

ORGANIC MARKET NEWS



SEPTEMBER 25 - OCTOBER 2, 2020

ORGANIC FALL FRUITS

Organic Kiwi Berries are in season through mid-October! This highly snackable fruit tastes best when allowed to soften at room temperature. They can be promoted at room temp or in your berry refrigerated section.



Organic Pomegranates from California continue in season. Quality to start the season has been good, however, volumes for late September were a little lower as some growers transitioned between early season varieties. We'll be in the large 24ct size profile.



Organic Pomegranate Arils will be available again starting in late September in a 4 oz cup. These are ideal for selling with your fresh cut fruit section, as well as in your berries section.

Organic Cranberries out of British Columbia are all pre-booked to start the second week of October, and excellent supplies are expected through Thanksgiving.

Organic Persimmons will come into season in early to mid-October, a week or two later than normal. Stay tuned for more updates.



OG APPLES

Washington **Organic Honeycrisp, Fuji, and Gala Apples** are now available in excellent supplies.

Washington **Organic Sweetango and Smitten Apples** continue in peak season.

NOTE: Washington **Organic Golden Delicious Apples** are available becoming more of a specialty crop. Some growers are pulling their trees out, others are selling theirs as conventional, and others are having trouble with bitter pit. We will have some limited supplies, but do not count on this variety for your fall set everyday.

New crop **Organic McIntosh Apples** out of British Columbia are in peak season with outstanding quality this year.

Expected new crop arrivals:

- **Organic Red Delicious** - 9/27
- **Organic Jazz & Lady Alice** - 10/4

Heirloom Orchards update:

- **Organic Cox Pippin Apples** are now available
- **Organic King David and Orleans Reinette Apples** available the 1st week of October.



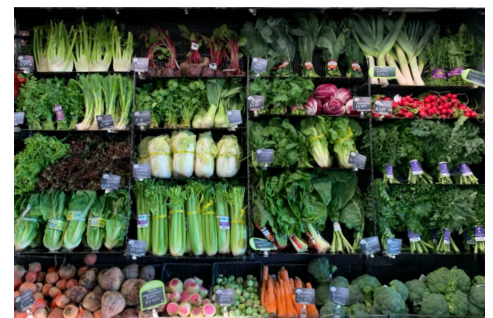
OG BERRIES

ALERT! **Organic Blueberry** shippers are done packing pints and supplies will only be in 6 oz packs. Volumes are very light and prices are jumping up fast.

ALERT! **Organic Strawberry** supplies have been hit hard by weather. Expect production to continue declining as prices rise and sporadic short supplies become normal for a while. Expect seasonal weak quality and prices to rise each week.

NOTE: Driscoll's **Organic Blackberries** out of California and Mexico are extremely tight and are expected to continue this way until mid to late October. Other brands are also very limited, but supplies are expected to ramp up as Mexico gets started the first week of October.

NOTE: Driscoll's **Organic Raspberry** supplies have tightened as well due to heat and smoke from wildfires out west. Expect higher prices and sporadic supplies.



OG GREENS & CABBAGES

Pennsylvania **Organic Greens** from Lady Moon Farms are in full swing during late September and will hopefully well into mid-October... barring any major freezes.

Look for good supplies and excellent quality on Lady Moon's fall local season line-up, which includes: **Organic Kale** (Green, Red, & Lacinato), **Collards, Parsleys, Fennel, Dandelion, and Chards.**

Organic Bok Choy and **Baby Bok Choy** are coming into good supply from local farms in Lancaster County, PA and Vineland, NJ! Growers out west are also seeing improved supplies.

Organic Green and **Red Cabbage** from NY and VT continue to see steady supplies and pricing with good quality. Local PA product will start back up in October. Expect to see occasional Quebec or California product as well to supplement what cannot be sourced from NY and VT.

NOTE: **Organic Savoy Cabbage** is finished from PA. **Organic Napa Cabbage** remains limited and less than ideal quality. Expect to see limited supplies from California or VT on both varieties.



