

Produce Report

February 9, 2015



Organically Grown
Company

Employee and Grower Owned

Promoting Health through Organic Agriculture as a Leading Sustainable Organization

What to look for that is **NEW** and **EXCITING**

After an eventful start to 2015 on the supply side, we're heading into month number two with a far more favorable outlook. Most key vegetable items are back in stable supply; markets are moving down on most items, including power items like kale, broccoli, celery and even leaf lettuce. Now is the time to get back into promotional mode in this category and reward anyone who's maintained their New Year's resolutions beyond January. On the fruit side, citrus is still the driver. The much anticipated Honeygold grapefruit from South Texas Organic is slated to arrive early next week. If all goes well, volume will slowly pick up and these could provide a new promotional centerpiece for your department. Another potentially exciting development is the significant increase in supply of organic young green coconuts. Promotional pricing may be available. Ask your OGC sales rep for details!!

Apples While volume remains somewhat strong on most of the major varieties, the market is moving up slightly this week. Fuji, Braeburn, Pink Lady, Gala, Cameo and Granny Smith are all solid everyday options. Other varieties coming out of controlled atmosphere, which are in less consistent supply, are Ambrosia, Autumn Glory, Opal, Pinata, Jazz, Pacific Rose and Honeycrisp.

Berries Imported blueberries have again been delayed at the port of entry. This will cause tight supplies to continue into the weekend. There are no changes to strawberries and raspberries. The market will remain on the high side until some of the northern growing regions start to kick in at some point around March.

Citrus (Varietal) Murcott are a solid option for promotions this week. Minneola are also strong; the market is down a notch. Coming off the trees in lesser volumes are Orlando, Fremont, Kishu, Tango and Lee to name just a few. There are even some Clementine and Satsuma still out there. Up next are Gold Nugget, which are slated to arrive by week's end. Aside from all of this mandarin/tangerine madness, kumquats are also in better supply; multiple varieties are available. Meiwa are the most abundant, and there are slightly smaller volumes of Limequat and Mandarinquat from Deer Creek Heights. Lemons and limes remain stable with plenty of Meyer available. Lastly, after a great run, TDE are likely nearing their end for the season. Thank you for your support!!

Grapes Green from Peru are now finished for the season, with the next region up being Mexico in late April/early May. There are still a handful of Red Globe available, but after one more shot next week are likely finished.

Grapefruit The much anticipated arrival of the season's first Honeygold grapefruit from South Texas Organic is set for early next week. It's an heirloom variety named for its pale golden flesh and sweet honey flavor, which will be a great promotional

item as supplies amp up. It is officially peak season for grapefruit variety with plenty of Rio Star, Mellowgold, Oro Blanco and Pummelo available!

Melons This category, for the most part, is going on hiatus. After this week, mini-watermelon will likely gap for up to a month before the northern Mexican growing region comes on. Honeydew will most likely gap for that same stretch. Other varieties will also come on in early Spring.

Oranges Options galore remain for oranges, with navels still peaking. Multiple growers are on with a diversity of sizing. Cara Cara are solid, with both fancy and choice grades available. The Mango Valencia, the season's first of the low acid varieties, is available out of California; Moonlight and Olinda will follow later in the season. Valencia out of Mexico are also still in good supply. Blood Orange will be light to start the week, but supplies should be much improved heading into the weekend with Rainbow Valley and a few other growers coming into the picture.

Pears Of the four varieties that remain from this year's domestic crop, Red D'Anjou still have the most volume to offer; Bosc, Green D'Anjou and Concorde are also available. The first imports have been delayed at the port. Bartlett will be up first, but arrival has been pushed back to the end of February.

Misc. Fall/Summer Fruit Fortune plums have arrived safely from New Zealand with plenty of volume available. Next up will be the Happy Giant variety, arriving from Chile and packed in a 2 layer 36 count. Nectarines will start arriving from Argentina by air freight about three weeks. Kiwis out of California remain solid; the smaller-sized fruit are very promotable.

Tropical Fruit. A strong supply of organic young green coconuts is now available with pricing off significantly. This is a great promotional opportunity for the next several weeks. Pineapple remains stable; papayas continue to be inconsistent. Mangos will remain a challenge until near Valentine's Day, as these have also been delayed at the port. Bananas from Ecuador may also see a minor interruption, as well, due to port delays. Mexican fruit will not be impacted due to transport by truck.

Asparagus Supplies have improved out of Mexico with multiple growers harvesting. Pricing will be at relative promotional levels for the next few weeks; California growing regions are not too far off.

Avocados Avocados are not to be forgotten after this past weekend; strong volumes of Hass continue out of Mexico with pricing off post Super Bowl pulls. California fruit has also started to come on with oil content on the uptick every week. Arriving in much lesser volume is the smooth-skinned Fuerte variety. The name means "strong" in Spanish, likely for its ability to survive freezing temperatures.

