotable for the beginning of May! Quality has been good.

OTHER STORIES

- **NOTE:** Celery and Celery Hearts are limited.
- **Young Thai Coconuts** are in steady supply over the next few weeks.

• **NOTE:** The California **Mandarin** season is winding down. Prices are high and sizing is small. We will begin to transition into **Mandarins** out of Peru.

• **Green Bean** prices will be steady this week. Steady supplies and demand is steady.

• **Green and Yellow Squash** prices are steady. Good supplies from Georgia and Mexico are keeping product humming along.

• 12ct **Cauliflower** is readily available out of California and Georgia.