

## MARKET SCOPE

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### NEW WEBSITE FOR CAITO FOODS...



We are excited to announce a mid-March launch date for Caito Foods' new website. The new design is easy to use and packed with information. The Home Page keeps you informed with "What's New at Caito Foods". It includes quick links to the Market Scope and Try This! publications. "Month at a Glance" will provide you with monthly merchandising and promotional ideas. "Did You Know?" will include upcoming events, promotions, contests, coupons and quick merchandising tips. The Home Page will also include a link to

New Product information and an extensive catalog of all Caito Foods offerings including nutritional facts, usage tips and storage / handling suggestions for all fresh items.

The website will include "easy to access" links to our vendor partners' websites and links to Industry publications and websites.

Many of you visit the website to submit your product orders and this will remain unchanged. The "customer login" will be at the top of the Home Page. This will take you to the "ordering" side of the website. When you log in, you will be directed to a page that contains our current floral order guides, our current non-perishable/complementary order guides and monthly promotions, our furniture catalog and, on Wednesdays, our current "Weekly 'Hot Buys' Items". And, of course, you can access your online Ordering Guide to submit your orders just as you have in the past!

The new website will offer expanded promotional and informational opportunities. In some cases, you will be asked for permission (a simple online form) to receive e-mails making you aware of these opportunities. While you will never be required to participate, we urge you to submit these forms to receive timely information and incredible sales opportunities!

Our goal, at Caito Foods, is to create a website that is an amazing tool to help you better understand the products you sell and to make you aware of interesting products you might be currently overlooking. Our commitment to you is to constantly update and improve the website and to make it worth your while to use!

**ORGANICS MARKET REPORT** - *It is Transition Time!! Due to the transition occurring for most vendors, all Organic items will be affected either by price, quality or availability. Current markets being affected on all Organic Vegetables. Most transitions will be completed by end of March to first week of April.*

#### Broccoli & Cauliflower:

Broccoli market has already begun to tighten up dramatically. Supply is low; demand is through the roof. Quality is still great, but due to the end of harvesting in most areas, supplies are short. Look for high prices to continue into April. Cauliflower market is still somewhat competitive on large heads (9ct), but supplies are dwindling fast. Demand remains high, price will go up; look for price on both to come down at the same time.

#### Celery & Celery Hearts:

Celery Hearts market is steady with few promotional opportunities available at this time. Possible prorates in coming weeks. Quality good.

#### Lettuces:

**Iceberg** market steady and very competitive; quality great. **Red, Green Leaf & Romaine** market is extremely competitive. Have seen a few quality issues due to rains on west coast and transitioning.

#### Kale:

Green, Red and Lacinato Kale supplies steady. Quality excellent. Market increasing as demand increases; supplies down. There are possible promotional opportunities available depending on volume.

#### Romaine Hearts:

Currently promotional opportunities available on romaine hearts. Quality exceptional, although the rain in California has affected quality in certain growing areas. The damage isn't severe, however, there may be minor russetting.

## ORGANICS MARKET REPORT CONTINUED FROM PAGE 1

### Onions:

Sourcing mostly out of California. Nevada is finished for the season until mid-April. California and Nevada moving strong on all varieties by mid-April.

### Potatoes:

Steady market and availability on russets, reds and yellows. Fingerlings are steady. Still have promotional opportunities available dependent on volume.

### Carrots:

Market is steady; **promotional opportunities available on all cellos, minis and baby carrots.**

### Citrus:

Navel season about over domestically, any available fruit is very expensive and quality is suspect at best. Lemons are plentiful; prices settling down. Mexican Organic Valencias are readily available with some promotable opportunities on high counts (88 and 113). California Valencias should be hitting market by late March to early April.

### Mangoes:

Seeing last shipment of Peruvian fruit hitting our suppliers over the next ten days. Promotable opportunities abound on large fruit 7cts.-8cts. primarily. Mexico should be coming on-line the last week of March.

### Kiwi:

Promotable opportunities available on Import Italian and California fruit. Both are looking to be exceptional quality. Price is holding strong as California fruit has hit the market.

### Avocados:

Abundantly available out of Mexico; prices steadily increasing. Mexico attempts to maximize their value as California fruit has begun to hit the market. Promotable volumes available on both 48cts and 60cts with 60cts being the better deal on the market currently.

