

ORGANIC MARKET NEWS



OCTOBER 2 - OCTOBER 9, 2020

QUALITY ORGANIC GRAPES IN OCTOBER



October will be an outstanding time to promote California **Organic Seedless Grapes!**

Supplies are good, allowing for promotions and quality is excellent on the varieties right now, especially the greens, which are large, crisp, and sweet.



GREEN VARIETIES: Great Green & Autumn King
RED VARIETIES: Krissy, Scarlett Royal, Magenta, & Timco/Allison
BLACK VARIETIES: Autumn Royal

California **Organic Sweet Carnival Grapes** continue in season. This yellow variety is super sweet and similar to Cotton Candy.



Marian Farms **Biodynamic Thompson Grapes** continue in limited supply. These grapes are not thinned and are allowed to fully ripen on the vine, so the berry size is small, but the flavor is huge. These are sold in paper totes.

NOTE: Organic Thomcord Grapes are now finished for the season.



OG APPLES

Fall is in the air and **Organic Apple** quality and supply are excellent, with new varieties arriving each week.

Arriving the week of 10/5:

- OG Ambrosia
- OG Jazz
- OG Jonagold
- OG Lady Alice
- OG Opal
- OG Rosalynn

In peak season now:

- OG Fuji
- OG Gala
- OG Golden Delicious
- OG Granny Smith
- OG Honeycrisp
- OG McIntosh
- OG Red Delicious
- OG Smitten
- OG Sweetango

Heirloom Orchards available the week of 10/5:

- OG Cox Pippin
- OG Ashmead
- OG Kernel
- OG Mutsu



OG PEARS

October is the time to make sure you have the full variety of **Organic Pears** available on your display!

California **Organic Asian Pears** continue in season. Steady supplies are expected right into the Washington season.

California **Organic Seckel Pears** will finish for the season this week.

New crop Washington **Organic Green Anjou Pears** are expected to arrive for the week of 10/5.

Washington **Organic Bartlett Pears** are in steady supply with firm but steady prices. 12/2lb pouch bags and 12/3lb poly bags are available.

Organic Golden Russet Bosc Pears are all now new crop Washington fruit.

Washington **Organic Starkrimson Red Pears** continue in steady supply with excellent quality.



OG BERRIES

NOTE: **Organic Blueberries** out of North America are virtually finished for the season. There will be very limited quantities of Driscoll's 6 oz **Organic Blueberries** from a new region in Mexico. The next growing region is Peru where we expect very nice quality, however prices are high and volumes limited to kick off that season in early October.

Organic Blackberries are limited out of California and Mexico and this is expected to continue this way until mid to late-October.

NOTE: **Organic Raspberry** supplies have tightened and prices are up due to heat, smoke from wildfires, etc. out west.

ALERT! Driscoll's **Organic Strawberry** supplies have been hit hard by all the weather. Expect production to continue to decline as prices rise and sporadic short supply becomes normal. Expect seasonal quality and prices to rise each week. Other brands are back in limited supply.



OG FALL FRUIT

Organic Pomegranates from California are steady. The Foothills variety and Early Wonderful variety are being harvested now. Supplies on the popular Wonderful Variety will begin later in October.

Organic Pomegranate Arils in 4.4oz cups are now in season for the fall!

Organic Hachiya (cone shaped, must ripen to soft) **Persimmons** arrive the week of 10/5. The **Fuyu** variety will start soon.

Organic Cranberries out of British Columbia are all pre-booked to start the second week of October and be in excellent supply into November.



OG SQUASH

Organic Zucchini and **Yellow Squash** finished for the season from local growers, but Lady Moon Farms has had a seamless transition to their Florida **Organic Zucchini** and is continuing to see strong availability.

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.



OG TROPICALS

Organic Hass Avocados continue to be in good supply, attractive pricing, and great quality. Equal Exchange **Organic Fair Trade** fruit is promotable for October.

Organic Green Smooth Skin Avocados are available again from Florida!

ALERT! Organic Mangos are out of stock. The latest update from Ecuadorian growers is that they we will be out of stock for the entire month of October!



