



ORGANIC OUTLOOK

OCTOBER 12 - OCTOBER 26, 2018



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FALL ORGANIC VEGETABLE UPDATE

Organic Broccoli has been in abundant supply out of CA, but prices are on their way up for late October. **Organic Broccoli Crowns** are also in decent supply. Overall, this item remains promotable.

Unfortunately, local harvests of **Organic Stem Broccoli** out of PA will not happen this year. The temperatures, cloudy, and wet weather did not produce a good crop out here.

CA growers report adequate supplies of **Organic Cauliflower**, but some bugs damage and bruising is apparent. Quebec, Canada growers are about finished with their **Organic Cauliflower** harvests. Prices will gradually move up as we head into late October.

Limited supplies of **Organic Romanesco** will be available out of CA, and soon to come out of NY as well.



OG BRUSSELS SPROUTS

It's **Organic Brussels Sprouts** season!

Fall crop **Organic Brussels Sprouts** are in good supply out of California, Wisconsin, and New York. Volumes should be fairly steady through October and into November.

Bagged Organic Brussels Sprouts are now available out of Wisconsin from Organic Valley with high quality product. Initial shipments include a \$2 off Organic Valley Ghee (clarified butter).



OG APPLES

Pacific Northwest **Organic Apples** continue in abundant supply:

- OG Ambrosia**
- OG Fuji**
- OG Gala**
- OG Gold Delicious**
- OG Granny Smith**
- OG Honeycrisp**
- OG Jazz**
- OG Jonagold**
- OG Kanzi**
- OG Lady Alice**
- OG McIntosh**
- OG Pinova**
- OG Opal**
- OG Red Delicious**
- OG Rosalynn**
- OG Smitten**
- OG Sweetango**

Try all varieties & promote your favorites!

New this week from Heirloom Orchards:

- OG Ashmeads Kernel**
- OG Braeburn**
- OG Calville Blanc**
- OG King David Mutsu**
- OG White Pearmaine**



OG BERRIES

Driscoll's **Organic Raspberries** and **Strawberries** are in steady supply. Other brands of Organic Strawberries are in a small gap, waiting for quality to improve.

Driscoll's **Organic Blackberries** continue to be very limited with high prices. This is not expected to improve for the next few weeks until Mexican production ramps up in November!

Other brands of **Organic Blackberries** have begun, and supplies will increase as Mexico ramps up and pricing will begin to ease over the next few weeks.



OG MANGOS

ALERT! Organic Mangos will be gapping until the end of October or early November.

Organic Honey (Ataulfo) Mangos will be the first fruit out of Ecuador. These will arrive in limited quantities the week of October 21st. Pricing will be high to start the season.



OG FALL FRUIT

Organic Pomegranates continue with excellent color and steady supplies. Product is now available in bulk wooden crates.

Organic Pomegranate Arils should be back in stock in mid-October.

Organic Persimmons are expected to come into season for late October.

New crop **Organic Cranberries** are available and are expected to be steady for the season.



OG BLUEBERRIES

ALERT! Driscoll's **Organic Blueberries** will be extremely limited until supplies of new crop out of Mexico ramp up in late-October. Expect very high prices, supply gaps, and only limited 4.4oz packs this week.

New crop **Organic Blueberries** from Chile should begin in late October. Expect very high prices on air fruit for the first couple of weeks, and then ease down as supplies ramp up. The first arrivals have been delayed due to rain.



OG AVOCADOS

Organic Hass Avocado pricing continues to slowly drop as fruit volume is up from Mexico.

Organic Fair-Trade Hass Avocados from Equal Exchange are now available in both 48 and 60ct sizes! We have pre-conditioned Fair Trade 48ct fruit available in stock now!

Large smooth-skin **Organic Green Avocados** from Florida are in stock again this week. Fruit has been beautiful.



OG GRAPES

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

Expect **Organic Green Grape** prices to begin rising headed into late October, but quality remains outstanding, especially on the Autumn Crisp variety.

Organic Thomcord Grapes continue with excellent quality and supply.



