

# ORGANIC MARKET NEWS



SEPTEMBER 4 - SEPTEMBER 11, 2020

## NEW CROP ORGANIC APPLE SEASON

**Now in stock!** Washington **Organic Sweetango Apples** are in season for September and into early October! This is a fantastic eating apple with Honeycrisp parentage. Demand for this apple is expected to be strong. Promote while you can!

Washington **Organic Honeycrisp Apples** are now in excellent supply! 80/88ct and 100ct bulk and 12/3lb bags are in stock with plenty more on the road.

**Organic Gala Apples** from the new crop Washington season are promotable for late summer and fall. Added to the assortment of offerings this September are 12/2lb and 8/5lb pouch bags.

The next varieties being packed by Washington growers to arrive to the east coast in mid-September are:

- **OG Granny Smith**
- **OG Fuji**

In late September:

- **OG Gold Delicious**
- **OG Jonagold**
- **OG McIntosh**



### OG PEARS

Washington **Organic Bartlett Pears** and **Starkrimson Red Pears** are in good supply with steady prices. These two varieties anchor the early part of the pear season.

Added to the offerings this week are 12/2lb pouch bags of **Organic Bartlett Pears**.

California **Organic Bosc Pears** continue in decent supply with nice quality. We will transition into new crop Washington **Organic Bosc Pears** closer to October.

California **Organic Asian Pears** continue in season as we move from variety to variety. We'll transition into Washington crop closer to October.



### OG GRAPES

California **Organic Black, Green, and Red Seedless Grapes** continue in peak season with good color and green stems. Now through mid-October should be a great time to promote.

**Organic Thomcord Grapes** continue in season. This seedless cross between a Thompson and Concord Grape has a good following.

**NOTE:** **Organic Champagne Grapes** have finished for the season due to the heat.

Marian Farms **Biodynamic Thompson Grapes** from California will be available starting 9/8. If you're interested in supporting this program, please arrange some general weekly commitments with your sales rep since it is a limited offering.



### OG BERRIES

**Organic Raspberries** are in good supply with promotable pricing for September! Availability should remain pretty good for much of the fall.

**Organic Blackberries** out of California and Mexico from Driscoll's will be in short supply until mid-to late November when the new Mexican crop begins. However, other growers will see more volume out of Mexico starting in mid-September.

**NOTE:** **Organic Blueberries** are winding down in domestic regions. Expect lighter supplies and higher prices ahead of the new crop seasons coming from Peru and Mexico for fall.

**NOTE:** **Organic Strawberry** supplies have been hit hard by the hot weather. Expect production to continue to decline. High prices and shortened supplies will become the new normal for a while. Expect less than ideal quality.



### OG MELONS

**Organic Seedless Watermelons** will be available again this week as we switch to “Navajo Pride” grown on reservations in New Mexico. Proceeds go to support the Navajo Nation and the quality is outstanding on these late season Watermelons.

**Organic Mini Seedless Watermelons** will also be available from Navajo Pride grown in New Mexico. Quality is outstanding.

**NOTE:** Both **Organic Cantaloupes** and **Honeydews** are in short supply and with high demand. Prices remain high, but quality continues to be very good.



### OG LETTUCE

**Organic Romaine Hearts** and **Leaf Lettuces** from California, Nevada, and Quebec continue to be light in supplies with elevated pricing. This is expected to worsen as September continues. Many California shippers haven’t planted much for this time of the year and are now experiencing harvest limitations due to the wildfires.

The local fall **Organic Lettuce** season will start in mid-September at Lady Moon Farms in PA and other east coast growers.



### OG CUCUMBERS

**NOTE:** **Organic Cucumbers** continue to see inconsistent supplies during local season due to the heat, and as we head further into September, the cooler, rainy temps have caused the plants to lower their yields. Mexican supplies should start to supplement the lack of local supplies.

**NOTE:** **Organic Euro** and **Mini Seedless Cucumbers** from Canada continue to be expensive due to the lack of labor and quality issues. This situation is expected to continue into September.



### OG PEPPERS

**Organic Red, Yellow, and Orange Bell Peppers** are in steady availability from both Holland and Canada, pricing remains higher.

**NOTE:** **Organic Mini Sweet Peppers** continue to be limited, but there are some limited supplies on local 12/1 pints from growers in Ohio and PA.

