



# ORGANIC OUTLOOK

OCTOBER 13 - OCTOBER 27, 2017



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## ORGANIC HASS AVOCADO SUPPLIES IMPROVE

**Organic Hass Avocados** have been in better supply during early October. Quality has been great and pricing is dropping.

October appears to be a time for retailers to take a more promotional stance in pricing and display size on **Organic Hass Avocados**, but threats of striking and instability throughout Mexico make this market an unpredictable one. Stay tuned.

Four Seasons is once again partnering with the Equal Exchange team to deliver you Fair Trade Avocados for the 2017/18 Season! We have 48 and 60ct fruit available for next week. Talk to your Four Seasons Produce representative for more details on this great program that gives back to the small farmer.



### OG APPLES

Washington **Organic Honeycrisp Apples** are in good supply with prices continuing to ease slightly each week.

**Organic Granny Smith Apples** out of California and Washington have arrived. Expect smaller sizing in bulk and plenty of bags.

Washington **Organic Gala Apples** are in good supply in all sizes and bags this week. Promotional opportunities are expected to continue.

Washington **Organic Lady Alice** and **Pinova Apples** are available, but are limited and priced high. Washington **Organic Rosalynn** and **Sweetango Apples** continue in limited supply with high prices.

Heirloom Orchards **Organic Orleans Reinette** and **Grimes Golden Apples** are here. The next variety will be **King David's**.

We expect some local PA **Organic York Apples** to be available for mid-October.



### OG BERRIES

Driscoll's **Organic Raspberry** supplies are improving weekly with steady pricing.

**ALERT!** **Organic Strawberry** volume is dwindling and prices are on the rise. Expect occasional supply gaps and higher prices.

South American **Organic Blueberries** are limited and prices are high for mid-October. Supplies will improve in November when Mexican supply begins.

**Organic Blackberries** have begun with improving supplies and prices. This is expected to continue weekly through the fall out of Mexico. Driscoll's brand is limited.

New crop **Organic Cranberries** have arrived!

Columbian **GoldenBerries (Cape Gooseberries)** are gapping again, but they are expected to arrive here in late October.



### OG PEARS

Washington **Organic Asian, Bartlett, and Bosc Pears** are all in excellent supply.

New crop Washington **Organic Concorde Pears** are expected back in mid-October.

Pacific Northwest **Organic Starkrimson Pears** are starting to wind down. **Organic Red Bartlett Pears** will begin in late October.

Washington **Organic Red Pears** in high graphic pouch bags continue in steady supply.



## OG ASPARAGUS

**Organic Asparagus** shipments are coming in steadily from Argentina and Mexico.

Inbound quality had been very good, but recent arrivals are showing dehydration and tip spreading.



## OG ENDIVE



## OG BELL PEPPERS

Holland, Canada, and Mexico shippers are in good supply of **Organic Red, Yellow, and Orange Bell Peppers**. Now is a good time to promote.



## OG GRAPES

California **Organic Red, Green, and Black Grapes** have gotten hit with high heat and some unexpected rain. Prices will increase some. The aforementioned issues may cause some occasional bad grapes to show up in bags, but otherwise, very nice bunches.



## OG PINEAPPLES

**Organic Pineapples** continue to be promotable with Dole labeled fruit being the best value. There continues to be a good supply of 6 and 7ct from Dole and the quality has been excellent!



## OG BABY GREENS

**ALERT!** **Organic Baby Spinach, Kale, and Arugula** continue to be in tight supply as growers transition crops over the next few weeks.



## OG BROCCOLI

**ALERT!** **Organic Broccoli** has started to have some quality issues out of CA. The poor coloring is due to the heat. Expect prices to continue to increase. **Organic Broccoli** is also available out of NV. Quality is better out of this region.

**Organic Broccoli Crowns** are still in fairly tight supply out of CA.

Local PA **Organic Stalk Broccoli** is in season!! Quality has been nice from Lancaster County, PA Amish growers.



