

ORGANIC MARKET NEWS



OCTOBER 9 - OCTOBER 16, 2020

ORGANIC POTATO CATEGORY REVIEW



The **Organic Potato** category continues to perform well this year. In the early parts of the pandemic, there was massive demand in bags and packages, but in recent months we've seen bulk loose sales rebound at retail. With the fresh crop of **Organic Potatoes** harvested in most regions now, let's take a look at what to expect this fall:

ORGANIC RUSSET POTATOES:

We should see the first arrival of new crop Colorado **Organic Russet Potatoes** for the week of 10/12, which will bring some pricing relief vs Idaho. Pricing is up somewhat overall due to less acreage this year. Quality is expected to be good this year from Colorado and Idaho.

ORGANIC RED & GOLD POTATOES:

Manitoba-grown **Organic Red and Gold Potatoes** are now in stock! This growing region is known for excellent soil conditions that make very clean and attractive red and gold potatoes. With promotable pricing available for much of the fall, these will be a good item to promote!

ORGANIC BABY POTATOES:

Rounding out our organic potato category is the **Organic Honey Gold, Ruby Sensation, and Medley (Red, Gold, & Purple) Potato** net bags from Tasteful Selections grown out in California. These are known as "1 Bite" sized creamer potatoes. Consumers are attracted to this line since it cuts down on prep and cooking time – just wash, season, and pop them right on a roasting pan with for a tasty hearty side dish.

Little Potato Company's **Organic Variety Creamer Potato** stand up pouch bags (code 222803) will be back in season starting the week of 10/12. The season should last slightly longer this year as acreage has been increased for the 2020 growing season.



OG APPLES

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

Washington Premium **Organic Fuji, Gala, Granny Smith, Honeycrisp, and Red Delicious Apples** are in excellent supply in all sizes and bags.

New crop **Organic Ambrosia, Jazz, Jonagold, Lady Alice, McIntosh, Opal, and Rosalynn Apples** are in steady supply. Fresh crop **Organic Pink Lady Apples** start the week of 10/12, and the much anticipated **Organic SugarBee Apple** start the week of 10/26.

Heirloom Orchards available this week:

- Ashmead's Kernel
- Cox Pippin
- King David
- Mutsu
- Northern Spy



OG BERRIES

Driscoll's **Organic Blueberries** have transitioned fully into new crop fruit out of Mexico in 6 oz packs. Quality is outstanding! Other brands out of Peru are in limited supply with excellent quality on both 6oz and pints. Prices are on the high side.

Organic Raspberry supplies are steady with firm pricing. We'll be using several vendors.

Organic Blackberries from Driscoll's continue to be extremely limited and expensive. There are some other brands available at a little bit of a discount. Quality is ok.

ALERT! Driscoll's **Organic Strawberry** supplies have been hit hard by the heatwaves and wildfire smoke. Expect declining production, higher prices, and shorter shelf-life during October. Other brands are back in limited, sporadic supply.



OG FALL FRUIT

Organic Cranberries out of British Columbia will be available for the week of 10/12. Expect good supplies through November.

Organic Pomegranates from California are steady for next week. The Foothills variety and Early Wonderful variety are being harvested now. Some harvests of the popular Wonderful variety known for its deep red external color will begin to be harvested the week of 10/12.

Organic Pom Arils will be available next again next week. We will feature the I Love Pomegranate label through the fall and winter this year.

Organic Hachiya Persimmons will be available again for the week of 10/12! Let this persimmon get soft and squishy before you eat it! The Organic Fuyu variety will also be available soon!



OG TROPICALS

Organic Pineapple supplies remain steady. Next week we will be promotable on our 6ct Dole and 8ct Purity label pines.

Organic Hass Avocados remain promotable as huge volumes are available! Be sure to check out our beautiful **Fair-Trade Equal Exchange** fruit this month at a great price!

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



OG FIELD GROWN TOMATOES

Organic Grape Tomatoes will remain steady this week from South Carolina and Tennessee. Quality has been good. Lady Moon Farms will start up their Florida production in late October.