OG LETTUCE

ALERT! CA prices on **Organic Red and Green Leaf Lettuces** are up, and it is still a volatile commodity. The next few weeks in October will be challenging with the transition of growing regions.

Organic Romaine Lettuce is still tight in supply, rib rust is still present, and prices are high.

Organic Romaine Hearts are in tight supplies out of CA. Expect prices to be on the higher side headed towards late October. Quality looks good.



OG ONIONS

We should see **Organic Red Onions** continue out of PA for at least a couple more weeks.

Organic Yellow and White Onions are in plentiful supply out of various growing regions. **Organic Yellow Onions** are particularly in good supply, creating some attractive prices on jumbo and medium sizes.



OG CELERY

After a period of good **Organic Celery** quality, we will now be more challenged on that front.

Prices are up across the board on **Organic Celery**. Supply and demand, plus bug challenges, have impacted this commodity. Expect limited supplies and higher prices for the next few weeks.



OG PEPPERS

The abundant supplies of large-sized **Organic Red Peppers** out of Mexico are winding down, which will take pricing up towards the end of the month.

Organic XL Red, Yellow, and Orange Peppers are all in good supply from Holland. Pricing is steady.



OG PINEAPPLES

Organic Pineapple quality has been excellent, and supplies are great! Both 6ct and 8ct sizing will be available for mid-October.



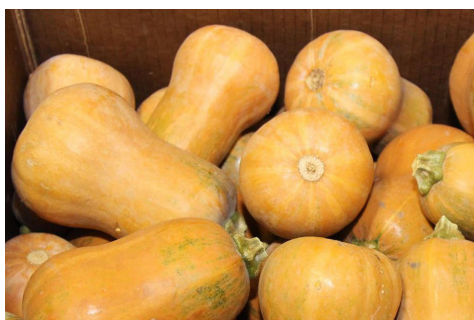
OG PEARS

It remains prime time to promote **Organic Pears!** Washington **Organic Anjou, Bartlett, Bosc, Concorde, Seckel, and Starkrimson (Red) Pears** are in excellent supply. California and Washington **Organic Asian Pears** are in steady supply.



OG KALE

Organic Green Kale is in good supply out of OH, NY, WI, and CA. Lady Moon Farms out of PA will finish all of their **Organic Greens** here in mid-October. **Organic Lacinato** and **Red Kale** is in good supply out of CA. Expect **Organic Kale** prices to begin moving up as the local product disappears.



OG SQUASH

Available from PA, OH, NY, and WI:
OG Green Acorn
OG Spaghetti Squash
OG Butternut
OG Pie Pumpkins
OG Red Kuri
OG Buttercup
OG Delicata Squash

New items hitting this week:
OG Honeynut
OG Carnival
OG Sweet Dumpling Squash

FL is up and running on **Organic Zucchini** and **Yellow Squash**. Crop looks good. Mexican growers report increasing supplies of **Organic Zucchini**, and prices are moderating. While **Organic Yellow Squash** is available out of Mexico, it's battling some discoloration.



OG TOMATOES

Organic Campari Tomatoes are in promotional supply.
 FL growers will begin harvesting **Organic Grape Tomatoes** in early November. Canada is limited at this time, but Mexico is in good supply.
Organic 2-Layer Round Tomatoes are limited from Mexico.

15lb Organic Hothouse Tomatoes are limited. **Organic Cluster Tomatoes** are in adequate supply. Prices are steady.

Organic Heirloom Tomatoes are limited from CA because harvests were impacted by the rain this past week and would not ship long distances.

Organic Roma Tomatoes from Mexico began this week, so product will be arriving with low color. Prices are steady for now.



OG CITRUS

Organic Lemon supplies have ramped up out of Mexico and California. Expect nice fruit and prices to ease.

New crop **Organic Grapefruit** has begun out of District 3 in Southern California. Supplies will be very limited for the first few weeks with very high prices.

Organic Lime supplies are steady this week with a little lighter color to be expected.

