



ORGANIC OUTLOOK

SEPTEMBER 21 - SEPTEMBER 28, 2018



WWW.FSPRODUCE.COM 18/16 02

FALL ORGANIC POTATOES & SWEET POTATOES

Fresh crop **Organic Fingerling Potatoes** are now in season! Varieties include:

- 41693 – Chef Blend 16/1.5lb
- 41555 – Russian Banana 16/1.5lb
- 41550 – French Fingerling 16/1.5lb

Late September is a great time to start planning for BIG fall **Organic Sweet Potato** displays! All varieties are now new crop out of California and in plentiful supply! Varieties include:

- Garnet
- Baby Mix Microwave Pack
- Jewel
- 2 ct Microwave Pack
- Hannah Sweet
- Oriental Sweet
- Stokes Purple



OG PEARS

It's **Organic Pear** season!

Washington **Organic Anjou, Bartlett, and Bosc Pears** are in excellent supply. 100sz and 2lb or 3 lb bags are most promotable.

California and Washington **Organic Asian Pears** are in steady supply.

Washington **Organic Concorde Pears** are expected to arrive early next week with steady supplies.

Organic Seckel Pears out of the Pacific Northwest have arrived. Seckels are small, but very sweet.

Organic Starkrimson Red Pears out of Washington continue with steady prices.



OG BERRIES

Driscoll's **Organic Raspberries** are expected to be in good supply out of California and then transition to Mexico headed into October. Prices will ease down.

Driscoll's **Organic Blackberries** are now expected to be in very tight supply through mid-October until Mexican production ramps up. Other brands of **Organic Blackberries** have begun, and supplies will increase up as Mexico ramps up and pricing will begin to ease down.

Driscoll's **Organic Blueberries** will be extremely limited until October when supplies out of Mexico should ramp up. Expect high prices. A late crop of other brands of 6oz **Organic Blueberries** are available out of Oregon and are expected to bridge the gap until Chile, Peru, and Mexico ramp up in early October.

Driscoll's **Organic Strawberries** in lighter supply. Prices should be up but demand has been weaker in late September. Other brands of **Organic Strawberries** continue in a small gap, waiting for quality to improve.



OG AVOCADOS

Organic Hass Avocado supplies are increasing out of Mexico. Fruit has been generally hard and green. Small volumes of pre-conditioned 48 ct fruit from California is still available. Prices are dropping slowly as more fruit is available.

Equal Exchange **Fair Trade Organic Hass Avocados** are back in season for the fall and winter out of Mexico.

Large, smooth green skin **Organic Avocados** from Florida are in stock again this week. The fruit has been beautiful.



OG KIWIBERRIES

Organic KiwiBerries are steady out of the Pacific Northwest. A good crop is expected.

PA **Organic KiwiBerries** on the other hand, started and stopped, and is now finished for the season due to wet weather.



OG APPLES

Washington **Organic Fuji, Gala, Gold Delicious,** and **Honeycrisp Apples** are in excellent supply with promotional opportunities available on all sizes and bags.

Organic Jonagold and Red Delicious Apples are now in season for late September.



OG MANGOS

Organic Mangos (Non-Hot Water Treated) from Mexico will be finished by the end of September. Large sized fruit is available.

Ecuador new crop fruit will begin in early October in limited volumes and higher prices.



OG LETTUCE

Organic Lettuce is very limited in supply out of CA. There are prorates on all **Organic Lettuce**, especially **Romaine**. **Organic Romaine Hearts** are in tighter supply. Prices will be on the higher side for early October. Quality looks good.

Organic Red Leaf, Green Leaf, and Romaine Lettuce is limited out of Canada. Expected tight markets until early October.



OG CUCUMBERS

Organic Cucumbers are increasing in supply out of Mexico, particularly smaller sizes. GA growers report decent supplies, but volume will drop off for the end of September. Florida growers will begin in early October.

Organic Hothouse Cucumbers are limited from Spain and Canada.



OG KALE

Organic Kale is in good supply out of OH, NY, WI, NC, and CA. **Organic Lacinato Kale** is in good supply from CA.

Lady Moon Farms in Chambersburg, PA just started harvesting **Organic Green and Red Kale** and will begin with **Organic Lacinato Kale** the last week of September.



OG PEPPERS

Organic Green Peppers are in limited supply out of OH and NY. PA product is ending soon.

Smaller sized **Organic Red Peppers** from Mexico are in good supply, as well as **Organic Green Bell Peppers**.

Organic Jalapeño Peppers are in good supply out of CA and NY. **Specialty Organic Peppers** include **Organic Poblano, Cherry Hot, Anaheim,** and **Cayenne Peppers**.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is growing in supply and harvests are stronger. Expect prices to drop a little next week.