## OG CITRUS

**ALERT!** California **Organic Valencia Orange** supplies are virtually done for the season. **Organic Navel Oranges** are expected to start in late October. Supplies are expected to be short all season.

California **Organic Grapefruit** supplies are expected back in mid-October in very limited supply.

**Organic Lemon** supplies out of Mexico and California are improving weekly with markets sliding off. Excellent quality should be expected out of both regions.

**Organic Lime** supplies continue to improve with prices coming off.



## OG SQUASH

**Organic Hard Squash** season is now in full swing from NY, PA, MD, ME, CA, NM, and WI!

Florida **Organic Yellow** and **Zucchini Squash** harvests will begin in mid to late October, and supplies will likely be light. Mexican supplies are finally beginning to increase for some shippers, but declining for others.



## OG CAULIFLOWER

**Organic Cauliflower** prices continue to be on the high side. Quality continues to be “good”, but some discoloration is still present.

**Organic Romanesco** is limited from CA.



## OG CUCUMBERS

Mexican shippers report increasing supplies of **Organic Cucumbers**. Late October is shaping up to be a good time to promote.

**Organic Hothouse Cucumbers** are a little more limited out of Mexico, but Canada is in good supply and priced higher.



## OG GINGER & TURMERIC

Peruvian **Organic Ginger** is becoming lower in price this week. **Organic Turmeric** from Hawaii is finishing until late November. “Wild” **Turmeric** out of Jamaica is in good supply.



## OG LETTUCE

Adequate supplies of **Organic Red Leaf, Green Leaf, and Romaine Lettuce** are available out of CA. Quality is weaker on leaf lettuce coming out of CA due to the extreme heat.

Although Canadian product is also seeing some discoloration in the fields due to the heat, **Organic Romaine and Red Leaf Lettuces** are in decent supply. Expect prices to climb.

**Organic Romaine Heart** quality is good out of CA. Pricing has moved up due to demand.



## OG TOMATOES

**ALERT!** Mexican **Organic 2-layer Round Tomatoes** are gapping. New crop Mexican will begin in late October.

**Organic Cluster and Beef Tomatoes** are priced higher out of Canada and Mexico this week due to the lack of field tomatoes available.

**Organic Cherry and Rainbow Tomatoes** are limited from NY and PA. Cooler weather has slowed harvests, and both PA and NY will be done with production in mid-October. **Organic Grape Tomatoes** are limited across the board.

**Organic Roma Tomatoes** are very limited out of PA & NY. Mexican growers report no volume whatsoever this week, but some are expected to arrive in late October.



## OG CARROTS

**ALERT!** **Organic Orange Bunch Carrots** are very limited in supply due to quality issues.

**ALERT!** CA shippers continue to be limited on larger sized **Organic Carrots** because of the extreme heat. This has resulted in limits on **Organic Cello and Jumbo Carrots**. Prices are up. This situation with CA **Organic Carrots** will last into early November.

Canadian growers report adequate supplies of **Organic 5lb & 2 lb Carrots**. The market is steady for the time being, but is poised to move up.

**Organic Rainbow and Purple Bunch Carrots** are available from specialty growers.

## OTHER STORIES:

- **Organic Green Kale** is in good supply out of NY, PA, CA, and OH. **Organic Lacinato Kale** is very limited on the east coast, but is better supplied out of CA.

- A few cases of **Organic Specialty Eggplant** may be available out of NY, but in small volumes. California is limited on **Organic Eggplant**, and Mexico does not show any availability yet this season.

- **Organic Green and Red Cabbage** are available out of PA, NY, NC, and OH. **Organic Savoy Cabbage** is in limited availability out of PA, and **Organic Napa** is limited from CA.

- **Organic Celery** quality was stronger this week, and pricing varies according to vendor. **Organic Celery Hearts** are in good supply.