Organic Roma Tomatoes from Mexico will be available again this week. Quality has looked excellent and supplies should be steady.

Organic Vine Ripe Tomatoes from King Family Farms will continue to be available again this week grown here in Lancaster County, PA. Quality has been very nice on these high tunnel grown tomatoes as the shade houses protect the fruit from most of the elements.



OG ORANGES

ALERT! California **Organic Valencia Orange** supplies are expected to run out here in mid-October, before new crop **Organic Navel Oranges** begin towards the end of the month.



OG SPECIALTY TROPICALS

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

NOTE: **Organic Formosa Papayas** are finally expected back in stock the week of 10/12 in limited quantities.

Organic Rambutan will be available in early October. This 5lb bulk pack from Guatemala.

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



OG GREENHOUSE TOMATOES

Organic Cluster Tomatoes will be promotable this week out of Canada. Quality has been fantastic, and supplies are plentiful. Mexico is harvesting good numbers as well, but we will continue to ship new crop Canadian product.

Organic Beefsteak Tomatoes will be available again this week out of Mexico. Supplies to start the week should be very plentiful but could dry up again by the end of the week. Canada continues to struggle harvesting Beefs as extreme heat in August damaged the 1st plantings.



OG ASPARAGUS

Organic Asparagus prices are easing off some again this week as Mexico begins to cross more product. Quality has looked excellent out of both Argentina and Mexico, and supplies should remain steady.



OG LETTUCES

ALERT! **Organic Romaine Hearts** from California continue to be in light supply and prices are becoming more expensive for October due to lingering effects of the California heatwaves. We will be sourcing more product out of Nevada and Quebec, which has had better quality.

NOTE: **Organic Green Leaf, Red Leaf, Romaine, and Butter Lettuces** are available from Quebec, PA, and CA. Supplies are not great though. Lady Moon Farms is set to begin harvesting at their Florida farm late October.



OG GRAPES

California **Organic Red, Green, and Black Seedless Grapes** continue in peak season with good quality and promotability. This is one of the best times of the year for the green and black varieties in terms of experience.

California **Organic Sweet Carnival Grapes** continue to be available as a super-sweet cotton candy tasting specialty option.

Marian Farms high-sugar, high-flavor **Biodynamic Thompson Grapes** continue in limited supplies.



OG GRAPEFRUIT

California **Organic Grapefruit** is coming back into season in very limited volumes - mostly 48ct and 10/4lb bags for mid-October.



OG GREENS

Look for **Organic Greens** and **Kales** to be sourced more from California and Quebec for mid-October. Lady Moon Farms has just wrapped up harvesting in PA and will gap until their Florida production starts later this fall.



OG CELERY

Organic Celery and **Celery Hearts** from California continues to yield strong harvest numbers in October. Expect to see great availability, excellent quality, and promotable pricing in mid-October.



OG SWEET POTATOES

Organic Garnet, Jewel, Hanna, and Oriental Sweet Potatoes pricing will come off a bit this week as we head closer to our November ad pricing on these items. Look for a couple dollar decrease on these items this week.



OG BROCCOLI

ALERT! **Organic Broccoli** from California has seen a slight increase in supplies in early October, but still remains limited due to strong demand. For now, pricing is still on the high side.

ALERT! **Organic Broccoli Crowns** remains more of a struggle than the bunched broccoli because of sizing issues and especially the hollow core - a lingering impact from the heatwaves.



OG CAULIFLOWER

ALERT! **Organic Cauliflower** from California has begun to see harvest numbers decrease and quality issues arise, causing farmers to leave product in the field. Prices are expected to continue to stay high through much of October due to low yields.



OG PEPPERS

Organic Green Peppers will be available from South Carolina through mid to late-October, at which point Lady Moon Farms will start their new crop Florida production.

NOTE: **Organic Mini Sweet Peppers** continue to see limited availability and will see supply gaps as well as elevated pricing from Mexican based shippers. Unfortunately, Ohio and PA product has concluded.



OG CIDER

ALERT! **Organic Apple Cider** is selling well so far this season, but producers cannot keep up with the demand.

Oyler's **Organic Apple Cider** had a crop failure on their PA organic apples for cider, so they are not producing much of anything this year.