Local PA **Organic Green Peppers** from Lady Moon Farms continue to be promotable. As local weather changes, expect yields to slow down in mid to late September.



### OG MANGOS & PINEAPPLES

**Organic Mango** supplies are starting to tighten up as heat and excessive rain have taken their tolls on remaining fruit. Large 6ct non-hot water treated **Organic Kent Mangos** will be available again the week of Labor Day.

**Organic Pineapple** supplies will be great early September. Quality has been good coming out of Costa Rica.



### OG HARD SQUASH

**Organic Hard Squashes** are ramping up for the late summer and fall season from local farms!

We will start to see some expanded varieties on **Organic Hard Squash** as we head further into September, including the on-trend and very flavorful **Organic Honeynut Squash**, as well as the Kabocha and Butternut cross called **Organic Koginut Squash**.



### OG GREENS

**Organic Green Kale** will be sourced from NY, OH, CA, and Quebec for early September. **Organic Lacinato Kale** is in very high demand. Pricing will rise and availability will be inconsistent in early September as extra demand combined with labor challenges continue to create uncertainty, causing pricing to rise, and pro-rates to occur.

**Organic Chards, Dandelion, Collards, Leeks, Cilantro, and Parsley** continue to be sourced from CA, but the local season should start in mid September.

Lady Moon Farms in PA will start their fall crop **Organic Greens** in mid-September.



### OG AVOCADOS

**Organic Hass Avocados** markets were steady this week. Larger sized fruit is tight but 60s and 48s have ample supplies. Peru and California seasons are winding down. Equal Exchange **Organic Fair Trade Hass Avocados** from Mexico are also back in season!

**Organic Green Smooth Skin Avocados** are available next week again from Florida!



### OG SWEET CORN

**Organic Bi-color Sweet Corn** from Québec will finish out the season in early September.

There may be potential spot buys throughout the off-season as more organic growers are attempting to grow sweet corn now.



### OG POMEGRANATES

First of the season **Organic Pomegranates** from California arrive on Labor Day Weekend. The “Purple Velvet” variety from Twin Girls Farm will kick off the season and is expected to have nice interior color. 24-28ct and 30-36ct will be the size profiles to start the season.



### OG BEETS

**ALERT!** **Organic Bunched Beets** from California and local growers are in extremely tight supply due to the heat damaging the tops/greens. This is causing growers to pack beets as bulk 25lb. Most of the 25lb **Organic Red Beets** will be sourced locally for September and October, and 25lb **Organic Gold Beets** will be limited or gapping from CA.



### OG BROCCOLI

**NOTE:** **Organic Broccoli** from California and Quebec have begun to see supplies tighten and pricing is up. To help fill in, we are going to be sourcing some product out of Mexico. **Organic Broccoli Crowns** are also very limited from both Quebec and California. Expect supply gaps.



### OG POTATOES/ONIONS/SWEETS

Locally grown **Organic Sweet Onions** are expected to be available through mid-September. Quality has been nice, making it a good item to promote.

We will wind down on **Organic Red Onions** this week and they will have a fairly seamless transition over to new crop Nevada **Organic Red Onions**.

We will see a short one-week gap on **Organic White Onions** as we transition from California to Nevada.

We have seen the pricing decrease slightly this week out of Washington on both **Organic Red** and **Yellow Potatoes**.

Idaho and Colorado will get started with **Organic Russet Potatoes** here in the next couple weeks which should bring some pricing relief.

**Organic Jewel** and **Garnet Sweet Potatoes** will drop slightly in price for early September. Quality is outstanding on all varieties are now in new crop supply.

- **Organic Green** and **Yellow Squash** from Lady Moon Farms are winding down in PA. Look for Florida and Mexican **Organic Squash** to begin to replace the local supplies as we move towards late September.

- **ALERT!** **Organic Bok Choy** and **Baby Bok Choy** continue to see limits and pro-rates from California. Expect conditions in California to remain the same for through mid-September. The local fall season is right around the corner in mid-September, when we'll have some relief on supply and price.



### OG TOMATOES

15lb **Organic Beefsteak Tomatoes** remain promotable this week from Green Field Co-Op in Ohio. Quality has been outstanding. New crop Canadian product will begin later this month for the fall deal.

**ALERT!** **Organic Cluster Tomatoes** remain extremely tight this week. Production from Mexico and Canada is very limited awaiting new harvests to come in.