- The full start of all varieties of **Cinacia Organic Fingerling Potatoes** should begin in late October. Heavy rains have delayed the start of the Cinacia crop.

- Now is a great time to start thinking about building large fall **Organic Sweet Potato** sets!

- **Organic Pomegranates** are back in good supply.

- **Organic Young Thai Coconuts** will be in great supply for mid-October. Pricing continues to be promotable!

- **Organic Spinach** is limited out of CA and finished from NV.

- New crop **Organic Green Kiwifruit** out of California and Italy are expected to come into season for late October.



# FOUR SEASONS PRODUCE Product Guide

## Organic



41972



41971



41970



CODE	DESCRIPTION	PK/SZ	UPC
41972	OG Potatoes Sunrise Medley 1 Bite	12/1.5 lb.	826088599157
41971	OG Potatoes Honey Gold 1 Bite	12/1.5 lb.	826088589201
41970	OG Potatoes Ruby Sensations 1 Bite	12/1.5 lb.	826088519154

## Conventional

04744



04746



04745



04638



04636



04742



04340



04740



04743



04741



CODE	DESCRIPTION	PK/SZ	UPC
04744	CV Potatoes Fingerling Red	12/1.75 lb.	826088720155
04746	CV Potatoes Fingerling Sunset Medley	12/1.75 lb.	826088740153
04745	CV Potatoes Fingerling Gold	12/1.75 lb.	826088710156
04638	CV Potatoes Honey Gold 2 Bite (cello)	8/1.75 lb.	826088586157
04636	CV Potatoes Ruby Sensations 2 Bite (cello)	8/1.75 lb.	826088516154
04742	CV Potatoes Sunrise Medley 1 Bite	12/1.5 lb.	826088594107
04340	CV Potatoes Honey Gold 1 Bite	12/1.5 lb.	826088584108
04740	CV Potatoes Ruby Sensation 1 Bite	12/1.5 lb.	826088514105
04743	CV Potatoes Purple Passion 1 Bite	12/1.5 lb.	826088544102
04741	CV Potatoes White Delights 1 Bite	12/1.5 lb.	826088504106



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## MICROWAVE READY



**CODE:** 02911

Little Potato Company Garlic Parsley  
Microwave Ready | 8/1lb  
**UPC:** 6 29307 01534 2



**CODE:** 02913

Little Potato Company Savory Herb  
Microwave Ready | 8/1lb  
**UPC:** 6 29307 01504 5



**CODE:** 02918

Little Potato Company Three Cheese  
Microwave Ready | 8/1lb  
**UPC:** 6 29307 01604 2

## OVEN | GRILL READY



**CODE:** 02914

Little Potato Company Onion Medley  
Oven/Grill Ready | 8/1lb  
**UPC:** 6 29307 01564 9



**CODE:** 02916

Little Potato Company Barbecue Blend  
Oven/Grill Ready | 8/1lb  
**UPC:** 6 29307 01574 8



**CODE:** 02918

Little Potato Company Garlic Herb  
Oven/Grill Ready | 8/1lb  
**UPC:** 6 29307 01584 7

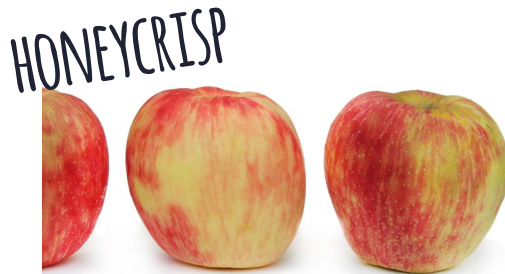


# CONVENTIONAL OUTLOOK

SEPTEMBER 15 - SEPTEMBER 22, 2017

WWW.FSPRODUCE.COM 40 LB

## SOME OF FALL'S BEST APPLES



**Honeycrisp Apples** are in peak season from PA and NY, as well as from Washington state. The rest of October will be an excellent time to promote. Out of Washington, there is a large price spread between extra-fancy/premium grade fruit with high color vs US extra-fancy grade with more green coloring. Both taste great!

