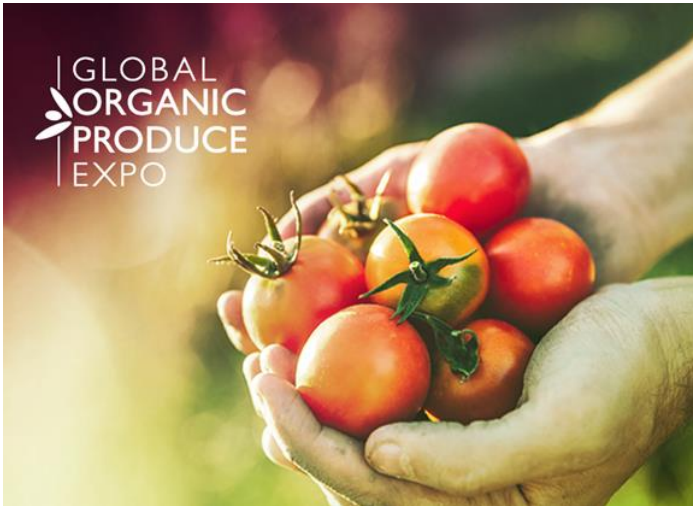


Didn't make it to GOPEX 2019? We've Got You Covered: Key Takeaways from the Show



The Packer's Global Organic Produce Exposition & Conference (GOPEX) was created as a direct response to the rapidly increasing consumer demand for organic produce and to offer a unique learning experience for those who work in the industry. GOPEX provides a setting for the industry's leading growers, distributors, packers, marketers and retailers to engage with top organic experts to help inspire organic produce businesses that impact consumer buying habits.

Organic produce purchases have been on the rise for the last ten years. With new items and trends constantly emerging in the marketplace, it is important to understand consumer personas to

continue to grow this organic segment. This year, GOPEX introduced industry experts that focused on the top trends and themes surrounding the organic produce customer for 2019.

So, what does the organic consumer look like and expect in 2019? Well, age and income continue to be driving factors in organic produce consumption. However, the trends may not shake out quite like you might think...the age bracket that purchases the largest amount of organic foods is 25-44 with younger age brackets closely following. Higher income does not equal more organic produce purchases. Consumers with less income are purchasing more organic produce than those in higher income brackets. The committed organic produce consumer expects to pay a premium, but only 10%-25% more than an item's conventional counterpart. In addition, organic-committed shoppers claim they would purchase more items if there was more consistent availability and a broader assortment of natural / organic options at their local grocery store.

In addition to variety in product and competitive pricing, consumers want the "package deal." Consumers who are in the early stages of adoption and beyond want the full customer experience when shopping for organics. The 2019 Organic Consumer is looking to purchase items that fit into their ideal lifestyle image and associate with their beliefs. Whether they are purchasing organics to manage dietary and health needs or purchasing organics because they simply believe organic produce is better, they want to see high quality, wide variety and innovation in product and / or packaging. For these consumers, buying organics is an extension of their lifestyle and personal image.



Blueberries among Top Superfoods for 2019

Blueberries were recently named one of the Top Superfoods for 2019! Known for their many health benefits and nutrition, these small snackers were the fourth most popular item that shoppers said they bought this year.

The likelihood of a blueberry purchase increases with income and age. Purchasers of blueberries have an annual household income between \$50-99.9K, are 56% more likely to purchase if they are 59 years of age or older.



10 Proven Health Benefits of Blueberries:

1. Blueberries are low in calories but high in nutrients
2. Blueberries are the king of antioxidant foods
3. Blueberries reduce DNA damage, which may help protect against aging and cancer
4. Blueberries protect cholesterol in your blood from becoming damaged
5. Blueberries may lower blood pressure
6. Blueberries may help prevent heart disease
7. Blueberries can help maintain brain function and improve memory
8. Anthocyanins in blueberries may have anti-diabetes effects
9. May help fight urinary tract infections
10. Blueberries may reduce muscle damage after strenuous exercise

Sources: FRESHPECTIVE® 2018; What to Know about Today's Organics Consumers | Freshpective™; The Packer, 2019; The likelihood of a blueberry purchase, The Packer, 2019; Dietitians declare blueberries, beets among top superfoods for 2019, Healthline, 2019; 10 Proven Benefits of Blueberries.