Broccoli We're into promotable volumes on both bunched and baby broccoli. Pricing is stable for the time being with consistent quality. Romanesco are picking up out of

California. Frazier Lake, Coke Farm and Capay are all harvesting, and pricing is on the way down to promotable levels.

Bunched Greens Italian kale was already somewhat promotable, and now Green Curly will be also. Both kales will likely inch down even more in the next week with strong supply out of California. Chards and collards are strong, while dandelions will likely remain tight for another week or so. Bunched spinach should start coming out of its quality rut and increase in supply by early next week.

Cabbage Markets are up slightly here, with red and green both coming exclusively from California now. Savoy is solid this week with both the Northwest and California supplying. Napa is gapping.

Carrots Plenty of volume is available with high quality out of the desert region. The flavorful Nantes variety, grown closer to the coast, is gapping this week; this should be temporary. Rainbow are coming on in better volume with both Lakeside and Cal-O supplying.

Cauliflower The market remains down from multiple growers, and cauliflower are steady and promotable.

Cucumbers Slicing cukes are in much better shape than they have been of late, with pricing way down and volumes stronger. Euro cukes are a bit tighter, but are mostly steady.

Lettuce Leaf lettuce is one of the comeback stories of the week; both volume and quality are way up, particularly on red and green leaf varieties. Promotions are available. Romaine quality has improved, but the volume is still a little behind the others. Pricing is holding steady. Both red and green butter will be back for the weekend.

Mushrooms Strong supplies are available on both white button and Crimini. Shiitake are steady, and Portabella have stabilized. Lots of variety is available this week, with Oyster, Maitake, King Trumpet and the Chef Sampler packs.

Onions/Garlic Yellow onions coming out of storage remain in good supply out of the Northwest; this should last for at least another 6 or 7 weeks before the transition into new crop supplies out of the desert. Red are starting to dwindle, with California also on to supplement. There are also still some red and yellow Cipollini to add a different shape and offer variety. Garlic remains steady, with small amounts of Elephant to offer, as well.

Peppers This category has hit its mid-winter stride with bell peppers in very strong supply out of our Mexican growing regions. Green and colored peppers are all promotable and will remain abundant for at least the next couple of weeks. Mini bell peppers remain strong, while most hot varieties are still somewhat inconsistent. That

being said, there are a lot of varieties available, including Jalapeno, Anaheim, Cherry Bomb, Poblano and Serrano.

Potatoes No change from last week, with both pricing and availability steady across the board. Russet remain the most promotable, with yellow varieties a solid option. Red are steady. For some variety, there are plenty of options in the fingerling world, with Russian Banana, Amarosa, French, Ruby Crescent and the mixed medley all steady. The white-fleshed, Northwest-grown Klamath Pearl is an opportunity to promote even more diversity.

Roots Overall this category remains very steady. Parsnips, red and gold beets and rutabaga are all solid and NW grown. Turnips are a mix of California and Northwest; for variety we've added the Scarlet turnip grown by our friends at Heirloom Organic Gardens. Bunched beets are available out of California with somewhat steady supplies on both red and gold. Chioggia beets, primarily from California at the moment, can help brighten up this category by adding a pinkish hue.

Squash The market on zucchini is down and yellow squash varieties are also in better supply. This includes both Crookneck and Straightneck with Sunburst on the way for the weekend.

Hard Squash Supplies are tightening up and shifting primarily to Mexico as Northwest supplies are ending. Butternut remains the most abundant, with Acorn and Kabocha somewhat tight in the near term. Spaghetti are limited, and Delicata are gapping.

Tomatoes February is a great time to promote tomatoes, since options abound. Whether you prefer to offer Roma, beefsteak, heirloom, on the vine clusters, or all of the above, now is a great time to run an ad; supplies are solid across the board. The cherry tomato category is also abundant, including grape cherries and 12oz Roma on the vine. Also look for a decent amount of tomatillos this week from Covilli.

Salads: Baby arugula went from being almost non-existent last week to being almost back at full strength this week. Romaine hearts are still building back up; supply is not yet back at 100%. All other skus, including baby spinach, are back in full force.

Trivia Question of the week: Pummelos are believed to be the ancestor of the grapefruit. They look similar to a grapefruit but can get much bigger (up to 8 inches); they are also sweeter and less acidic than grapefruit. Many families will eat pummelos to celebrate the Lunar New Year (known to many as 'Chinese New Year'). Eating a pummelo is believed to bring you what in the New Year?

Variety Veg: Snap Peas are promotable out of Mexico from multiple growers. Both bok choy and baby bok remain steady. There are some large-sized artichokes to be had; pricing remains on the higher side. The celery market remains low with lots of volume coming out of the fields in California.