OG TROPICALS

Organic Pineapple supplies will be great for the end of September. Quality has been good coming out of Costa Rica on 8ct and 6ct.

ALERT! **Organic Mangos** will be out of stock and in a supply gap with the Mexico season now finished. **Organic Mangos** will be unavailable until the Ecuador season starts towards late October.

Available this week:

- **OG Raw Drink & Eat Coconuts**
- **OG Magenta Dragon Fruit**
- **OG Jujube**
- **OG Kiwano Horned Melons**
- **OG Passion Fruit**
- **OG Star Fruit**



OG PEPPERS

Local **Organic Green Peppers** are finished and will transition to South Carolina product. Lady Moon Farms will start their Florida season in mid-October.

ALERT! **Organic Mini Sweet Peppers** are very limited availability. Expect high prices and supply gaps.

Organic Red, Yellow, and Orange Bell Peppers are seeing steady availability from British Columbia and Holland. Pricing remains higher.



OG GRAPES

California **Organic Green** (Stella Bella, Timpson, Autumn King, & Great Green), **Red** (Krissy, Scarlett Royal, Timco/Allison & Magenta), and **Black** (Autumn Royal) **Seedless Grapes** are in peak season.

Quality is excellent - time to promote!



OG SQUASH

Local **Organic Zucchini** and **Yellow Squash** are finished for the season. Lady Moon Farms has had a seamless transition to their Florida **Organic Zucchini** crop.

NOTE: **Organic Yellow Squash** remains limited as Mexican or South Carolina crops are light in supply. We will see production limits and gaps in late September and into October until other growing regions start to see better harvest yields.

Lady Moon Farms is no longer growing **Organic Yellow Squash**.



OG AVOCADOS

Organic Hass Avocados are in great supply coming out of Mexico, and pricing is promotable! The Mexican fruit has been ripening and cutting very good.

Equal Exchange **Fair Trade Organic Hass Avocados** are also in peak season. The small fair-trade premium on each box sold supports workers and their communities in Mexico.



OG SPECIALTY GRAPES

Organic Sweet Carnival Grapes continue in season. This yellow grape is very similar to the Cotton Candy variety.

Organic Thomcord Grapes and **Biodynamic Thompson Grapes** continue in season for early October.



OG CUCUMBERS

Local **Organic Cucumbers** are done for the season but Lady Moon Farms is starting to harvest in Florida with good volumes, so look for promo opportunities.

Organic Cucumbers from Mexico are also seeing strong number in late September and offer a cheaper alternative for price-conscious consumers.

Organic Euro Seedless Cucumbers availability remains limited, but may improve by mid-October.

ALERT! **Organic Mini Cucumbers** are out or limited in supplies and pricing continues to rise. Prepare to see gaps in supplies.



OG STONE FRUIT

Organic Dapple Dandy Pluots will be available until early October. We may see one more variety before the season ends for good.

California **Organic Black and Red Plums** continue to struggle between varieties. Expect sporadic availability over the next few weeks with higher prices.

NOTE: **Organic Nectarines** and **Peaches** are finishing up for the season and will be done by the first week of October.



OG CITRUS

ALERT! California **Organic Valencia Orange** supplies have tightened up significantly again. It looks like we are going to see a very early end as fruit quality in the fields is poor.

New crop **Organic Navel Oranges** may start by mid to late October.



OG CELERY

Organic Celery and **Celery Hearts** from California continue to yield strong harvest numbers for late September. Keep an eye out for spot buys for the first week of October.



OG MELONS

NOTE: The **Organic Cantaloupe** and **Honeydew** season is winding down. Some growers are done, leaving 1 or 2 growers with fruit, but they will finish in early October.



OG ASPARAGUS

Organic Asparagus prices remain stable this week out of Mexico and Argentina. Quality has been excellent especially out of Argentina on this air-flown product.