OG CELERY HEARTS

Organic Celery and **Celery Hearts** from California continues to yield strong harvest numbers as October begins. Expect to see great availability, excellent quality, and steady pricing in early to mid-October. Look for promotional opportunities throughout the month as many shippers are harvesting plenty.



OG SPECIALTY

Organic Rambutan will be available in early October. This 5lb bulk pack is arriving from Guatemala and will be available for the month.

Organic Kiwano Horned Melons, Magenta-flesh Dragon Fruit, and **Organic Passion Fruit** are in season and available from California.

Organic Jujube Fruit will be available again in limited supplies for early October in a 6/1 pt clamshells!



OG POTATOES

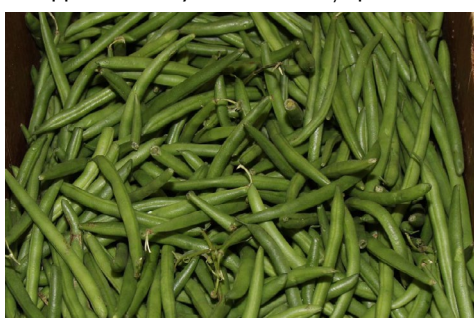
We will see the start to new crop Manitoba-grown **Organic Gold** and **Red Potatoes** here in early October, which will bring some serious pricing decreases. Pricing on this product should be steady for the foreseeable future.

Organic Russet Potatoes are getting started out of Idaho and quality is looking very nice. Pricing remains slightly elevated for this time of year.



OG CABBAGE

Organic Green, Red, and Savoy Cabbage are in steady supply from NY and VT, while **Organic Napa Cabbage** is available from PA and CA. Quality has been nice all around.



OG GREEN BEANS

Local **Organic Green Beans** continues to see steady supplies as October begins. Unfortunately, temperatures in PA will drop and the local season will come to an end in mid-October. Supplies may become limited or gap in late October before Georgia production is back in full production.



OG ASPARAGUS

Organic Asparagus prices are easing off some this week. Product is coming from Argentina and new area of Mexico. Volume out of Mexico will be light to start and continue to improve as October continues. Quality has been nice from both regions.



OG LETTUCE

NOTE: **Organic Romaine Hearts** from California continue to be in light supply and prices are less affordable for October due to lingering effects of the California heatwaves. We will be sourcing more Foxy product out of Nevada, which has had better quality.

Organic Green Leaf and **Red Leaf Lettuces** 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.



OG GINGER

Organic Ginger from Peru has very nice quality at this time. We will have La Grama/Ipoki brand available.



OG GREENS

PA grown Lady Moon Farms **Organic Kales, Collards, Parsleys, Fennel, Dandelion,** and **Chards** are in full swing in early October. Expect to see a pretty seamless transition to Florida grown Lady Moon product after PA concludes.

We may see some limitations or gaps in supply that will cause product to be sourced elsewhere, such as California.



OG SHALLOTS & ONIONS

Organic Shallots are back in season. We will have 5lb cases from Holland and 4/5lb master cases from Christopher Ranch in California.

PA local **Organic Sweet Onions** in 40lb cases will continue in season through early to mid-October, and then we'll transition over to Nevada-grown **Organic Sweet Onions**.



OG GARLIC

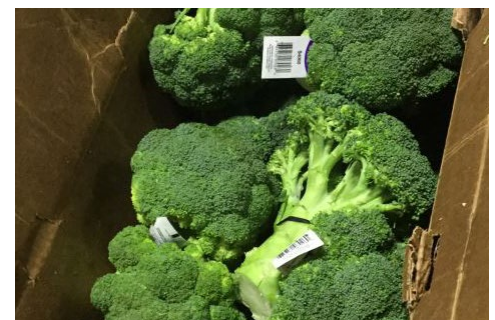
Organic Garlic from Spain is back. We will continue to offer California **Organic Garlic** through the fall for those who prefer it. Quality from both regions has been good.



OG KIWIFRUIT

Organic Green Kiwifruit will be available for early October. Some Italian **Organic Kiwifruit** is on the water, heading our way for the beginning of October.

Zespri New Zealand **Organic SunGold Kiwifruit** will be available through October. Look for some upcoming promotional opportunities.