**Organic Grape Tomatoes** remain promotable this week. Lady Moon Farms production continues to be excellent with great quality out of PA.

**Organic Vine Ripe Tomatoes** will be promotable this week from PA grower, Christ King. Plantings will be coming into a nice flush with excellent quality.



### OG STONE FRUIT

**NOTE:** Washington **Organic Yellow Nectarines & Peaches** have tightened up significantly with prices on the rise. The season will end in a few weeks.

California and Washington **Organic White Peaches** continue in steady supply, but **Organic White Nectarines** are more limited.

California **Organic Black Plums** continue struggling between varieties. **Organic Red Plums** are more steady.

**Organic Pluots** will finish out the season with some “Dapple Dandy” out of Washington starting 9/8.

### OTHER STORIES

- **Organic Sweet Baby Broccoli** continues to have steady supplies and pricing is much improved.

- **Organic Purple Sweet Baby Broccoli** continues to sell well. Consider adding this to your veg set for a pop of color.

- **Organic Cauliflower** from California and Quebec continue to see harvests yield strong numbers, so promote while you can!

- New item! **Organic Longan Fruit** will be available in limited supplies from Florida. Expected 9/8.

- **Organic Black Mission Figs** continue to be available and promotable.

- **Organic Asparagus** remains steady this week out of Mexico. Quality has been consistently nice.

- California and Mexican **Organic Lemon** supplies continue improve each week. Expect prices to continue to come down, nice volumes, and good quality.

- **Organic Apple Cider** is now in season from Meyer Bros.

# GUIDE TO HARD SQUASH



## ACORN/GOLDEN ACORN

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Dark green skin, patched with orange
- Packed with fiber



## GOLDEN NUGGET

- Looks like a small pumpkin
- Sweet, orange flesh



## BLUE/GOLDEN HUBBARD

- Very hard skin
- Great for pie filling
- Excellent shelf life



## HONEYNUT

- Like a mini-sized butternut
- Flesh is much sweeter and has more squash flavor than butternut



## BUTTERCUP & KABOCHA

- Green skin
- Sweet & creamy orange flesh
- Kabocha aka "Japanese Pumpkin"



## RED KURI

- Japanese variety
- Orange exterior, yellow flesh
- Nutty & sweet



## BUTTERNUT

- Most popular hard squash variety
- Orange flesh
- Versatile in cooking, roasting
- Ideal blended for soup



## SPAGHETTI

- Mild & sweet flavor
- Flesh comes out like pasta strands when cooked - hence the name



## CARNIVAL

- Pale, orange flesh
- Relative of Acorn & Sweet Dumpling



## SWEET DUMPLING

- Mildly sweet
- Tender, orange flesh



## DELICATA

- Yellow flesh
- Tastes like a sweet potato
- Edible shell - no peeling needed!



## TURBAN

- Gets its name from its unique shape
- Use as decoration, soup bowl, or a floral arrangement



## ☆ 2020 LABOR DAY OFFICE & DELIVERY SCHEDULE ☆

**MON 8/31 - SAT 9/5:** Standard delivery and office schedule.

**SUN 9/6:** Sales office open 8:30am to 1:00pm, taking orders for your Tuesday 9/8 deliveries.

**MON 9/7 (Labor Day):** Office closed. Limited pre-approved exception deliveries.

**TUES 9/8 - WED 9/9:** Standard delivery and office schedule.

*\*For clarification or special requests on this schedule, please contact your Sales Rep., or Merchandiser.*

# CONVENTIONAL MARKET NEWS

SEPTEMBER 4 - SEPTEMBER 11, 2020

## PREPARING FOR FALL THEMED SELLING



It's fall, ya'll... well, not exactly, but it's time to get your shoppers excited about fall decorating!

**Pumpkins and Ornamentals** will be arriving from our local growers in the days after Labor Day. Be sure to get a full variety listing from your rep as you prepare to decorate the front of your store, vestibules, and departments: [ow.ly/AiW450BicNY](https://ow.ly/AiW450BicNY)

**Pumpkins** out of PA are expected to be very nice quality, however yields may have been affected by the extreme heat back in early August - it's still too early to tell the damage, if any.

We will be offering **Heirloom Varietals**, such as **Cinderella, Fairytale, Cotton Candy White**, and many others, as well traditional **Face Pumpkins** (for carving/jack-o-lanterns).

