

ORGANIC MARKET NEWS



OCTOBER 16 - OCTOBER 23, 2020

ORGANIC ROOT VEG SEASON



With fall here, and winter around the corner, consumers are beginning to switch their cooking mindsets towards more roasting, soups, and Instant Pot/Crock Pot recipes. Good news - **Organic Root** crops are reaching their peak season from Vermont, Wisconsin and other regions!

Deep Root Co-Op in VT is already in full swing with **Organic Bulk Vegetables!** Currently available: **Organic Celeriac /Celery Root** (with & without tops), **Parsnips, Rutabagas, Black Radishes, Daikon** (Purple & White), **Turnips** (Purple & Scarlet), and **Beets** (Red, Gold & Chiogga).

Harmony Valley out of WI will be starting these programs at the end of October: **Organic Soup Mix, Burdock Root, Sunchokes,** and **Beauty Heart Radishes.**

As the seasons change, make sure you are adapting to your customers' needs by expanding your **Organic Root** section to capitalize on extra sales from these hearty items!



OG APPLES

Overall, **Organic Apples** are primed for promotion!

New reports are suggesting that the overall Washington **Organic Apple** crop is down about 10% compared to original estimates. That, combined with stronger demand due to COVID19 with people consuming more food at home, might lead to slightly higher prices than last year.

Available this week:

- OG Ambrosia
- OG Autumn Glory
- OG Braeburn
- OG Golden Delicious
- OG Envy
- OG Fuji
- OG Gala
- OG Granny Smith
- OG Honeycrisp
- OG Jazz
- OG Jonagold
- OG Lady Alice
- OG Opal
- OG Red Delicious
- OG Rosalynn
- OG Smitten
- OG SugarBee
- OG SweetTango

Heirloom Orchards available this week:

- OG Calville Blanc
- OG Golden Russet
- OG Northern Spy



OG BERRIES

Driscoll's **Organic Blueberries** are back in 6oz and pints out of Mexico in limited supply and higher prices. Other brands out of Peru and Chile are also in limited volume. Expect great quality, and pricing will become more promotable by early to mid-November.

Driscoll's **Organic Blackberries** out of California and Mexico continue to be in firm supply with high prices. Other brands of **Organic Blackberries** are improving in supply weekly, and we should continue to see prices come down.

Organic Raspberry supplies are a little tighter this week due to some unexpected heat damage in early October.

ALERT! Driscoll's **Organic Strawberry** supplies have been hit hard by all the weather, expect production to continue declining as prices rise and sporadic short supplies becomes normal for a while. Expect so-so quality, shorter shelf-life, and fairly expensive price points. Other brands are back in limited sporadic supply.



OG FALL FRUIT

Organic Hachiya and **Fuyu Persimmons** will hit peak season by October 20! Let the Hachiya get soft and squishy before you eat it and enjoy the Fuyu Persimmon right away while you wait for the Hachiya to be ready!

Organic Cranberries out of British Columbia are in season and should be in excellent supplies through the holiday season.

Organic Pomegranates from California are steady for mid-October. The Early Wonderful variety is in full swing. Some harvests of the popular Wonderful variety known for its deep red external color, are starting to pop up!

Organic Pomegranate Arils continue in season. We will feature the I Love Pomegranate label through the fall and winter this year.

Organic Black Mission Figs will be available in 12/8oz packs for late October. Since there is very little price difference, we are discontinuing the conventional at this point in the season and just rolling with the organic offering.



OG GRAPES

California **Organic Black, Green, and Red Grapes** continue in excellent supply with nice quality. With some shippers finished for the season, expect prices increase over the next couple of weeks as we have some of the best varieties of the season.

California **Organic Sweet Carnival Grapes** continue to be available for the end of October. These are very similar to the much sought after cotton candy grapes.



OG LEEKS

NOTE: **Organic Leeks** continue to remain very limited with many west coast shippers having inconsistent supplies or gapping completely.