Mayer Bros was not prepared for the increase in demand on **Organic Cider**. There may be occasional out-of-stocks and prorates.

OTHER STORIES

- California and Mexican **Organic Lemon** supplies have ramped up pretty well. Prices are coming down and sizing is improving. This trend should continue as the pipelines finally fill up.

- **Organic Cucumbers** grown in Florida by Lady Moon Farms began harvesting and are seeing strong yields to begin the season. Look for potential promotional opportunities in mid-October as yields continue to grow. **Organic Cucumbers** from Mexico are also seeing strong numbers in October and offer a cheaper alternative for price conscious consumers.

- **Organic Euro Cucumbers** have leveled off in pricing while volumes grow. Look for promotional opportunities in mid-October.

- **ALERT!** **Organic Mini Seedless Cucumbers** continue to see limited supplies and pricing continues to rise. Prepare to see gaps in supplies.

- **Organic Honeydew** and **Organic Galia Melons** will be in decent availability for the week of 10/12.

- **ALERT!** **Organic Cantaloupe** are still extremely light but should start picking up later this week. Weather is ideal with warm days and cool nights.

- **Organic Mini Seedless Watermelons** will be back in stock this week. Late California harvests started as well as Mexico in a limited fashion. Prices will be high as product still remains sporadic and limited.

- **Organic Green Squash** grown in Florida by Lady Moon Farms continues to see strong yields headed into mid-October, creating promotional opportunities throughout the month. **Organic Zucchini** from Mexico is also seeing strong yields in October as their fall season is kicking off.

- **Organic Yellow Squash** is not as plentiful in October after the conclusion of local season. Expect higher pricing until growers in Mexico ramp up production later in the month.

NEW!

OLIVIA'S ORGANICS



AVAILABLE NOW!

CREAMY MISO BABY SPINACH KIT
with Sesame Ginger Croutons, Dried Pears, & Creamy Miso Dressing

FIG BALSAMIC BABY ARUGULA KIT
with Roasted Chickpeas, Dried Apricots, and Fig Balsamic Dressing



BALSAMIC VINAIGRETTE SPRING MIX KIT
with Dried Cranberries, Croutons, Parmesan Cheese, & Balsamic Vinaigrette Dressing

CREAMY CAESAR BABY BUTTER LETTUCE KIT
with Croutons, Parmesan Cheese, & Creamy Caesar Dressing

CODE	DESCRIPTION	PK/SZ
226144	OG Salad Kit Creamy Miso	6/4.8 oz Olivia's Clamshell
226145	OG Salad Kit Balsamic Vinaigrette	6/5.4 oz Olivia's Clamshell
226146	OG Salad Kit Creamy Caesar	6/4.8 oz Olivia's Clamshell
226147	OG Salad Kit Fig Balsamic	6/4.8 oz Olivia's Clamshell

TALK TO YOUR REP TO PLACE AN ORDER!



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CONVENTIONAL MARKET NEWS

OCTOBER 9 - OCTOBER 16, 2020

BRUSSELS, BROCCOLI RABE, & FENNEL SEASON!



October is a great time to increase display size and promotional focus on these 3 cooking vegetables.

BRUSSELS SPROUTS:

25lb California **Brussels Sprouts** quality has been beautiful and pricing fairly reasonable. The 24/1lb mesh bags are also selling well this year.

Stalk Brussels Sprouts are available now for holiday pre-books! Contact your sales rep to line these up for Thanksgiving.

Ocean Mist's **Season & Steam Brussels Sprouts** pouch bag line makes an easy "grab and go" as fall weather begins.



BROCCOLI RABE:

Following the mini spike in demand around Columbus Day promotions at some east coast chains, we expect to see **Andy Boy Broccoli Rabe** become more promotable for the rest of October.

FENNEL:

Fennel (Anise) is in steady supply from California. We're offering premium 24ct from Andy Boy. **Fennel** bulbs can be shaved and added to salads or chopped and roasted for a sweet and savory side dish. It's also popular in casseroles and roasts.