OG BROCCOLI & CAULIFLOWER

ALERT! **Organic Broccoli** from California remains extremely limited as October approaches. High heat and smoke-filled air caused issues with the plants, quality (dehydration, hollow core, and pin rot), and has really damaged yields.

Expect very high pricing, limited volumes, and occasional prorates or out-of-stocks through much of October.

ALERT! **Organic Broccoli Crowns** have been even more of a struggle than the 14ct because of sizing issues and especially the hollow core.

NOTE: **Organic Cauliflower** from California is dropping in harvest volume, and we're seeing quality issues due to the high heat earlier in September.

Quebec-based shippers hope to have some availability for early October, but the weather is not cooperating. Expect **Organic Cauliflower** to remain limited and elevated in price for the majority of October.



OG TOMATOES

Organic Campari Tomatoes remain available this week out of Mexico. Quality has been excellent.

Organic Cluster Tomatoes prices are promotable right now out of Mexico and Western Canada. Eastern Canadian production is also starting for the beginning of October. Quality has looked excellent from all areas.

Organic Beefsteak Tomato prices are rising this week. Mexico is still having limited harvests. Canada has not yet started with their fall deals and demand is rising as local harvests finished. Quality is nice but availability will be limited.

Organic Grape Tomatoes remain stable this week. Lady Moon Farms is expected to finish this week from PA, and it will be about a month gap until Florida is ready to go. Mexican product will be available as well as other Florida shippers starting in mid-October.

ALERT! **Organic Roma Tomatoes** will be very limited this week. Mexican production is very low, and local harvests are limited as well. Expect gaps and shortages this week.

NOTE: Local **Organic Vine Ripe Tomato** harvests will remain available this week but will be very limited. Expect some shortages as harvests are dwindling down for the season.



OG LETTUCE

Organic Green Leaf and **Red Leaf Lettuce** have seen much improved pricing and quantities out of California and Quebec. Lady Moon Farms is set to begin harvesting at their Florida farm late October.

NOTE: **Organic Romaine Lettuce** from California has not seen the recovery that green and red leaf have. Expect supplies to be limited and prices high as high heat caused defects such as internal burns, sun scalding, and dehydration.

ALERT! **Organic Romaine Hearts** from California continue to be light in supply, and unfortunately, is expected to worsen headed into October. High pricing and pro-rates have already begun to take place from California shippers.

OTHER STORIES

- **Organic Sweet Baby Broccoli** is tightening in supply with prices on the rise.
- California and Mexican **Organic Lemon** supplies have ramped up, markets are easing, and sizing is improving.
- **ALERT!** California **Organic Grapefruit** are in a gap until October.

- Local **Organic Green Beans** from Elizabethtown, PA continues to see steady supplies. Expect this trend to continue until the local season comes to an end in mid-October.
- **ALERT!** **Organic Seedless** and **Mini Seedless Watermelons** will gap this week until production out of Mexico starts up in mid-October.

- **ALERT!** **Organic Formosa Papayas** continue to gap in supply. Hurricane rains, weather, and extreme heat play a major factor in this unusually long gap that growers fear may have done more damage than initially anticipated. We should see some limited fruit soon.
- **Organic Colossal Garlic** from California and Spain is in season. The product from Spain is about \$15 less per case.

GOT SHROOMS?



ARE YOU MAXIMIZING YOUR MUSHROOM SET?

For advice and ideas on capturing the huge growth available in the mushroom category, contact your FSP Merchandiser or Mark Kreiner from Mother Earth Mushrooms.

Mark Kreiner

Outside Sales Coordinator - Mother Earth Organics/New Moon

Email: Mkreiner@organicmushrooms.com



COMING SOON!

Four Seasons' NEW Online Ordering Portal

We have been working hard to redesign our Online Ordering Portal with you in mind!

The new site will be easy to use on computers, tablets, and smartphones. In addition to being able to place orders and look up information at your convenience, our retailer partners will have access to resources, product photos, sales flyers, invoice and purchase history, and more!