OG BROCCOLI

ALERT! **Organic Broccoli** from California remains extremely limited for October with high pricing due to the 2 heat waves experienced in the growing regions.

As a wholesaler on the east coast, we have not seen the quality issues on arrival, but that is because farmers are leaving product in the field due to quality issues such as dehydration, hollow core, and pin rot.

ALERT! **Organic Broccoli Crowns** remain more of a struggle than the bunched Broccoli because of sizing issues and especially the hollow core.



OG HARD SQUASH

PA local **Organic Hard Squash** continues in peak season with full variety. Now is the best time of the year to promote Delicata since it does not store later in the year as well as the other varieties.



OG CAULIFLOWER

NOTE: **Organic Cauliflower** from California has begun to see harvest numbers decrease and quality issues arise, causing farmers to leave product in the field. Prices continue to go up as availability is more limited, all as a result of the consecutive heat waves. We are sourcing some product from Nevada.

Organic Romanesco is now in season from California in limited quantities and during early to mid-October we will see **Organic Romanesco** from Pederson Farms in NY.

OCTOBER IS CO-OP & FAIR TRADE MONTH!



ABUNDANCE



LEXINGTON



GREEN STAR



TAKOMA PARK



PUMPKIN PATCH

EDIBLE ▶

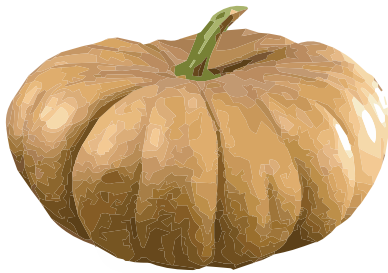
Dual purpose. Ideal for decorating, plus the flesh of these heavy pumpkins has the right flavor and texture to use for roasting, soup, and pie recipes.



Cinderella



Fairy Tale



Long Island Cheese



Peanut

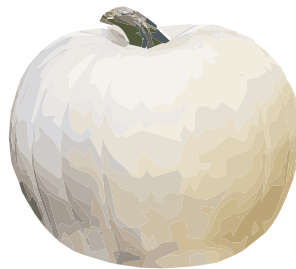


Blue Jarrahdale

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DECORATIVE USE ONLY ▶

These decorative pumpkins are best for drawing, carving, and painting.



Valenciano White Face



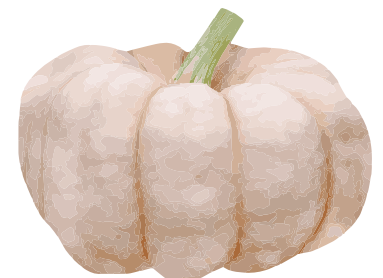
Face Pumpkin /
Jack-o-Lantern



Flat White Boer



Knuckle Head



Pink Porcelain Doll

CONVENTIONAL MARKET NEWS

OCTOBER 2 - OCTOBER 9, 2020

EXCELLENT FALL GRAPES & HOBGOBLINS ARE BACK



October is going to be a fantastic time to promote California **Grapes!** The heat and wildfires really impacted the wine grapes further north, while the table grapes are actually in pretty good shape.

There are plenty of supplies on **Green and Red Seedless Grapes.** Prices are very flexible on large and medium-large sized fruit. On the XL and jumbo sizes of the best varieties, there is less price flex, but consumers are still buying.

Harvest Hobgoblin brand Grapes from Dulcich Farms will replace our Pretty Lady lines during October. Same great quality and same great grower, just different marketing for the season. Greens are tasting phenomenal will be Green Emerald and Autumn King varieties. Reds are Scarlett Royal and Blacks are Autumn Royal.

Black Moon Drops and Cotton Candy Grapes continue in season from The Grapery! Be sure to add some specialty variety to your grape set.



CV CAULIFLOWER

Quebec 12ct cello **Cauliflower** remains the best region for quality. Warmer weather pushed crops ahead in CA but not all vendors are ready to drop pricing.

Local PA 60ct **Bin Jacket Cauliflower** is right around the corner for mid-October. The crop has been delayed 2-3 weeks vs planned, but they're coming soon!