Organic Broccoli Crowns are in good supply out of CA as well. PA grown **Organic Broccoli** should be available in early to mid-October.

Organic Cauliflower is growing in supply out of CA, and some deals should be available for early October. Quality overall has been very good.



OG SPECIALTY APPLES

Washington and Canada are booming with new crop **Specialty Organic Apples**. Here in late September, you can expect:

- OG Ambrosia**
- OG Cortland (heirloom)**
- OG Cox Pippin (heirloom)**
- OG Kanzi**
- OG McIntosh**
- OG Rosalynn**
- OG Smitten Apples**



OG POMEGRANATES

The first early variety of **Organic Pomegranates** for the season are expected to arrive this week-end and will transition into the “Wonderful” variety in early October.



OG EGGPLANT

Organic Eggplant is in limited supply. CA growers have very little volume, and Mexico has not ramped up yet. PA growers have limited supplies and will probably end in early October, when GA is set to begin harvesting.



OG GREEN BEANS

Organic Green Beans are in very tight supply. Little to nothing is available out of Mexico, CA is limited, and nothing is available from the South-eastern US. PA and OH growers are limited.



OG TOMATOES

Organic Round Tomatoes will finish up out of PA and OH this week.

Organic Cluster Tomatoes are in adequate supply and prices are steady.

Organic Grape and **Cherry Tomatoes** are in limited supply out of PA and Canada. CA reports good volume of **Organic Cherry Tomatoes**. **Rainbow Cherry Tomatoes** and **Grape Tomatoes** will finish out this week out of PA. Mexican growers have good supplies of **Organic Grape Tomatoes**.

Organic Heirloom Tomatoes were in abundant supply out of NY, PA, and OH for September. Quality has been excellent. CA **Organic Heirloom Tomato** volumes are slowing down due to returning to near normal temps.

Organic Roma Tomatoes are finishing this week out of PA, and Mexico is limited.



OG SQUASH

PA, OH, and NY are all but finish on **Organic Yellow** and **Zucchini Squash** this week. GA growers are also reporting declining supplies of **Organic Zucchini** and **Yellow Squash**, with Florida starting up at the end of September.

Mexican growers report very limited supplies of **Organic Zucchini**, but **Organic Yellow Squash** is available with some wind scarring. Several new shippers will join the Mexican market the last week of September, providing some relief from tight supplies/high prices.

PA, OH, NY, and WI now have **Organic Green Acorn**, **Spaghetti Squash**, **Butternut**, **Pie Pumpkins**, **Red Kuri**, **Buttercup**, and **Delicata Squash**.



OG GRAPES

Excellent supplies of **Organic Green**, **Red**, and **Black Seedless Grapes** out of California. Promotional opportunities are now available.

Organic Red Globe Seeded Grapes are here in limited supply.

Organic Thomcord Grapes continue with excellent quality and supply.

Marian Farms **Bio-Dynamic Thompson Grapes** are available and will be here for a couple of months.

OTHER STORIES:

- **Organic White & Yellow Nectarines** and **Peaches** are done for the season.

- The last couple of varieties of **Organic Black** and **Red Plums** have arrived and should continue until the end of September. **Organic Pluots** are back in good supply for the next few weeks between California and Washington.

- **Organic Asparagus** supplies are just starting from Argentina this week. Mexico, after a few weeks of steady shipping, seems to have slower harvests this week.

- **Organic GoldenBerries** out of Columbia have begun in a light way and supplies are expected to improve weekly.

- Lady Moon Farms in PA will begin harvests this week on all varieties of **Organic Chard** (red, green, and rainbow), as well as **Organic Colcalds**.

- **Organic Dragonfruit**, **Kiwano (Horned Melon)**, and **Passion Fruit** will be available again next week!

- **ALERT! Organic Baby Butter Lettuce** from Olivia's will be out of stock for a few weeks. **Mache** and **Mache Blends** from organicgirl have also seen availability issues.

- **Olivia's Organic Cubed Butternut Squash** is now available!

- **Organic Celery** prices are rising this week. Supplies will be limited until Oxnard begins in late October. Quality was better this past week. **Organic Celery Hearts** are in good supply out of CA. Prices are up as well.

- Canada growers have strong volumes of **Organic Bi-Color Sweet Corn**.

- **Organic Cantaloupe** and **Honeydew Melon** supplies are firm but steady this week with the season end right around the corner. **Organic Gallia Melons** are back in very limited supply.