*What are some other premium variety apples your customers might be drawn to?*

- **SweetTango Apples (NY)** have honeycrisp parent-age and are even sweeter and juicier!
- **Snap Dragon Apples (NY)** have huge crunch, big apple flavor, and bright red color.
- **Breeze Apples (WA)** have crisp, dense flesh, and taste like a really nice gala.



### CV BERRIES

#### STRAWBERRIES

Lower demand and continued steady supplies of **Strawberries** will ease pricing down this week, but they're not particularly promotable.

#### BLUEBERRIES

**Blueberry** supplies will continue to increase this week from Peru, Argentina, and Mexico. Look for prices to adjust down slightly with the increased volume.

#### RASPBERRIES & BLACKBERRIES

**Raspberry** and **Blackberry** supply numbers will continue to increase this week. We will see prices adjust down as we head into next week.



### CV LETTUCE

**ALERT! Iceberg Lettuce** is in an industry-wide shortage situation for October.

Canadian supply is ending and New Mexican supply is not expected to start until the last week of October. And meanwhile, California harvests continue to be very light due to weather.

Since new fields in Arizona will not start until November, all pressure will be on California product. Expect high pricing!

Quality has been decent, but any arrival can have issues due to the weather-related issues.



### CV PEPPERS

**11lb Red, Yellow, and Orange Peppers** are in good supply from Mexico. **8/3ct Rainbow Peppers** are still very aggressively priced and promotable.

**15lb Red Peppers** are steady from California.

**12/1lb Mini Mixed Sweet Peppers** are steady.

**Green Peppers** are a bit more snug as some local regions dwindle down. Pricing is still very reasonable with nice quality.



## CV SQUASH

**Zucchini** and **Yellow Squash** are starting out of Mexico. Good volume is expected. Reminder: these are 24lb boxes vs. east coast 20lb boxes.

All **Hard Squash** is steady from local growing regions.



## CV BROCCOLI & CAULIFLOWER

**Broccoli Crown** supplies are steady. Quality is very nice from Virginia right now. **Local PA Stem Broccoli Bins** are still available with steady pricing.

**Cauliflower** supplies are a bit tighter, pricing is trending higher, and quality is decent. **Local PA Jacket Cauliflower Bins** are still available.



## CV ICEBERG SALADS

**ALERT!** Due to the quality issues in the field, along with short harvest supplies on **Iceberg Lettuce**, packaged salad companies are in a pro-rate situation on many of their **Iceberg Lettuce based Salads** for the rest of October.



## CV FLORIDA CITRUS

Due to the extensive damage we've seen in Florida on its **Citrus** crop, prices are very high and won't come down very fast.

We have **Florida Navels Oranges**, which still have light color. **Fal Glo Tangerines** look surprisingly nice with good orange color on the outside and cut bright orange on the inside.



## CV CALIFORNIA CITRUS

California **Navel Oranges** could start in mid-October, but realistically it will be the first of November before we see any volume. **Clementines** from California look to start in the first week of November or possibly the second week.



## CV IMPORT CITRUS

**ALERT!** Import **Navel Oranges**, **Minneola Tangelos**, and **Mandarins (Clementines)** are winding down to the end. Supplies on all three are sporadic and we may gap on **Navels** and **Clementines** before we get started with California on both, and the imported **Clementines** from Spain and Morocco.



## CV LIMES

The **Lime** market is starting to firm up. Due to weather related issues on quality, most of the fruit is being packed on the US side.

Prices should level and remain steady through November, then steadily climb in December and January due to reduced volumes. January and February normally are very high on pricing.



## CV ONIONS

The **Onion** market has been strong and steady over the last month. Initial reports of storage crop **Onion** supplies are significantly less than in years past.