Local and Quebec **Orange & Purple Cauliflower** and **Romanesco** is slowly becoming available. Not all growers planted this season, so it's unclear how much will be available this October. Talk to your sales rep and merchandiser so you can snag these good sellers when they become available.



CV APPLES

Be sure to add these exciting and flavorful varieties to your sets here in October:

- NY **Snap Dragon Apples** 40 lb & 12/ 2lb pouches
- NY **Sweetango Apples** 40lb

Honeycrisp Apples are in good supply both from Washington and Eastern growers. There are great deals on US1 and USX grade at very promotable prices. The reason these apples are more affordable is because they're graded out primarily for lighter skin color in the premium boxes (WXF and WXP) - but you can hit some great price-points.

Eastern Apples in bags and totes are selling well.



CV PUMPKINS & ORNAMENTALS

Heirloom Varietal Pumpkins are finishing up locally here in early October. Growers planned to finish in mid-October, however a strong demand this season is finishing harvests earlier than anticipated. Be sure to snag some **Autumn Mix Bins** and **Fall Fantasy Bins** while you can.

Face Pumpkins for Jack-O-Lanterns should remain available through Halloween depending on any extreme weather conditions in October. Quality has been very nice so far out of PA and other growing regions!

Gourds, Jack-Be-Littles, Baby Boo, and other small **Ornamentals** should remain available well into the month of October on most varieties. Demand has been strong.



CV TROPICALS

Pineapples are promotable in both the 7ct and 8ct lines from Dole.

Hass Avocado prices from Mexico were slightly lower again this week, and fruit has been in great supply in both 48ct and 60ct. We are also offering a great deal on 40ct fruit!

NOTE: Unusually high demand on the Brazilian **Mangos** due to Mexico exiting early have kept prices higher. The Tommy Atkins variety will be available in 10/12ct in limited supplies for early October.

ALERT! **Maradol Papayas** from Guatemala and Mexico and **Solo Papayas** from Brazil still remain limited for next week!



CV BROCCOLI

Although Maine and Quebec remain tight in supply on **Broccoli Crowns**, more abundant harvests in CA and Mexico have brought the prices down some from the very high levels. It's not promotable but it is less expensive. *This is expected to be temporary as CA volumes will go back down later in the month.

Local PA **Bin Stem Broccoli** availability is limited for early October, but will increase in volume later in the month as we approach the peak.



CV ASPARAGUS

Asparagus prices were cheap to end September, but prices have rebounded to start October. Big chains went on ad and production out of Mexico and Peru became limited, causing a shortage in the market. Quality from both regions has been excellent.



CV CUCUMBERS

Super Select Cucumber prices will remain steady this week. Prices may start to come off late week as Georgia product really begins to kick in.

Euro Seedless Cucumber prices are coming off this week as more harvests from Canada are starting to come on. Cloudy weather is keeping harvests on the lighter side. Quality has been very nice.



CV BRUSSELS SPROUTS

25lb California **Brussels Sprouts** continue in peak season, however prices are on the rise somewhat due to warm weather as growers approach transition to the next region.

Brussels Sprouts Stalks are available now for pre-books! Contact your sales rep.

Season 'n Steam **Brussels Sprouts** bags from Ocean Mist make an easy "grab and go" as fall weather begins.



CV GREEN BEANS

Green Bean markets should ease some this week as some local growers started picking their last fields. Georgia and Tennessee are also starting, leading to more availability. Quality has been very nice.



CV PEPPERS

11lb **Red, Orange, and Yellow Bell Peppers** will remain promotable this week out of Canada and Mexico. Quality has been excellent with great sizing as well.

Green Pepper markets will start to come off as GA harvests look to really start up this week. Quality and volume are expected to be great.



CV FALL FRUIT

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

Fuyu (flat and eaten firm) **Persimmons** will be in season to kick off October! **Hachiya** (cone shaped and must ripen to soft) **Persimmons** will arrive in mid-October.

Quince from California are now in season.



CV ONIONS

We are seeing some very nice quality **Onions** right now out of multiple regions including Nevada and Idaho. Pricing remains steady on all colors and sizes.



CV ARTICHOQUES

Jumbo 12ct Ocean Mist **Artichokes** are available for early October, along with **Baby Artichoke** 12/2lb clamshells.