We will be in contact with users of our current site soon, and we will be excited to add new users later this fall.

The screenshot shows the top navigation bar with the Four Seasons Produce Inc. logo, a search bar, and links for 'Welcome, Four Seasons Produce', 'Sign Out', 'Quick Order', 'Contact Us', and 'Profile'. Below the navigation bar is a 'SHOP' button and a 'SAVED CARTS' indicator showing 0 items for \$0.00. The main content area is divided into several sections: 'Announcements (0)', 'Product List (1) View More', 'Shopping Cart (0)', and 'Recent Orders View More'. There are also sections for 'IDEAS & INSPIRATION', 'FRESH ARRIVALS', 'SITE HELP' (with links to 'How to videos' and 'Frequently asked questions'), and 'RESOURCES' (with a link to 'Market News'). A large banner for the '2020 PRODUCE MERCHANDISING CALENDAR' and 'RETAIL TRAINING' is also visible.

APPLES

SHOP / ALL PRODUCTS / Apples

Requested Date: 09/19/2020 Approved Delivery Days: Mon Tue Thu Fri Sat

Filters: CV / OG Brands

Product Code	Quantity	Case / Unit Price	Extended Price	SRP	Case Retail / Gross Profit	Retail Extended	PLU / UPC	
<input type="checkbox"/> 5853 CV Apples Gold Del. WXF 40 lb 72/88 ct	0 Case	21.50 0.54	AD	1 @ 0.99	39.60 45.71 %		4020	Add to Cart
Qty In Cart: 0								
<input type="checkbox"/> 5762 CV Apples Red Del. 40 lb 72/88 ct	0 Case	21.50 0.54	AD	1 @ 0.99	39.60 45.71 %		4016	Add to Cart
Qty In Cart: 0								
<input type="checkbox"/> 204834 CV Apples EverCrisp 40 lb 72/88 ct	0 Case	48.50 1.21		1 @ 1.99	79.60 39.07 %			Add to Cart
Qty In Cart: 0								
<input type="checkbox"/> 5961 CV Apples Fuji WXF 40 lb 72/88 ct	0 Case	34.50 0.86		1 @ 1.49	59.60 42.11 %		4131	Add to Cart
Qty In Cart: 0								
<input type="checkbox"/> 5491 CV Apples Fuji East 40 lb 72/88 ct	0 Case	38.50 0.96		1 @ 1.49	59.60 35.40 %		4131	Add to Cart
Qty In Cart: 0								

CONVENTIONAL MARKET NEWS

SEPTEMBER 25 - OCTOBER 2, 2020

PROMOTABLE HASS AVOCADOS FROM MEXICO

The beginning of October will be a fantastic time to promote large displays of **Hass Avocados** from Mexico!

Hass Avocado prices from fresh crop Mexico harvests eased down again to end September. We'll have great supplies on the main sizes of 48ct and 60ct, plus good buys on XL 40ct, and the popular 12/2lb bags.

For anyone making in-store guacamole, we have #2 grade 48ct available by request.

- 17045 - CV Avocados Hass 48ct "Pre-conditioned"
- 17060 - CV Avocados Hass 48ct
- 17075 - CV Avocados Hass 60ct
- 17124 - CV Avocados Hass 12/2lb bags
- 17058 - CV Avocados Hass XLG 40ct



CV GRAPES

The **Grape** market has been steady and this continues to be a promotable item in spite of all the heat and wildfire issues that California has otherwise been experiencing.

We are starting to see a two-tier market on the **Green Grapes** with lower prices on the small sizes and non-premium varieties.

In the XLG premium lines, we'll be transitioning from Dulcich's "Pretty Lady" bags to their "Harvest Hobgoblin" bags for October. "Autumn Royal" for **Black**, "Green Emerald" for **Green**, and "Scarlett Royal" for **Red Grapes**.

From The Grapery, we will have **Black Moon Drops**, **Cotton Candy**, and **Sweet Celebration** for late September and early October.