**Gourds, Indian Corn, Straw Bales, Jack-Be-Little, Baby Boo**, and many other items will be available for all your fall display needs.

Prices are expected to be up some this year as labor during COVID continues to present challenges across farms.

### CIDER SEASON:

Lemonades sold really well in the product department this summer, but now it's time to increase the facings and variety of your **Apple Cider** sets.

We are offering the local PA brand, Country Acres for a great value on 1/2 gallons and gallons. Zeigler's (now owned by Mayer Bros) will be our full variety line, including **Gala Blend, Honeycrisp Blend, Caramel, Cinnamon Spice, and Pumpkin Spice**.

**SugarBee Apple Cider**, shelf-stable, is expected to arrive in mid-September.

**Organic Apple Cider** is now in season from Mayer Bros.



### CV APPLES & PEARS

**Eastern Apple** season is ramping up in Pennsylvania, Virginia, and New York!

We can now add **Honeycrisp** and **McIntosh Apples** to the lineup of new crop **Eastern Apples** offered in bulk, bags, and totes to go along with the **Gala** and **Ginger Golds**.

Washington grown new crop **Gala** and **Honeycrisp Apples** have been coming in with nice quality so far!

Washington fresh crop **Bartlett** and **Starkrimson Red Pears** are now in peak season. **Bosc Pears** continue in season from California, along with **Asian Pears**.



### CV GRAPES

All **Grape** colors are still showing strong demand with some very nice quality coming off the vines.

**Black Seedless Grapes** and **Red Globe Grapes** are in shorter supply this year, but there are good supplies of **Red** and **Green Seedless Grapes**.

Quality is at its highest level and a notch above years past. The "Pretty Lady" brand is trading at a slight premium over other brands of XLG. Lg and md/lg are even more affordable.

In season from The Grapery this week are **Cotton Candy Grapes** with good volume, and **Black Moon Drop** and **Red Gum Drop Grapes** in smaller quantities.



### CV BERRIES

**Raspberries** are abundant from Mexico. Pricing is now very promotable so look for great deals in early September. We will also have access to 6/12 oz clamshells, if interested.

**NOTE: Strawberries** will be in tighter supply for early September as volumes begin to drop out of Salinas and Watsonville, CA. There is still volume coming from Santa Maria and now Lompoc, but this isn't enough to offset the drop in supply. Quality has been very nice but expect pricing to increase slightly as we head into next week.

**Blueberries** are in tighter supply as volumes from Peru have dropped off. Quality is excellent, but pricing will continue to rise. Along with pints, we will also have good volume on jumbo-sized in 9.8oz clamshells as well.

**Blackberries** are a little less abundant than expected. Driscoll's has the best quality, however their volumes are down. Other brands are ramping up in Mexico, but quality has been suspect so far.



### CV STONE FRUIT

New Jersey growers have finished on **Peaches** earlier than expected, so we'll finish the local season with some Pennsylvania **Peaches** for mid-September.

Things are beginning to come to an end on the California **Stone Fruit** season as there is less volume each day as we approach the finish line.

"Angelino" **Black Plums** and some of the late season peaches will carry us through most of September.



### CV CUCUMBERS

**Super Select Cucumber** prices remain stable this week. Production and demand are steady. PA and NJ continue to harvest decent quality.

**Euro Seedless Cucumbers** remain promotable this week. Quality out of Canada has been very nice.

**Mini Seedless Cucumber** prices are rising this week as growers are going into a transition period between plantings.



### CV SQUASH

**Green Squash** prices have come off some as new plantings have started. Quality out of NJ and NY has been very nice with good supplies. PA has slowed as they await new harvests to come on this week.

**Yellow Squash** prices are strong as demand has picked up as farms finish up for the local season. Quality has looked nice.



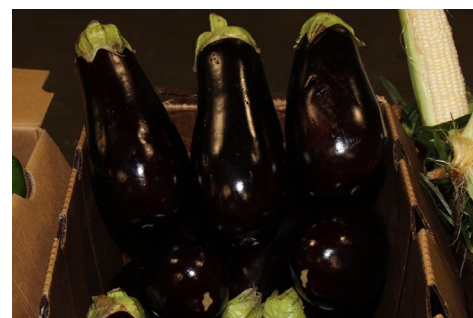
### CV CANTALOUPE

With Eastern **Cantaloupes** finishing, demand is strong on Western premium **Cantaloupes**. Prices are higher since some California growers are also going through gaps between fields. Quality continues to be very nice.