Naturipe "FeBLUEary" 2019 Display Contest



Crosset is teaming up with Naturipe for their 2019 "FeBLUEary" Display Contest! The contest runs February 18th through March 10th with several great prizes to be awarded to the winners. For full contest details, [click here](#) or contact your Crosset Company team member for additional information!

Market Update

Organic Produce

- Lettuces: We are primarily getting product from Florida (Lady Moon). Quality is amazing and supply is great! Supply from the west has been greatly affected by cooler temperatures and periods of rain. To ensure the best quality we are staying in Florida product.
- Celery: Product is starting to become more readily available and supply is bouncing back. Cost should come down over the next couple of weeks.
- Broccoli: Supply has really come on in the last week and we are going to start seeing very promotable pricing in the next few weeks. Be on the lookout for DEALS!
- Cauliflower: Supply has bounced back much like that of organic Broccoli and Celery; we are seeing much better pricing that we will be able to take advantage of.
- Cabbage: Supply is coming on out of Florida from Lady Moon and the quality has been perfect! Cost this year has remained high as the organic Mexican crop we normally see is almost non-existent.
- Kales: Great supplies of Kale currently, plenty of regional product from all over the Midwest is available. We are currently sourcing from Georgia, Florida and North Carolina.
- Beets: Both Red and Gold beets will hit a supply gap the week of 2/17 and we will see significant prorates on in-bound supply from western suppliers. We will reach out to our Florida growers to make sure we keep in-stock (Customers may want to move to 12ct product).
- Radishes: Supplies are impacted by weather out west as heat has really affected what supply is available. We are seeing 50-100% cuts from our suppliers and will struggle to come up with supply.
- Bunch Carrots: Good Supply available and good quality.
- Green Peppers: Early season Mexican crop has been affected by cooler temperatures and periods of rain, but we are starting to see supply come back in a good way. Pricing will remain firm over the next several weeks, but supply will be there.
- Cucumbers: Supply is starting to bounce back and we will see cost come down over the course of the next week or two. Sizing will remain smaller, with most suppliers shipping 42ct product.
- Zucchini & Yellow Squash: Supply has turned around from non-existent markets a couple weeks ago and we are seeing more product available. We are still fighting heavy scarring on both zucchini and yellow, but we are working to clean that up in our Value-added department.

- Limes: With colder temps freezing the blooms in all growing regions out of Mexico we will see the cost on limes jump significantly over the next several weeks. Supply will be on the smaller side, but we will try and stay ahead to ensure orders are filled.

Market Update

Conventional Fruit

- Apples (West Coast): Supply and quality of apples coming from Washington/California remain good.
- Apples (Midwest): Supply has slowed down. Quality of apples coming from Michigan / Pennsylvania remain good.
- Blackberries: Blackberries out of Mexico have made a huge swing and supplies have tightened significantly pushing market costs upward. Quality has been mixed and one of the reasons why supplies are low is due to lower production kicking in earlier than anticipated.
- Blueberries: Blueberries continue to have overall strong volume. Chile has hit the peak on production and by the first of March could be looking at an early end-date for the imported season. Organic production is also peaking and the next 3 weeks will be a major push on organic Blues.
- Cantaloupe & Honeydew: Cantaloupe levels returning to normal seasonal levels with good sized fruit, also reporting good sugar brix levels. Honeydews remain in very limited supply and markets will remain strong - overall quality is very good with large sizes.
- Cherries: Imported cherries now on the decline and could see a close to imported South American season within the next few weeks.
- Grapes: Imported Grape availability remains very limited. Chilean arrivals remain well below last year levels, but a warming trend in Southern Chile is impacting quicker harvest rates and sending more grapes toward U.S. markets. Grape quality has been excellent despite these challenges, particularly green seedless varieties.
- Pineapple: Steady supplies and market pricing, however, we are starting to see some decreases on inbound arrivals. Demand remains moderate.
- Raspberries: Supplies on raspberries remain tight. Pricing continues to hold strong particularly on organic.
- Strawberries: Strawberries continue to be very limited in all growing regions due to various weather factors. California suffered damage from rains causing some fields to be stripped, but improved weather in Florida has impacted supplies and we could see good supplies to start to ship out of Florida by the end of next week.
- Kiwi: Supply remains steady. Best quality out of New Zealand. Italian kiwi offer is best value. California Kiwi also now entering the market.