Thomcord Grapes (like a seedless Concord) are continue in season for early fall.



CV BROCCOLI & CAULIFLOWER

Weather had delayed larger harvest volumes of local **Bin Stem Broccoli**, however, supplies look good for October. This PA grown product will sell well given how expensive crowns are right now.

NOTE: Broccoli Crown supplies remain limited and prices are high. Quebec and Maine have less availability. California has quality issues. **Asian-cut Broccoli Crowns** from Mexico looks to be our main supply to start off October.

Quebec continues to have the best quality available on cello wrap 12ct **Cauliflower**, since California growers are battling post-harvest discoloration and other poor quality/growing issues.

Local **Bin Jacket Cauliflower** has been pushed back until early to mid-October due to weather.

Limited supplies are available on **Green, Orange, and Purple Cauliflower**.



CV ORNAMENTALS

Pumpkins are in excellent supply from local growers and quality has been nice. Our Amish and conservative Mennonite growers located within a few minutes from our facility are primarily bringing in primarily 40ct bins.

Heirloom Pumpkin varieties are also in peak season. Our local growers are putting together some beautiful blended bins of pumpkins:

Code 4968: "**Autumn Mix**" Pumpkin Bin 35ct (Blue Jarrahdale, Pink Porcelain, Peanut)

Code 4980: "**Fall Fantasy**" Pumpkin Bin 35 ct (Fairytale, White Flat, Cinderella)

Little Pumpkins, like **Jack-Be-Little**, **White Baby Boo**, and **Tiger Stripe**, along with **Gourds**, are all selling very well this year.

NOTE: Dan Schantz Farm is having labor difficulties, which is delaying their production of all the **Painted and Packaged Fall Ornamentals**.



CV PEPPERS

11lb **Red, Yellow, and Orange Bell Peppers** remain promotable this week. Harvests from Canada and Mexico continue to come in strong with excellent quality. **Red and Yellow Peppers** remain more promotable. **Orange Pepper** prices have dropped significantly to be able to promote all 3 colors.

Green Pepper markets remain high this week. Georgia is expected to start production here in late September. Once harvests begin, prices should ease. Quality from PA and NJ is still holding nicely but supplies are dwindling fast.



CV SQUASH

Green Squash prices rose significantly this past week as the cold temps at night halted harvests. Prices are expected to weaken as more production out of NC, GA, and Mexico start up with their new crop.

Yellow Squash remains steady on pricing and availability.



CV FALL FRUIT

Cranberries will available from Ocean Spray to start off October. We'll also have a value line with the Massachusetts grown Blue Creek brand.

Pomegranates from California are steady for next week. The early "Wonderful" variety will be available in 24ct 2-layer packs.

Fuyu Persimmons will be available late next week! **Hachiya Persimmons** will follow them a few weeks later.



CV LETTUCE

ALERT! California and Quebec remain limited on **Iceberg, Romaine Hearts, and Leaf Lettuces**. Pricing continues to rise. CA quality remains hit or miss with some discoloration due to the September heat waves and limited sun exposure from wildfire smoke.

Quebec still struggles to keep up with the increased demand and is now dealing with frost. Vendors are starting to turn away and cap orders.

Local New Jersey **Leaf Lettuces** are delayed due to unseasonably cool temps.



CV ASPARAGUS

Asparagus spot buy prices at discounts have wrapped up and case costs are back to a more normal level to kick off October.

Weather is expected to cool down and production should ramp up by mid-month when we'll see some promotable prices out of Mexico.



CV CITRUS

Navel Oranges are in light supply and prices are higher. Seedless "**Midnight Valencia**" **Oranges** will start coming in on the next vessel to pick up the slack.

Mandarins from Chile are still going strong. Quality has been nice, but prices are a little stronger on the better fruit.

ALERT! California has almost finished on **Grapefruit**. There may be a gap until Florida and Texas start in early to mid-October.