CA **Organic Valencia Orange** supplies continue to be extremely light on all sizes due to excessive heat with high and rising prices. We expect a gap before new crop **Organic Navel Oranges** begin later than expected in early November.

OTHER STORIES:

- **Organic Cantaloupe** prices are on the rise as the season winds down in California. We expect a smooth transition to new crop Mexican fruit for the end of October.
- **Organic Ginger** is in better supply this week from Peru and Brazil.
- Expect to see limited supplies of **Organic Turmeric** in the next few weeks. Jamaican **Organic Turmeric** is expected by Oct 19, both organic certified and wild grown.

- **Organic Spinach** is in adequate supply this week out of CA. Beetle damage is present on some of the leaves. Prices are up.
- **ALERT! Organic Eggplant** is in very limited supply. CA has no volume to speak of, and Mexico has not seen any yet. PA and NY have finished.
- **Organic Garlic** is in good supply out of Spain. Limited supplies are available out of CA, but at a high price point per pound.

- **Organic Green Cabbage** is in good supply out of NY, WI, and CA. **Organic Red Cabbage** is still limited out of CA, while supplies from WI are growing. **Organic Napa Cabbage** is now coming out of CA, OH, and NY, but supplies are very limited.
- **Organic Cucumbers** are in adequate supply out of Mexico, particularly on smaller sizes. FL has begun harvesting this week with good volume. Limited supplies of **Organic Hothouse Cucumbers** from Spain and Canada, and **Organic Mini Cucumbers** out of Canada, are available.

AUTUMN SEASON

ORGANIC TOP 40

OCTOBER - DECEMBER



Based on Four Seasons Produce, Inc. historical case volume data from 2017. This reflects availability and market conditions from last Oct - Dec.

1. OG Bananas
2. OG Blueberries
3. OG Strawberries
4. OG Salad, Spinach 5 oz
5. OG Raspberries
6. OG Hass Avocados
7. OG Blackberries
8. OG Crimini Mushrooms
9. OG Broccoli
10. OG Grape Tomatoes
11. OG Cucumbers
12. OG Mangos
13. OG Salad, Spring Mix 5 oz
14. OG Salad, Baby Arugula 5 oz
15. OG Red Seedless Grapes
16. OG Zucchini Squash
17. OG Gala Apples, Loose
18. OG Red Peppers
19. OG Romaine Hearts
20. OG White Mushrooms
21. OG Green Kale
22. OG Green Grapes
23. OG Shiitake Mushrooms
24. OG Cauliflower
25. OG Green Beans
26. OG Garnet Yams (Sweet Potatoes)
27. OG Celery
28. OG Salad, Power/Super Greens 5 oz
29. OG Yellow Onions
30. OG Cluster Tomatoes
31. OG Pineapples
32. OG Lemons
33. OG Salad, Baby Spinach 1lb
34. OG Tomatoes, Loose
35. OG Navel Oranges
36. OG Salad, 50/50 5 oz
37. OG Honeycrisp Apples, Loose
38. OG Lacinato Kale
39. OG Baby Carrots, 1lb
40. OG Granny Smith Apples, Loose



If you would like a consultation on how to improve your organic produce sales through item selection and display, contact:

Wayne Hendrickson - (Director of Sales & Retail Services) josephh@fsproduce.com

Dan Quier (Retail Sales Manager) - danielq@fsproduce.com

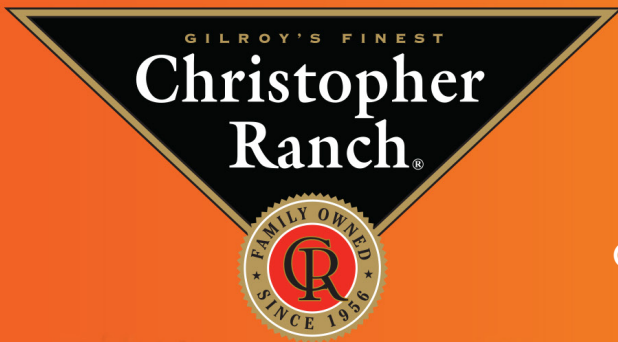
Bruce Meidinger (Retail Services Manager) - brucem@fsproduce.com

Brian Dey (Sr. Merchandiser & Natural Stores Coordinator) - briand@fsproduce.com

Traci Sensenig - (Wholesale Sales Manager) tracip@fsproduce.com



WE HAVE 3 GREAT DISPLAY CONTESTS THIS MONTH -
TALK TO YOUR SALES REP OR MERCHANDISER FOR MORE INFORMATION!