GUIDE TO SWEET POTATOES



PURPLE STOKES

- Purple skin, deep purple flesh
- Rich with antioxidants and phyto-nutrients
- Flesh is slightly more waxy and drier than orange-flesh sweet potatoes
- The flavor is a rich balance of sweet flavor and yam-like earthiness
- A longer baking time is required to bring out the best flavor



JEWEL

- Orange-red skin
- Deep orange, moist flesh
- Ideal for boiling, whipping, roasting, casseroles, fries, & baking



GARNET

- Ever-popular variety, all-purpose
- Reddish-purple skin
- Vivid orange flesh, moist texture, sweet flavor



JAPANESE (ORIENTAL)

- Purple skin, white flesh
- Feature a very sweet flavor
- Firm, dry texture
- Holds shape even after cooked, ideal for baking & roasting



COVINGTON

- Grown prominently in North Carolina
- All-purpose
- Red-tan skin
- Moist orange flesh



WHITE HAMON

- Cream-tan color skin
- Off-white flesh
- Moist and sweet
- Primarily grown in New Jersey



HANNAH

- Light yellow to tan skin
- White flesh
- Has a mild flavor and excellent sweetness
- Primarily grown in California

SWEET POTATO TIPS:

Orange-flesh Sweet Potatoes are ideal for boiling, whipping, roasting, casseroles, fries and baking.

White-flesh Sweet Potatoes have a drier texture and are excellent for baking, roasting or pan frying.

At home, do not store Sweet Potatoes in the refrigerator. Simply, keep them in a cool, dry place like the bottom or your pantry.

Do not seal uncooked Sweet Potatoes inside a plastic bag during storage. Some ventilation is best.

What we often call "Yams" in the United States are actually Sweet Potato varieties.



Sage Apple & Pear Display Contest

October 1 - November 4, 2018

Four Seasons Produce will run a display contest for Organic Apples and Pears. Varieties will include Organic Honey-crisp, Gala, Fuji, and Granny Smith Apples, and Bartlett Pears, in both loose and bagged fruit. The contest is sponsored by Sage Organics.

10 stores will be awarded prizes based off of display creativity, product sampling, use of Sage POS material, and social media.

CONTEST RULES:

- You **MUST** use Sage POS signage and/or Sage bins (Organic Bin - code 32091, Generic Bin - code 32092).
- ****Sage Organics Fruit MUST be purchased from Four Seasons****
- Just for entering the contest, all stores will receive a **Sage Organics hat**.
- Please email your display contest photos to Steph Fleetman (stephf@fsproduce.com) by Friday, November 9th.



Generic Bin - 32091

TOP 5 WINNERS WILL CHOOSE FROM ONE OF THESE GREAT PRIZES



Oculus Virtual Reality Set



Xbox One S 1TB Console Starter Set



GoPro HERO6 Black



Bose SoundLink Revolve Portable Speaker + Echo Dot + \$50 iTunes Gift Card



iPad Wi-Fi 32 GB + Apple Pencil

5 HONORABLE MENTION DISPLAYS WILL RECEIVE A SAGE GIFT & \$25 GIFT CARD!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com





Sage Organics October Promotion Product Codes:



OG Gala Apples

CODE: 45056
Organic Gala Apples 100 ct

CODE: 45054
Organic Gala Apples 12/3lb



OG Fuji Apples

CODE: 213731
Organic Fuji Apples 100 ct



OG Granny Smith Apples

CODE: 45059
Organic Granny Smith Apples 100 ct

CODE: 45057
Organic Granny Smith Apples 12/3 lb



OG Honeycrisp Apples

CODE: 45062
Organic Honeycrisp Apples 100 ct

CODE: 213730
Organic Honeycrisp Apples 12/3 lb



OG Bartlett Pears

CODE: 213732
Organic Bartlett Pears US #1



CONVENTIONAL OUTLOOK

SEPTEMBER 21 - SEPTEMBER 28, 2018

WWW.FSPRODUCE.COM 18 LB

HARVEST HOBGOBLIN GRAPES FOR OCTOBER



Harvest Hobgoblin Grapes will be available for the last week of September from Dulcich Vineyards (also home of Pretty Lady brand).

Stores can build branded displays by using high-graphic boxes, and display bins are also available.

- 10879 - CV Grapes Black XL "Midnight Royal" 18lb Hobgoblin
- 10878 - CV Grapes Green XL "Green Emerald" 18lb Hobgoblin
- 10877 - CV Grapes Red XL "Scarlett Royal" 18lb Hobgoblin
- 6425 - POS Display Hobgoblin Bin 1 ea



CV PUMPKINS & ORNAMENTALS

Pumpkins and Fall Ornamentals remain in season. The wet weather has created quality concerns at some farms, so attention to quality is important.

Fill your stores with **Face Pumpkins, Jack-Be-Littles, Gourds, Straw Bales, Corn Stalks, and Gourds.**

We also offer pre-order sales on **hand-painted Face Pumpkins** and **Mini Pumpkins** to add to your displays. Quality is very nice.