CV POTATOES

We continue to see costs increase headed to October on all **Potatoes** coming out of Idaho. This is due primarily to freight rates that are \$800-\$1500 more per load than usual. On the product side, **Idaho Russet Potatoes** have been looking very nice lately.

We have also seen some really sharp looking **Red, Gold, and White Potatoes** out of Stockton, CA. We are down to the last couple weeks out of Stockton, and the quality is outstanding. On deck will be Washington grown **Color Potatoes**.



CV CUCUMBERS

Super Select Cucumber prices will start to ease down as more production starts out of North Carolina and Georgia. Mexico is also starting to harvest nice quality.

Seedless Euro Cucumbers will start this week out at high pricing, but are expected to moderate as supplies ramp up.



CV TROPICALS

NOTE: Tommy Atkins Mangos from Brazil have tightened for the end of September, and pricing will be higher now that the Mexican season is over.

ALERT! Maradol Papayas from Guatemala and Mexico, and **Solo Papayas** from Brazil, are very limited due to weather and higher than normal temperatures a few weeks ago. Expect pricing to be up when they are available.



CV ONIONS

We have fully transitioned over to Nevada grown "Sweetie Sweet" brand Sweet Onions in both 40lb jumbo cartons, as well as 16/3lb high graphic bags.



CV CANTALOUPE

Cantaloupe quality has been very nice on California's late season growing region. Prices are higher with some growers gapping on picking.



CV CABBAGE

Local Green Cabbage has started for the fall season out of PA, NY, and NJ in cartons and bins. Quality looks great on the new crop harvests.



CV STRAWBERRIES

ALERT! Strawberries will continue to be extremely limited in volume to kick off October.

All growing areas in California are battling excessive heat, and high temps are expected to continue. Growers are having to prorate all orders due to the shortage, so look for market pricing to be significantly higher going forward. Quality has been okay to good.



CV BLUEBERRIES

NOTE: Blueberries will get higher in price once again this week as the arrivals from Peru will be much less than expected.

Growers in Peru continue to ship the majority of their supply into the European markets, but that should change during October. The weather in Peru has also been unseasonably cooler, which has pushed back their peak until November. Look for this market to remain firm through October, but November should be promotable on pint blues.

In the meantime, some growers have shifted into 6 oz clamshells due to the price point on pints. Quality has been outstanding on all Peruvian fruit.



CV BLACKBERRIES & RASPBERRIES

Raspberries were very light in supply to finish September, but are expected to improve slightly during early October out of Mexico.

Blackberries have transitioned into Mexico. Driscoll's is mostly shipping in their #2 label, "Berry Valley," and prices are up.



CV TOMATOES

NOTE: Vine Ripe Tomato prices rose significantly this week and product is becoming less available. Bulk rounds have been impacted the hardest from Hurricane Sally, essentially ending the season in Alabama. Mexico still isn't seeing much volume come across, and the cold temps up North this past weekend really stalled any late season local harvests. We will have 2-layer from California.

Grape Tomato prices remain the same. Production has started down in Georgia and Florida as local is wrapping up. Quality is expected to be excellent on the new crop harvests.

Roma Tomato prices rose a few dollars this week as local harvests continue to finish. Quality remains nice out of Tennessee and Mexico.



CV GREENHOUSE TOMATOES

Cluster Tomatoes will be promotable this week. Mexican production continues to come in strong. Promote when the opportunity presents itself as the fall season looks to be full of high and low market changes very rapidly.

Campari Tomatoes will be back this week out of Mexico. Quality looks good and supplies should remain steady.

Beefsteak Tomato prices are rising as demand increases on round tomatoes. Field markets are extremely high and limited, causing extra demand creating the surge in pricing. Quality out of Mexico remains excellent.



CV HARD SQUASH

We are seeing some really nice PA locally grown Acorn, Butternut, and Spaghetti Squash. Ask us about mixed-bin pre-book opportunities.

Kabocha and Delicata are available for late September promotion.