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- Limes: Prices have firmed up and increased on some sizes with better demand this week. Size 200 and large remained limited. Overall quality is very nice.

Market Update

Conventional Fruit (Continued)

- Mangoes: Conventional mangoes current out of Peru with Kent's the predominate variety in the market place. Quality looks excellent and market will stay firm until volume picks up.
- Maradol Papayas / Gold Papayas: Demand is increasing and we are experiencing some supply shortages.
- Star Fruit: Good supply; sizes range from large 16ct to 25ct for value.
- Peaches: Peak seasonal volume out of Chile. Good sizing and color with the month of February prime promotion time.
- Nectarines: Steady supply with a small decrease in volume until Mid-February when heaviest volume will be available.
- Plums: Great quality with best sizing available. Red varieties have been limited over last few weeks due to small sizes, but back in for upcoming week. Blacks probably best stone fruit variety coming out of Chile.

Market Update

Conventional Vegetables

- Western
 - Lettuce: Good supplies available. Supplies will continue at good levels. A cooling trend is forecasted for the next two weeks which may delay growth of the crop.
 - Romaine/Romaine Hearts/Mixed Leaf: Supplies are tight this week and will remain tight next week. A cooling trend is forecasted for the next two weeks which may delay growth of the crop.
 - Celery Stalks: Very good supplies. Due to large volumes of rain we will continue to battle the cracked tips for approximately two more weeks. The younger, stronger celery was not affected as badly by the rainfall.
 - Broccoli: Supply looks to be very good for the upcoming three weeks. Short term, we will have above demand numbers.
 - Cauliflower: Slight dip in volume next week due to cauliflower coming in a little faster than anticipated and being harvested this week. In the next 2 to 3 weeks we will see decreased supplies related to yield loss as we work through the field with Airborne Sclerotinia. Total volume of Cauliflower will be impacted to some degree depending on the severity of the damage.
- Southern
 - Cabbage: The market is strong with good supply and quality.
 - Cucumbers: Supply and quality are good.
 - Summer Squash: Cold temperatures continue to impact supply. Quality is still a concern, with heavy scarring.
 - Corn: Good supply and quality.
- Asparagus: Excellent volume now coming out of Mexico coupled with strong quality. February is now prime promotion period and will be through the end of the month. Pack change into 28# Wood crates will be added to guides week of 2-18.
- Baby French Beans: Markets remain at strong levels.
- Sugar Snap Peas/Snow Peas: Snow peas on the rise with significant increase in market cost. Sugar Snaps remain reasonable.
- Mushrooms: Pennsylvania – Stuffed portabellas have been discontinued. Crosset is welcoming a new line of stuffed creminis as replacement.

Crosset New Item & Deletion Sheet

W/B: 02/10/19

Item #	New Items	Size
38370	OG Concorde Pear	22#
111610	Pummelo	8ct
11620	Onion Bunch Vidalia	24ct
40446	Orange Heirloom	10/3#
58570	Lemon Meyer	18/1#
39006	Orange Cara Cara	10/3#
232	Cantaloupes	12ct
73055	Red Plums	16#
78035	Stem Strawberries	4/16oz
78614	OG Raspberries	12/6oz
97250	Mandarin Page	22#
Item #	Deleted Items	Size
34215	Jonagold	40#
31070	Rave Apple	40#
30048	Ambrosia	40#
66616	Sweet Tango Cider	12/64oz
39030	Navel Orange	38#/88ct
46060	Red Grapefruit OG	38#/23ct
58500	Pink Varagted Lemon	10/1#
69204	OG White Grapes	18#
9610	OG Belgium Endive	10#
69160	Clam Holiday Red Seedless	10/2#
16510	Purple Asparagus	18#
1310	Honeydews 4ct	4ct
97650	POM Arils	12/4.3oz