CV BERRIES

Raspberries and **Blackberries** will be more promotable for the week of 10/12 than in recent weeks. Supplies are excellent out of Mexico, and the quality is great. Harvests are likely to increase throughout the rest of the month.

NOTE: Strawberries continue to be in shorter supply from California as growing conditions continue to be challenging. Due to the heat, you'll see slightly more bruising and shorter shelf-life, but the opening appearance has been nice upon arrival. Look for pricing to remain higher than usual once again this week.

Blueberries continue in lighter supply on both 6oz and pints. We have product from both Mexico and Peru, and the overall quality is excellent. Pricing will remain elevated this week but look for this market to improve as we get into November. Promotable opportunities are on the horizon.



CV TROPICALS

Hass Avocado prices from Mexico continue to remain low - time to promote! Volume abounds in 40ct, 48ct, and 60ct sizing, plus 12/2lb bags.

Pineapple are promotable in both the 7ct and 8ct lines from Dole. Take advantage now and promote!

NOTE: Mangos from South America continue to be in high demand with pricing continuing to climb. There will be very little supply of the 10ct size due to extremely high demand. We will have 8ct and 12ct sizing for mid-October.

ALERT! Maradol Papayas from Guatemala and Mexico are extremely limited. **Solo Papayas** will be available from Brazil for the week of 10/12.



CV FALL FRUIT

Cranberries have started and the quality is excellent. We have good supplies on the national brand, Ocean Spray, and the New England brand, Bluewater Farms, labels, depending on your preference. Other pack sizes such as a 12/2 lb are available upon special request.

Pomegranates from California are steady. The early "Wonderful" variety will be available in 24ct 2-layer packs. We will be switching to our POM Wonderful brand **Pomegranate** program in late October.

Pom Arils will be available next again next week. We will offer a larger 8oz cup later this month, when we switch to the POM Wonderful cups for the remainder of the season.

Fuyu and **Hachiya Persimmons** will be available for the week of 10/12! Be sure to enjoy your Fuyus while the fruit is firm, while you wait for your Hachiyas to get soft and squishy to eat!



CV ARTICHOQUES

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



CV ASPARAGUS

Asparagus prices will stay higher this week, but availability should improve. Peruvian supplies are light as Mexico is usually harvesting great numbers this time of year. With big ads in place with multiple chains across the US, supplies will remain very tight until the harvests improve.



CV SQUASH

Green and Yellow Squash prices came down to much more promotable prices this week as Mexico, NC, and GA all are pushing excellent numbers and quality.



CV MELONS

Cantaloupes and Honeydews out of California are winding down with some already finished. Arizona is coming in with good volume now on both with a little softer price. Georgia will be breaking new fields in mid-October and expect better volume and some smaller fruit.

There are some import **Cantaloupes** coming into Gulfport with the major imports coming around November 15th, and import **Honeydews** a week later.



CV HOBGOBLIN GRAPES

Red Grapes will be Scarlet Royal for the rest of this month with a light start on Scarlottas.

Green Grapes will be shipping Emeralds into November with Autumn Kings to follow. They're huge!

Black Grapes will be Midnights with Autumn Royals following.

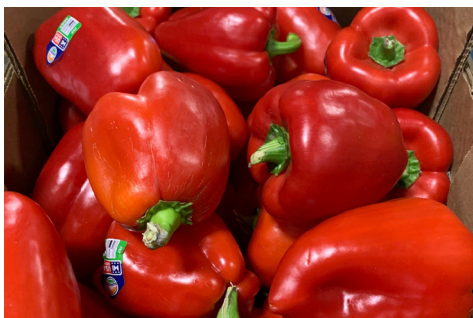
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Other brands with md/lg sizing are trading at a discount and selling well, too.



CV IMPORT CITRUS

The import **Navel Oranges** are now done for the season, so we are switching to **Seedless Mid-knight Valencia Oranges** (some stores sell these as Navels). Size is peaking on 64ct and smaller, so bags should be in better supply.

Import **Mandarins** will be in good supplies going into November possibly up to California starts.