### Grapes:

Done until next season in California - late Spring.

### Apples:

Washington market continues to experience tighter than normal supplies on Organic Galas, Organic Pink Lady Apples and Organic Fuji Apples as the industry is struggling to keep up with demand. Organic Fujis should be the first variety to finish.

## CONVENTIONAL

### Cucumbers:

Expect mostly steady markets on Mexican cucumbers over next couple weeks. Some Florida cucumbers expected to start anytime.

### Green Peppers:

Supplies continue light. Expected to improve as new fields break in Florida anytime. Markets likely to ease off a bit over next couple weeks.

### Snap Beans:

Continue out of South Florida growing areas with better supplies expected over next few weeks making markets reasonable.

### Green Cabbage:

Shipping out of Florida and Texas areas with steady markets at this time.

### Sweet Corn:

Spring supplies will start early April with ad supplies for mid April through May expected. Market expected to be similar to last year.

### Hard Squash:

Continues out of Mexico with markets remaining mostly steady.

### Yellow Squash/Zucchini:

Supplies on both becoming lighter out of Mexico at this time. Some Florida squash will be available to help with declining Mexican supplies. Markets holding steady.

### Radishes:

Supplies continue out of south Florida through May. Markets steady.

### Greens:

Supplies improving out of Georgia as weather improves. Markets expected to get back to normal anytime.

### Eggplant:

Mostly steady supplies expected on Mexican eggplant over next couple weeks.

### Hothouse Tomatoes/Vegetables:

**Tomatoes, Cucumbers:** Mexico is still producing at a high level with Canadian product beginning.

### Sweet Grape Tomatoes:

Mexico and Florida are both in full swing. Market will remain steady.

### Carrots:

Canadian carrots are finished. Arizona and California are now producing at high levels. Quality will remain excellent.

### Colored Peppers:

Supplies have loosened up a bit. Look for market to weaken when Canada gets going.

### Idaho Potatoes:

Demand continues strong within consumer packs, weaker than expected demand has been recognized within carton packs. Promotional opportunities are available.

### Wisconsin Russets:

Wisconsin storage crop potatoes expected to sustain a steady market. Promotional opportunities will be available. Idaho russets in great supply with promotional opportunities.

### Red Potatoes:

North Dakota supplies winding down. New crop Florida reds are available; steady market into March.

### Yukon Gold:

North Dakota, Colorado and Idaho are expected to maintain steady markets.

### White Potato:

New crop Florida whites now available.

### Onions - Consumer Packs:

Northwestern US crops are winding down on storage product, consumer packed yellow, red and white varieties will begin sourcing from Mexico until Texas begins.

### Texas Sweet Onions:

Expected to begin last week of March/first week of April.

### Mexican Sweet Onions:

Available in Jumbo and Medium sizes; demand strong with limited supplies keeping markets strong until Texas crop begins.

### Georgia Vidalia:

This year's harvest will begin on April 21st.

### Sweet Potatoes:

Crop availability from Arkansas. Storage supplies are showing good quality and supplies will be available.

### Strawberries:

Florida will finish in next 7-10 days. Mexico has ended season. Oxnard and Santa Maria are picking now with excellent numbers. Should be a very good season for larger packs (4/2# and 2/4#).

**Raspberries:**

Continue steady out of Mexico with California starting shortly. Good volume. Great time for ads in larger packs (6/12z).

**Blackberries:**

Have tightened up a bit. Pricing will slowly start to increase as more poor quality fruit goes directly to processors. California is just around the corner as well. Larger packs are available for that higher ring (8/12z & 8/18z).

**Blueberries:**

Chilean blueberries finishing. Growers are finished packing pints and all 6z are coming in currently. Florida will begin in next couple weeks. Florida/Georgia is expected to have a great crop this season.

**Watermelon:**

Shipping from Mexico. Supply is improving slightly; demand good; market slightly weaker. Guatemalan mini seedless melons have good supplies. Demand is strong; market firm.

**Cantaloupe:**

Guatemalan cantaloupe volume for next week remains seasonally low. This should improve the third week of March. Availability is light on 9's and unlimited on 12's and 15's. The market is firm on all sizes. Supplies from Honduras and Costa Rica are seasonally lower.

**Honeydews:**

New Mexican areas have begun to harvest. Guatemalan & Honduras volumes are good. Demand is good; market is steady.