CHRISTOPHER RANCH GARLIC DISPLAY CONTEST

FOUR SEASONS PRODUCE HAS PARTNERED
WITH CHRISTOPHER RANCH TO BRING YOU A
CONTEST PROMO OF GHOULISH PROPORTIONS!

October 8 - October 31



GIFT CARDS WILL BE AWARDED TO THE TOP 3 STORES:

1st - \$250 | 2nd - \$150 | 3rd - \$100



Sage Apple & Pear Display Contest

October 1 - November 4, 2018

Top 5 Winners Will Choose From One of These Prizes:



ANDY BOY DISPLAY CONTEST

OCTOBER 8 - NOVEMBER 3



D'ARRIGO
CALIFORNIA



PRIZES WILL BE AWARDED TO THE TOP 3 STORES:

1st - \$400 | 2nd - \$250 | 3rd - \$150



PUMPKIN PATCH

EDIBLE ▶

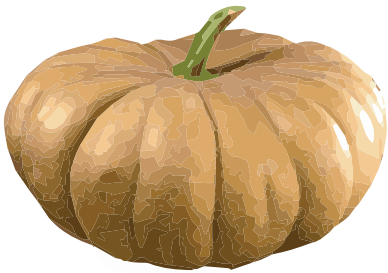
Dual purpose. Ideal for decorating, plus the flesh of these heavy pumpkins has the right flavor and texture to use for roasting, soup, and pie recipes.



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



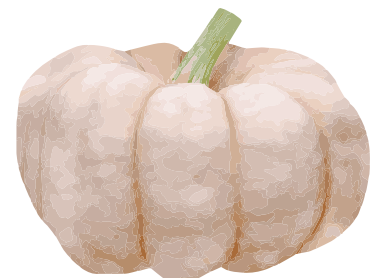
Face Pumpkin /
Jack-o-Lantern



Flat White Boer



Knuckle Head



Pink Porcelain Doll



CONVENTIONAL OUTLOOK

OCTOBER 12 - OCTOBER 26, 2018

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FALL FRUIT OUTLOOK



California early crop **Pomegranates** have been in season for several weeks and quality has been solid.

Premium **POM Wonderful** label product is set to arrive by the week of October 24 in 22ct and 30ct cartons. 308ct and 420ct display bins will also be available from Wonderful.

Prices will be higher on the #1 fruit, with demand expected to be strong and volume being 30% off from last year due to weather related issues early in the growing season.

POM POM brand CA **Pomegranate Arils** will be available starting in early November.

Persimmon season starts here in mid-October!

Hachiya (tall) Persimmons will be available through mid-November. **Fuyu (flat)** Persimmons will be available through December.



FUYU



HACHIYA

California **Black Figs** will finish in mid-October, but **Brown Figs** will start soon and will last until mid to late November. **Black Figs** from Mexico will begin in mid-November.



CV TOMATOES

ALERT! Hurricane Michael created a path of devastation in parts of Northern Florida, Alabama, and Georgia. Many growers picked **Tomatoes** ahead of the storm, but will quickly run out of those supplies.

Markets are reacting quickly on **Round/Vine Ripes, Roma, and Grape Tomatoes**. Expect significantly higher pricing as growers and shippers assess the situation.

Mexico growers are just getting started, but have increased their prices because they cannot handle all of the southern demand.



CV MANDARINS

There is an abundance of imported **Mandarins** from Chile and South Africa in the market, and most growers are very aggressive on price to move their crop before California and Spain start their season.

Expect these deal prices to be about the same going through the end of October. We expect to see the first new crop "**Halos**" **Mandarins** in early November from California.