CV PEPPERS

11lb greenhouse **Red Peppers** remain very promotable this week out of Canada and Mexico. Quality has been great. 11lb **Orange and Yellow Peppers** prices will start to come up as harvests slow down.

Green Pepper prices remain stable this week. Pricing should start moving down as more availability comes out of GA. Quality has looked good.



CV USA CITRUS

Florida **Fall Glo Tangerines** have started coming from Noble, who has the nicest fruit. We will have bulk 80's and 12/3lb bags. **Robinson Tangerines** start later in October.

Texas and Florida **Grapefruit** has started, with Florida in a smaller way. We have the **Texas Rio Star Grapefruit** expected the week of 10/12!

California new crop **Navel Oranges** could start the week of October 19th or 26th in a light way. **Clementine** and **Satsuma Mandarins** could start by the middle of November, maybe earlier.



CV CUCUMBERS

Super Select Cucumber prices dropped drastically this week out of NC and GA. Quality has been sharp but look for promotable prices and volume in mid-October. Mexico is also crossing excellent quality, and supplies are improving as well.

NOTE: Mini Seedless Cucumbers remain very tight this week as prices rise again. With no product coming in from Mexico, Canadian harvests remain limited.



CV EGGPLANT

Eggplant prices will be high this week and product out of GA and NC remain limited. These areas are just getting started so production is light right now on the fall harvests. Quality has looked great.



CV WATERMELONS

New crop **Watermelons** from Mexico and New Mexico are coming in and cutting beautifully.

Mini Seedless Watermelons will also be available this week from new fields in Mexico. Quality has been exceptional on both.



CV CABBAGE

Green Cabbage from PA and NJ fall harvests are well underway, and quality has looked excellent so far on the early arrivals.

Red and **Savoy Cabbage** are also available from NJ.



CV LETTUCES

NOTE: **Iceberg Lettuce** is in so-so availability out of CA, but is expected to become less available as the Salinas season winds down and they transition to Arizona at the end of October. There is still a little Quebec product left, but when that's done, pricing will be up sharply.

ALERT! **Romaine Hearts** and **Romaine Lettuce** out of CA are extremely limited due to the heat-wave. Expect high pricing until November. Quebec is wrapping up on **Leaf Lettuce** and will transition to NJ by the end of the month.



CV GREENHOUSE TOMATOES

Beefsteak Tomato prices will rise a few more dollars this week as demand continues to be strong out of Mexico. Quality has been excellent.

Cluster Tomatoes will start to rise this week out of Mexico as harvests slow down. Canadian grown product remains very tight and limited as well. Quality has been strong from both regions.

Campari Tomatoes are also continuing in season from Mexico greenhouses at reasonable pricing.



CV FIELD GROWN TOMATOES

Grape Tomato prices will be stable this week from Mexico and Florida.

Roma Tomato prices are steady and stable this week. Tennessee and Mexico continue to harvest. Quality has been excellent from both regions. Tennessee will start to finish up by mid-October as we transition back down to Florida.

NOTE: **Vine Ripe Tomatoes** markets will remain extremely tight and high this week. Tennessee has very limited availability and Florida will not begin to harvest until at least mid-October. Mexico is crossing 2-layer rounds, but prices are still high.



CV BROCCOLI

Local PA **Bin Stem Broccoli** availability is increasing. Time to promote!

Broccoli Crowns are readily available with better volumes coming out of New England, allowing for more affordable pricing for mid-October. Pricing may pop up again later this month if West Coast production dips down.



CV CAULIFLOWER

Local PA 60ct **Bin Jacket Cauliflower** is increasing in quantity headed towards mid-October.

Local PA & NY 9ct **Orange Cauliflower** is available now. **Purple Cauliflower** is a few weeks behind. There are also limited volumes of NY **Romanesco**.

12ct cello **Cauliflower** quality is improving out of CA. There is some 9ct **Jacket-cut Cauliflower** from Quebec.



CV GREEN BEANS

ALERT! **Green Bean** pricing will be tight this week again as most regions finish up and Florida is not quite yet started. There may be limited availability out of Georgia fields, but most early crops were damaged from past storms and hurricanes. Expect higher prices with limited availability.