**California Citrus:**

**California Navel Orange** are still grading out the freeze damage. Color and the flavor remain good. Demand is good; market is firm and should strengthen. All lots are inspected before the fruit can be packed to eliminate damaged fruit. **Lemon** harvest in District 3 is over; Lemon sizing in District 2 will be smaller. Market on large lemons is higher. **California Clementines** are winding down for the season and will finish by early April. Fruit sizing will be smaller going forward peaking on 40 size and smaller.

**Florida Citrus:**

**Florida Honey Tangerines** have good volumes on 100's and smaller. Availability on Grapefruit and Juice Oranges continues with good supplies. **Texas Grapefruit** harvest will continue through April; market is steady.

**Imported Citrus:**

**Spanish Clementines** have finished; Moroccan fruit will finish this month. Sizing is much smaller. The "Darling" and "Moroc" labels have excellent eating quality. Moroccan Murcotts are now the Villa and the Nour varieties. Late season market is firm.

**Apples & Pears:**

Washington Honeycrisps getting tighter; market continues to get stronger as supply continues to decrease. Locally, Red Delicious, Gold Delicious and Jonathans continue to go strong and will continue for the immediate future, however, Galas are becoming tighter by the week and some shippers are finished. New York McIntosh continue to be available; quality has been very good.

**Washington Pear** market remains stable with good supply on Bosc, Red Anjou and D'Anjou. Imported Argentine Bartletts have arrived and are currently available.

**Grapes:**

Chilean arrivals are now steady, however due to the adverse weather that Chile experienced earlier in the season, pricing is expected to be stronger than normal. Early indications are that Chile has lost 20% of their total Grape production. Promotable volume is on the medium-sized fruit, with XL in "stand-up" bags bringing a premium.

**Chilean Stonefruit:**

Peaches, Nectarines and Plums are on the backside of their season. Expect things to start cleaning up before the end of the month.

**Kiwi:**

Italian kiwi will remain the primary source until the new crop Chilean arrives in early April. Early market reports out of Chile indicate their crop will be short by up to 50% this coming season. Supply is less with strong demand causing prices to increase.

**Pineapple:**

Supply stable at present time. Quality is good. Promotional volumes on larger sizes and spot deals have been available on larger sizes over past 7-10 days. Majority of product still sourcing from Costa Rica; seeing Honduras fruit as well.

**Papaya:**

Quality and availability consistent. Maradol's availability continues to be tight with some suppliers reporting a gap; volumes expected to slowly increase week by week.

**Starfruit:**

Sourcing from Taiwan as Florida season is finished. Quality and supply are both good.

**Limes:**

Market remains very high and has hit levels that are rarely seen on Limes. The seasonal crop shortage which is normal for this time of year coupled with extremely high demand has resulted in these abnormally high prices. Market expected to remain high in the weeks ahead with supply continuing to be tight. Market expected to come off and begin trending downward in early April.

**Mangos:**

Supply has improved over past week as Mexico has started with Haden variety reducing demand on Peruvians. Should be pulling all product from Mexico by end of March as the Peru season comes to a close.

**Avocado:**

Markets have stabilized after Mexico slowed production in effort to strengthen the market. This slowdown in production initially resulted in less supply and in turn drove the market upward. Very good taste profile; good shelf life on Mexican fruit.

**Florida Avocado:**

Near end of season and consistent supplies hard to find. Continue to source 10ct Avocado from Dominican Republic if quality and availability dictates.

**Iceberg Lettuce/Leaf Lettuce:**

Will be transitioning from Yuma to Huron this week and then to Salinas in 3-4 weeks. Look for pricing to be very active.

**Broccoli/Cauliflower:**

Now in Yuma and Salinas. Market will rise with very short supplies.

**Celery:**

Oxnard is producing in high levels. Quality will remain good.

**Asparagus:**

Mexico is beginning to lower production while California has now begun. Market will become short and very active due to the Easter holiday rapidly approaching. Quality will remain excellent with deals on smaller sizes.