CV SQUASH

Green Squash price will look to come off this week as GA starts up with good volume. Production from Mexico remains available but limited. Quality has been very nice both regions.

Yellow Squash prices will ease off as more product from GA begins to be harvested. Quality should be very nice. Product from Mexico will also be available.



CV CANTALOUPE

We should see some more affordable pricing on **Cantaloupes**.

California is still going and Arizona and Georgia start their fall crop fruit during October. Plus, import **Cantaloupes** are starting to be harvested in Central America.



CV TOMATOES

Cluster Tomatoes will be promotable this week as Mexican shippers begin to flush. There are also some new crop Canadian harvests coming on, creating very promotable prices. Quality has been excellent.

Beefsteak Tomato prices will rise this week as demand remains strong out of Mexico. Quality has been excellent.

Grape Tomatoes remain steady this week. Product is coming from Georgia and Mexico and quality has been nice. Florida should start in early to mid-October.

Campari Tomatoes are back in stock this week. Supplies should be steady out of Mexico, and quality has been excellent on new crop.

Roma Tomato prices came off some this week as demand remains weak and supplies from Tennessee and Mexico continue to be available. Quality has looked nice from both regions.

ALERT! **Vine Ripe Round Tomato** prices are extremely high again this week. Product remains very tight coming from Tennessee, Mexico is shipping very little volume right now, and Florida will not start for another 1-2 weeks. Local PA grown **Tomato** prices are strong and very limited as well. There will be very light supplies available.



CV BERRIES

Raspberries and **Blackberries** are in much better supply this week. The crop in Mexico is producing solid volumes, and October will be a good time to promote fresh crop fruit on both of these berries.

NOTE: **Strawberries** will continue to be in lighter supply this week at higher than normal pricing. Although the growing conditions have improved, the plants are still stressed from the heat wave experienced weeks ago. The plants simply aren't producing normal amounts of fruit, and yields are way down. The good news is that fruit quality has been very nice.

Blueberries volumes from Peru are lighter, and unfortunately a few containers on the east coast weren't released in time to make it into the supply chain. We will continue to have some supply on pints, but 6oz clamshells will be in better availability now that Mexico has started to harvest.

This high **Blueberry** market will be short-lived. As we head into November, the pint market is expected to fall to more promotable levels as Peru enters their peak harvest.

Driscoll's Limited Edition **Jumbo Blueberries** from Mexico will start in mid-October.

OTHER STORIES

- Import **Navel Oranges** continue to be a struggle. New arrivals are waiting for USDA release, so supplies are limited at this time and prices are strong.

- **Mandarins** are moving well with good supplies and steady pricing from Chile and Peru.

- **Lemons** from Mexico are a good cheap option over California, running \$8-10 less.

- Florida **Grapefruit** is expected to start around October 5th. Volume will be like last year, peaking on 40 ct.

- Florida **Navel Oranges** will start around the same time but down by 10-15%. **Juice Oranges** will start by mid-October and volume will be down as well.



CV LETTUCE

ALERT! **Iceberg Lettuce** prices dropped a little but remain expensive, and even though there is a little better supply to start October, expect lighter weights and some misshapen heads. Similar to other CA commodities, crews are working ahead in fields, leaving great potential for gaps down the road.

ALERT! Although most CA commodities are seeing a dip in prices due to warmer weather, **Romaine** and **Romaine Hearts** are not expected to have a surplus in supply. The warmer weather just increases bug pressure and disease in fields. Yields continue to be under budget, which is keeping prices on the higher end.

We are sourcing what we can on **Iceberg**, **Romaine Hearts**, and **Leaf Lettuces** out of Quebec since they're a little less pricey than the west coast stuff.

ALERT! Dole is alerting customers to avoid promotions on **Romaine** and **Iceberg-centric Salad** lines during October.

- **NOTE:** **Bi-Color Sweet Corn** in bulk will be finished locally and Georgia will start here in the beginning of October. **Tray Pack Sweet Corn** will continue to be available all week.

- **Green Cabbage** from NJ and PA fall harvests are available, and quality has looked excellent. Prices remain steady and stable.