### CV SWEET CORN

**Sweet Corn** is inching back up in price as growers wind down their harvests in the Mid-Atlantic region. There will still be local corn, but most of the plantings matured early, leaving less for September. Quality remains excellent.



### CV EGGPLANT

**Eggplant** prices remain promotable this week out of NJ and PA. Harvests remain strong with excellent quality.

**Graffiti, Italian, and Sicilian Eggplant** varieties continue in season from NJ.



### CV WATERMELONS

**Watermelon** volumes are becoming lighter as Delaware growers finish up for the season. Production will move down south with North Carolina still coming in as well. Quality has looked very nice.



### CV ASPARAGUS

**Asparagus** prices are coming off as more production from Mexico and Peru become available. Demand remains moderate and quality from both is excellent.



### CV POMEGRANATES

**Pomegranates** from California are now available! The "Grenada" variety will be available again in a 2-layer 36ct pack for the week of Labor Day. Larger sizing will be available later in September!



## CV IMPORT ORANGES

South African **Navel Orange** vessels are delayed, which means the fruit won't be available until September 10-11. Prices are expected to increase since demand is not slowing. There has been a worker strike in Chile, which means arrivals will be postponed until mid to late September.



## CV MANGOS

**Keitt Mangos** from Mexico are steady. Pricing will move higher in the coming weeks as some growers/shippers begin to drop out of their Mexican programs. Brazil **Tommy Atkins Mangos** are available at a higher price point in the marketplace.



## CV AVOCADOS

**Hass Avocado** prices moved down as volumes from Mexico increase from the Flora Loca season.

40ct and 32ct Peruvian **Hass Avocados** will be very promotable at attractive price points for mid-September.



## CV ONIONS & POTATOES

Check out the quality on the **PA Simply Sweet Onions** - they are really nice! This is a great item to promote and build huge bulk jumbo onion displays.

On the other hand, medium **PA Simply Sweet Onions** have been in shorter supply, which has hampered the availability of the 14/3lb bags.

**Count Russet Potato** pricing has dropped for early September and is expected to remain that way through the month. New crop potatoes look very nice. Freight out of Idaho is the only big question mark as trucks out of Idaho increased sharply in late August.



## CV TOMATOES

**Vine Ripe Tomato** prices remain weak as local production continues to be strong. Quality has been excellent out of PA.

**Beefsteak Tomatoes** will be promotable this week as Mexico's production continues to ramp up. Demand has been light due to strong local product and with Canada still harvesting. Quality on new crop from Mexico has been very nice.

**NOTE:** **Cluster Tomato** prices are coming off some this week as demand remains light. Supplies however remain very light from Mexico and Canada.

**Grape Tomato** prices came up a few dollars this week. Local production is beginning to slow down, creating less availability. Virginia is expected to pack for 2 more weeks before ending for the season and move back down to Florida. PA will continue to harvest in light numbers.

**Roma Tomato** markets remain promotable this week. Quality has been excellent out of Tennessee.



## CV PEPPERS

**Green Pepper** prices are up some this week as farms start to finish plantings, leaving the larger sizing more limited. Quality out of PA and NJ remains excellent and some late plantings are expected start sometime this week.

11lb **Red** and **Yellow Bell Peppers** are becoming more promotable, but **Orange Bell Pepper** prices remain fairly high as availability is lower.

15lb **Red Pepper** prices remain steady with tighter supplies as Coastal California fields begin to slowly finish production. Coachella, CA production will start up in late September or early October.

## OTHER STORIES

- **Pineapples** are promotable in the both the 7ct and 8ct lines from Dole.
- **Iceberg** and **Leaf Lettuces** are coming in out of CA and Quebec. Quality has been great.
- **Red Leaf, Green Leaf, Romaine,** and **Romaine Hearts** remain tighter in supply.

- Overall, **Broccoli Crown** quality is nice. Supplies are tightening out of the Northeast and California. Expect prices to rise for mid-September.
- **Brussels Sprouts** are readily available, and prices are on the lower side.
- **Celery Hearts** quality has been coming in great and are readily available.

- **Cauliflower** is readily available, but prices are slowly starting to rise after weeks of plantings being pushed forward by the heat.
- **Green Beans** remain promotable this week from local harvests. Quality has been excellent.