This is especially true for storage crop **Onions** in the northwest however, storage crop Onion supplies in New York appear to be up over the past year. An above-average year is expected from a pricing standpoint.



## CV LEAF LETTUCE

**Romaine**, **Green Leaf**, and **Red Leaf Lettuces** are available from California and New Jersey. Both regions are steady to higher in pricing.

**Romaine Hearts** remain limited with good quality and steady to higher pricing.



## CV CUCUMBERS

We are transitioning to Mexican **Cucumbers**. Pricing will be up a bit due to freight, but quality should be good.

**Cello wrapped Cucumbers** are steady. **12/6ct Mini Seedless Cucumbers** snug with steady to higher pricing.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** remain tight with higher pricing. Quality has been nice, but supply is not enough to keep up with industry wide demand... and it's not even fall-like weather yet and Thanksgiving is right around the corner. We're not sure when relief is in sight.



## CV TOMATOES

**15lb Beef, 11lb Clusters, Grape, and Cherry Tomatoes** are a bit tighter with a slight bump in pricing.

**2-layer Vine Ripe Tomatoes** from California and Mexico are in better supply, pricing is lower, and quality is very nice.

**Roma Tomatoes** are in good supply with steady to lower pricing. **Cocktail Tomatoes** are in better supply and lower in pricing.



## CV POTATOES

The **Russet Potato** market has seen minimal change in both pricing and demand. Supplies remain strong in all growing areas. Pricing on smaller-sized **Russet Potatoes** has remained steady, while the larger-sized product has had a slight decline.

The **Red Potato** market is steady with occasional hot buys. Growers in Wisconsin are seeing a stronger market on **A-size Red Potatoes** as supplies are limited. Supplies of new crop **Yellow Potatoes** are available out of numerous shipping regions. This has left the market soft, yet steady.

Pricing and demand of the **White Potato** market continues to be centered around the northeast. Pricing remains very steady.



## CV HASS AVOCADOS

The **Hass Avocado** market came crashing down in early October, and prices are nearly half of what we saw two weeks ago.

Where does the market go from here? We've seen before how the growers in Mexico can manipulate the market and with this market now, we see growers slowing down and even stopping fruit from being picked.

For mid to late October, we should see these lower prices, but in the long term, if growers hold back fruit coming to the US, creating a false shortage we could see prices shoot right back up.



## CV BABY SPINACH

**ALERT!** There is an industry shortage on **Baby Spinach** into early November.

Here's our one of our suppliers describes it, for 4 lb, 4/2.5 lb, and 12/10 oz packs:

*"The excessive heat killed off many spinach seedlings and the plants that survived have weak stands and did not develop properly. This took the yields way down from normal. This caused the processors to have to use twice as many areas per week to achieve the weights needed to fulfill orders. This caused a long term issue as the industry keeps harvesting ahead of schedule perpetuating the problem. There is a projected shortage for the next 3-4 weeks but if this trend continues it could last until we get to the desert in the end of November."*

## OTHER STORIES:

- The **Lemon** market has settled down with decent supplies now in Southern California and Yuma Arizona. The best pricing is on the Mexican fruit crossing in Texas, almost half the price of the domestic fruit.
- We will finish on California **Grapefruit** this week with the first Texas Rio Stars arriving this weekend with some fruit from Florida.

- Mexican **Eggplant** is starting in mid to late October.
- **Celery** supplies are good with pricing inching up a bit. Canadian product will finish in mid-October.
- **Anise (Fennel)** supplies remain plentiful with aggressive pricing.
- **Watermelon** supplies on the east coast will remain very limited and will be finishing up quickly.

- Mexican supplies are just getting started but numbers will improve in the coming weeks. Prices will remain steady through the week but are expected to ease down as more fruit comes to market.
- **Cantaloupe** and **Honeydew** prices will be higher this week as California wraps up and all the demand shifts south to Arizona. Supplies will increase over the coming weeks to help satisfy the demand.