## FROM THE DESK OF JOE HIMMELHEBER

**Working Smarter...Not Harder!**

Jeff Haden, one of our Guest Speakers at this years Seminar, is a contributing writer for [Inc.com](http://Inc.com). In a recent column, he outlines "5 Scientifically Proven Ways to Work Smarter, Not Harder" and uses information supplied by Belle Beth Cooper, content crafter at Buffer, the social media management tool that lets you schedule, automate, and analyze social media updates. Ms. Cooper begins with this interesting quote:

*"One of the things I love about the culture at Buffer is the emphasis on working smarter, not harder. Our team is all about getting plenty of sleep, exercise, and recreation time, so our time spent working is as productive as it can be."*

*"Working harder can be an easy habit to slip into, though. Sometimes it's hard to switch off at the end of the day or take time out on the weekend and stop thinking about work. With a company of my own to run, I find this even harder to manage. Whenever I'm not working on (one project) I'm working on (another), and it's easy to fall into a pattern of 'always working' rather than working smart."*

Ms. Cooper continues by outlining "five ways to avoid that trap" and she cites both business experts and scientific research to support her advice. Admittedly, some of these ideas might seem a bit strange being included in a column that speaks to Produce associates, especially with the bulk of them working long hours consistently. But we all must recognize that some of the best workplace strategies take place away from our workplace....the way we structure our day AWAY from our stores could have dramatic impact on how we perform when we are there!

**MERCHANDISING TIP OF THE WEEK.** Belle Beth Cooper outlines "5 Ways to Work Smarter, Not Harder" and begins with one that will probably get universal applause (well...maybe not from everyone!):

**Take More Breaks!** Cooper begins by relating a story famous business author Stephen Covey tells in one of his books. He shares a story about a "woodcutter whose saw gets more blunt as time passes and he continues cutting down trees. If the woodcutter were to stop sawing, sharpen his saw, and go back to cutting the tree with a sharp blade, he would actually save time and effort in the long run." Ms. Cooper recognizes that this analogy is easy to remember, but much harder to put into practice. Here, according to Ms. Cooper, is what Stephen Covey said about his story: "Sharpen the Saw means preserving and enhancing the greatest asset you have — YOU. It means having a balanced program for self-renewal in the four areas of your life: physical....social/emotional....mental....and spiritual." Cooper continues her explanation with some scientific information: *"On average our brains are only able to remain focused for 90 minutes; then we need at least 15 minutes rest. For some people, 15 to 20 minute breaks might be tough to pull off, but taking short breaks throughout the day can still help you refresh your mind and reset your attention span."*

**Take Naps.** Simply stated, the brain functions better after periods of rest...it "benefits the learning process by helping us take in and retain information better", states Ms. Cooper. I don't think we'll ever reach a point where naps will be the order of the day in the workplace (this IS the case in some cultures), but a brief "snooze" at the end of the work day might make your ability to analyze the days events and plan the next day more fruitful and productive.

**Spend Time in Nature.** "Research has found," continues Ms. Cooper, *"that for students, motivation to learn is higher when they are outside instead of inside a classroom."* One more scientific study compared the level of relaxation the brain accomplished during a walk down a busy city street as opposed to a walk in a quiet park. The busy street required so much attention that the brain was unable to achieve any degree of rest. So it is with time spent away from the workplace....the simpler, less complex the activity, the better for the recuperation of the brain and its ability to retain and process.

**Move and Work in Blocks.** Because of the freedom to move from place to place present in Ms. Cooper's business model, this suggestion has to take a slightly different form than what she recommends. The underlying theme of this suggestion is to divide the day's to-do list into well-defined segments.. Each daily to-do item is undertaken separately and each is divided into three clear tasks. If possible, perform each item in a distinct location within your store....one in your office, another on the sales floor, etc. Moving from place-to-place makes working on the tasks more exciting...and the day is more productive. PLUS, there is a natural break between each of the to-do items that helps keep your mind fresh.

**Check Your e-mail First Thing.** Ms. Cooper explains: *"Dealing with important issues first thing helps me make quick decisions about whether my days needs to be adjusted to fit in with what everyone else is doing or whether I can proceed with the tasks I already had planned."* Your workplace is dependent upon effective interaction between you and your fellow associates. In many cases, work has been done....and problems have arisen....since your last contact with many of your associates. Better to start the day knowing the direction you should head and make your plans accordingly!

I want to repeat one sentence from Ms. Cooper's opening quote: *"Our team is all about getting plenty of sleep, exercise, and recreation time, so our time spent working is as productive as it can be."* Some of these suggestions might seem extreme, but the underlying theme is: Take Care of Yourself! Great advice, I would think! Happy Selling!