

Salad, Fruit, and Vegetable Market Update

Week of April 25, 2011

Organic Vegetables

- Asparagus: Supplies are steady. The market is strong. Washington should have asparagus by the end of this week.
- Beans – Very limited.
- Bell Peppers –Very light supplies and prorating. The red and yellow bells are shipping from Israel and Mexican product. The market is up.
- Beets – Steady supplies of both gold and red bulk.
- Broccoli –Light supplies for the week with strong prices.
- Cabbage – Green cabbage has fair supplies and a settled market.
- Cauliflower Short supplies.
- Carrots –Limited supplies.
- Celery, Full-Size and Hearts –Short supplies on bulk celery. Stronger prices.
- Cucumbers –Supplies are good and steady. Good quality.
- Eggplant –Better supplies this week but we can still expect shortages and prorates.
- Green Onions –Supplies are steady. Good quality.
- Onions – Yellow and Red have steady supplies.
- Lettuce - Iceberg – Steady supplies and good quality.
- Leaf Lettuce Romaine has good supplies. The red, green and butter supplies are good.
- Potatoes –Shipping California 10/5# and bulk Russet potatoes. The Yellow and Red potatoes are expected to have good supplies this month. Good supplies out of Washington and Idaho with good arrivals. Expect good availability through May on organic potatoes.
- Squash – Yellow/Zucchini – Supplies are good this week on Zucchini. The market has softened. The yellow squash is still fair to limited.
- Tomatoes – Overall supplies continue to be short. Romas have short supply. TOV/Clusters – Good and steady supply this week.
- Yams – Red/Garnets are in shorts supplies this week, and Jewel/Beauregard has good consistent quality and steady supplies.

Organic Fruits

- Apples – Still fair to good supply on all major varieties. (Washington apples) Washington will have good organic supplies into June.
- Avocados – Continued short supplies on avocados. Strong markets.
- Citrus – Lemons have good supplies on all sizes. Grapefruit has fair to good supply. Navel Oranges are starting to wind down and the markets are on the rise. Time to start transitioning into Valencia's.
- Kiwifruit –The California kiwi supply is still consistent with good quality. New Zealand should start around late May.
- Grapes – Mexico should start around May 20th
- Pears – A few Bartlett's are around but need to stay local. The D 'Anjou's are in good supply and quality. N/W Anjou pears from NW storage are shipping with good results.
- Strawberries – Organic Strawberries have fair to light supplies. The Raspberries are light to steady in supplies. The Organic Blackberries out of Mexico have fair supplies. Blueberry supplies out of Chile have just fair quality. Blueberries are available in 6oz pack. California organic blueberries are expected to start their season around the end of April with promotional volumes in the middle part of May.
- Watermelons – Mexico should start around April 20th.

Produce Facts

- ❖ Certified Organic Produce has met all State and Federal Standards by being produced without synthetic chemicals in the soil or on the plants and fruit. Produce is handled and processed organically with no chemicals or waxes in a specially prepared packing facility.
- ❖ Supervalu buys only Certified Organic Produce as long as it is available.
- ❖ Transitional Organic and "Organically Grown" are terms that usually refer to produce grown during the three year transition period for farms from conventional to fully certify. We usually do not buy this product for any Organic Orders as it is not certified and does not meet our standards. If full certified is not available than this grade will be used with notification.