CV STRAWBERRIES

Strawberries have tightened up much quicker than anticipated this week. Lots of promotional opportunities were on the table late last week, but the growing areas received more rain than estimated.

NOTE: Look for pricing to climb again this week, but then steady out as we head into November. Quality has been good on all fruit from Oxnard and Santa Maria, CA.



CV PUMPKINS & ORNAMENTALS

We still have plenty of fall **Ornamentals** and **Pumpkins** to promote! As the weather gets cooler, sales should continue to be strong for mid-October.

Bring your inventory in now to be prepared for sales and not be long at the end of the month.



CV CITRUS

Import **Navel Oranges** are still in good supply and we expect no gaps in supply from the finish of that season and the start of the California season, which is projected to be late October. Like usual, fruit will be small to start with very little 72's and larger.

California **Satsuma Mandarins** will start the week in mid-October and **Pummelos** by the end of October. It will be December before we see **Minneolas**, **Cara Caras**, and **Blood Oranges**.



CV CAULIFLOWER

PA-grown 60ct **Cauliflower w/ Jacket Bins** (code 999) have rebounded and will be available in extremely limited quantities for the next few weeks.

Cauliflower prices continue their slow rise out west after a few weeks of rock bottom prices. Look for markets to continue to rise steadily over the next few weeks.



CV GRAPEFRUIT

We are winding down with California **Grapefruit**. Florida has kicked off their season, but we will have limited availability as we will wait to jump in with the Texas **Rio Star Grapefruit** which is booked to start shipping in late October.



CV ASPARAGUS

Peruvian **Asparagus** prices are increased by a little bit as demand picks up.

Due to Hurricane Rosa, Mexican production has been delayed a few weeks but will start to trickle in during mid-October.



CV SWEET CORN

ALERT! Sweet Corn looks to finish up as Hurricane Michael will destroy the growing areas of the late Georgia Deal.

Supplies will be very sporadic this fall.



CV RASPBERRIES

Raspberries are in excellent supply right now. This is a good time to promote both 6 oz. and 12 oz. packages.



CV BLACKBERRIES

Blackberries out of Mexico are in good supply, but quality has been hit or miss over the past week. We're working hard to get the best fruit so that we can promote **Blackberries** this week.



CV BLUEBERRIES

ALERT! Blueberries are very tight out of Peru and Argentina. Argentina is now beginning to fly fruit into Miami, but prices are very high at this time on all 6 oz. packages.

Just a reminder that we have excellent supplies on the **"Jumbo" Blueberries** from Family Tree Farms at a premium price for this premium product.



CV SQUASH

ALERT! Green and Yellow Squash production in GA has halted ahead of the arrival of Hurricane Michael.

The Nogales deal is slowly picking up but forecasted rain will likely hamper harvests and new plantings and keep prices relatively high. Expect markets to remain extremely volatile for the next few weeks.

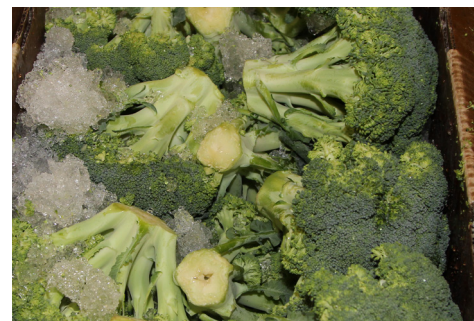


CV LETTUCE

NJ-grown Leaf Lettuce is here, and quality is outstanding.

CA **Leaf Lettuce** is in adequate supply this week. **Green Leaf Lettuce** prices remain elevated, but **Red Leaf** and **Romaine Lettuces** have stabilized.

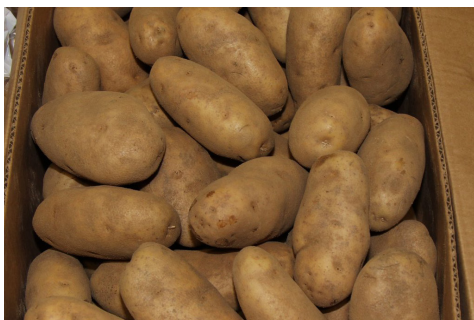
ALERT! Cello Iceberg Lettuce supplies remain extremely tight with few signs of softening.