CV TOMATOES

Jumbo Vine-Ripe Tomatoes are very promotable coming from Alabama. Sizing and quality are excellent. PA **Vine-Ripe Tomatoes** are still available and promotable. With some cooler temperatures at night, sizing is starting to drop a bit but quality is still excellent from our high tunnel grown **Tomatoes.**

Local PA and VA grown **Grape Tomatoes** will be all but finished this week. We will transition into product from Florida, Mexico, and Canadian hot-house grown. We also have our line of Nature-sweet product available - quality is excellent.



CV CAULIFLOWER

PA-grown 60ct **Cauliflower with Jacket Bins** (code 999) from Stauffer Huling Farms are available!

Most CA shippers report abundant supplies of 12ct **Cauliflower** this week and are making deals. We expect this oversupply to continue for about a week before the market contracts and prices move back up.



CV PINEAPPLES

ALERT! There is a labor strike in Costa Rica which immediately impacted the **Pineapple** market. All vendors prorated orders or canceled them all together to try and get by for the next few weeks.

The spot market will be higher on any fruit that may become available and there will be gaps in supply.



CV BROCCOLI

CA **Broccoli Crown** availability is mostly steady, with occasional daily gaps. Pricing is expected to come up slightly this week.

Eastern **Broccoli Crowns** (code 615) land this week, with shippers reporting very good quality. After yet another rain-soaked week, Stauffer Huling Farms has delayed the harvest of **PA-grown Bin Broccoli** – bins will now be available around the first week of October.



CV LETTUCE

Canadian **Leaf** and **Iceberg** Lettuce supplies are light this week – plant growth has been slowed by a familiar combination of rain and extreme heat.

CA **Iceberg** and **Leaf Lettuce** are in adequate supply this week. Prices continue to creep upwards as demand increases.

NJ-grown **Leaf Lettuce** has been delayed a week and is now expected to start the first week of October.



CV RASPBERRIES & BLACKBERRIES

Supplies on **Raspberries** and **Blackberries** are really beginning to improve going forward. Look for promotional opportunities on both as we head into October.



CV BLUEBERRY

Mexico has started with **Blueberry** production, and the Peruvian import volumes are continually increasing.

There will be a gap however, as old crop finishes and import supplies ramp up. The quality on Peruvian **Blueberries** has been excellent.



CV STRAWBERRIES

Strawberry supplies will remain steady going forward out of Santa Maria, Watsonville, and Salinas, CA.

Oxnard is starting this week, but picks will be limited. Quality has been very nice from all areas.



CV BRUSSELS SPROUTS

CA **Brussels Sprouts** volume continues to rise, and thanks to increasing demand, markets are also on the rise. Quality is good overall but varies wildly between shippers.

Canadian crop quality is outstanding, and markets offer a slight advantage over CA. We expect this price advantage to increase over the next few weeks.



CV WATERMELONS

Watermelons will officially be transitioned from bins into cartons this week. We will have new fruit from South Texas in 5ct cartons and 4ct cartons. Quality will be excellent for your cut fruit sections.



CV PEPPERS

15lb **XL Red Peppers** (code 1850) are in excellent supply. Now is the time to promote! Canadian **Bell B** pricing and availability are steady.

Mini Mixed Pepper supplies are slowly improving, but will remain tight until mid-October.



CV ASPARAGUS

Asparagus continues to arrive from Peru with nice quality. Prices will continue to be steady, and the big volume deals have now cleaned up.

Mexican product is beginning to start up again. Supplies out of Mexico will continue to be on the lighter side this week.



CV SQUASH

Local production of **Green** and **Yellow Squash** is winding down rapidly, and most growers report widespread issues with disease.

Canadian and Midwestern supplies remain very snug with no improvement expected before their deals end. Further south, hurricane Florence has taken the North Carolina deal out of the picture. Growers in GA were spared and have started in a small way this week. We will be into better volume in October.

Nogales has also just started with minimal volume. Recent rainfall in the region will delay harvests later this week.



CV SWEET CORN

Local **Bi-Color** and **White Sweet** are all but finished. The rough weather the region experienced ended most farmers' crops earlier than planned.

There will be another late season deal coming from Georgia in the coming weeks, stay tuned for when this will start.



CV POMEGRANATES

Pomegranates are now in season! Sizing on the early varieties has been mostly 32ct & 36ct. When the "Wonderful" variety starts in October, we will start to see larger sizes.



CV PLUOTS & PLUMS

Late season **Plums** continue to be in season with good quality.

Growers in California, like Family Tree Farms, continue to have several late season varieties of **Pluots** and **Apriums** available for late September and early October.



CV HASS AVOCADOS

Pricing is down on **Hass Avocados** as more new crop supply is available from Mexico.

Peruvian imports are also available in the marketplace at discount prices.