CV BROCCOLI

All CA **Broccoli** shippers expect another week of lighter supplies. This situation is expected to continue through most of October. Prices remain elevated.

Eastern **Broccoli Crowns** (code 615) are projected to start in VA in mid-October, pending Hurricane Michael impact.



CV POTATOES

The **Russet Potato** market has seen minimal change. Pricing and demand remain steady.

New crop **Russet Potato** harvests are nearly complete in Colorado, Nebraska, Washington, Idaho, and Northern Wisconsin.

Central and South Wisconsin still have a considerable amount of **Russet Potatoes** still in the ground due to large amounts of rain late in the season.



CV ONIONS

The **Onion** markets has had minimal change. Onion pricing has weakened following the difficult weather during harvest, and **Onion** shippers are feeling behind schedule. Despite the weather, many growing regions have higher than average yields, specifically in the Pacific Northwest. The **Onion** market is flooded with supply, especially **Jumbo Yellow Onions**.

It is reported that growers in Washington may not be able to harvest all their product due to lack of demand and storage.



CV SWEET POTATOES

North Carolina **Sweet Potato** pricing has leveled off this week and seems to remain fairly steady.

With remnants of Hurricane Michael expected to dump more rain this week on the harvests, there continues to be a good amount of uncertainty on what this market could do in the next few weeks leading up to the holiday season.



CV CABBAGE

Lancaster County, PA grown **Bin Cabbage** (code 758) is here!

We also have NJ-grown carton **Green Cabbage** (code 745) from Flaim Farms. Availability is steady, and quality is excellent.



CV ARTICHOKE

12ct and 18ct Andy Boy label **Artichokes** are promotable! Excellent availability and quality should continue until mid-October.



CV WATERMELONS

Red Seedless Watermelon cartons for in-store cuts will be very promotable with product from Mexico. Quality has been excellent, and sizing is great. Keep pushing cuts for extra margins!



CV BRUSSELS SPROUTS

Fall crop **Brussels Sprouts** are now in season and pricing has been relatively steady.

Brussels Sprouts on the Stalk will be available from late October through Christmas. Contact your sales rep for pricing and to get pre-bookings in for the holidays.



CV EASTERN APPLES

Some of the best classic **Eastern Apple** varieties are now in peak season in totes, bags, and bulk. Be sure to include **Cortland, Empire, Macoun, McIntosh,** and **Rome** in our fall **Apple** sets.

PA and NY **Honeycrisp Apples** are in peak season with high-color premium fruit trading at similar pricing to Washington, however US #1 grade local **Honeycrisps** are available at deep discounts.



CV SPECIALTY APPLES

The following **Specialty Apples** are now in season for premium snacking selection:

- Snap Dragon (Honeycrisp parentage, NY grown)
- SweeTango (Honeycrisp parentage, NY grown)



CV ECO APPLES

We're starting a new **Ecologically-grown Vermont Apple** program with Champlain Orchards. The product will be sold in 1/4 peck paper totes, with about 25lb in the case of 10 random weight totes.

In season this week: **Crimson Crisp, Honeycrisp, Liberty, Nova Spy,** and **Silken.**

Contact your sales rep if you'd like to get started on this program!



CV WASHINGTON APPLES

Premium grade Washington **Gala, Granny,** and **Fuji Apples** are in peak season!

Honeycrisp Apples are very promotable with deep discounts on XLG-sized USXF grade fruit that has lower color than the premium grade, but just as good eating quality.



CV HOBGOBLIN GRAPES

XLG size premium variety California **Seedless Grapes** are available in the **Hobgoblin** branded pouch bags from Dulcich Vineyards.

Display bins are available.

Sales in this line are brisk for October promotions. We'll begin converting back to the Pretty Lady branding during the last week of the month.