With California product limited, we'll supplement with local product from New York and Vermont.



OG SQUASH

Organic Zucchini and **Yellow Squash** are seeing excellent availability. **Organic Zucchini** is being sourced from Lady Moon Farms in Florida and continues to see excellent quality and availability.

Organic Yellow Squash has been sourced from both South Carolina and Mexico. Look for improved pricing and availability in late October as supplies improve.



OG PEARS

Washington **Organic Green and Red Anjou, Golden Russet Bosc, and Starkrimson Red Pears** are available in good supply for peak season pear promoting!

Washington **Organic Bartlett Pears**, in bulk, 2lb, and 3lb packs, continue in steady availability, though at higher pricing than last year.

California **Organic Asian Pears** will transition to Washington here in mid-October, and **Organic Concorde Pears** come into season 10/21.



OG CABBAGE

Organic Cabbage is in steady supply coming from New York. Look for Lancaster County, PA **Organic Cabbage** to start again in late October and continue until late November or early December.

Organic Savoy and **Napa Cabbage** are currently being sourced from VT, NY, and PA.



OG CUCUMBERS

Organic Cucumbers from Lady Moon Farms in Florida continue to see steady supplies and pricing. Mexican product is available at a cheaper price-point.

Organic Euro Cucumbers continue to see prices drop and become more promotable in mid-October. **Organic Mini Cucumbers** remain limited in availability. Expect to see inconsistent availability and high pricing.



OG PEPPERS

Organic Green Peppers are currently being supplied from South Carolina, with Lady Moon Farms in Florida due to start harvesting in late October. Look for great quality and steady availability for the remainder of the month.

Organic Red, Yellow, and Orange Peppers from Holland and Canada are beginning to wind down their season before new growing regions such as Mexico and Israel begin. Expect some inconsistent supplies during this transition time.

ALERT! **Organic Mini Sweet Peppers** remain limited in availability while many shippers are completely out. Expect to see a gap in supply on this product.



OG ASPARAGUS

Organic Asparagus prices will remain steady this week from Argentina. Mexico is also harvesting but some unseasonably warm temps have slowed down crossings.

Supplies are expected to improve leading to more promotable markets as long temperatures drop back to normal. Quality out of both regions have been excellent.



OG LETTUCE

Organic Leaf Lettuce from California continues to remain tight and expensive. Look for product from PA and Canada to supplement CA supply at a more cost-efficient price.

ALERT! **Organic Romaine Hearts** remain limited and high priced as the CA market continues to rise. Look for consistent supplies, but expensive pricing.



OG CELERY

Organic Celery from California continues to see steady supplies in October. Look for excellent availability and level pricing for the remainder of the month. November will see a rise in the market as we transition to new growing regions and the Thanksgiving holiday approaches. **Organic Celery Hearts** continue to be promotable in mid to late October.



OG EGGPLANT

Organic Eggplant is now being harvested in South Carolina and beginning to harvest at Lady Moon Farms in Florida. Look for improved pricing and availability in late-October.



OG MELONS

There are decent volumes of **Organic Melons** for mid-October. **Organic Cantaloupe, Honeydew, and Galia Melons** are in stock with large sizing. Spot buys are available on smaller sizes of all 3 melons by request.



OG TOMATOES

Organic Cluster Tomatoes remain very promotable out of Canada. Quality is excellent and there are good steady harvest numbers.

Organic Beefsteak Tomato prices are rising again as product remains fairly tight out of Mexico. Quality has been pretty nice. Canadian grown product from our Canadian partner, Savoura, will begin with very light volume the week of 10/19.

Organic Grape and Cherry Tomato prices remain steady. Quality out South Carolina from Watsonia Farms has been outstanding. Lady Moon Farms is expected to start their Florida grown production at the end of October.

Organic Roma Tomatoes will continue to be available out of Mexico. Quality is very nice. Supplies will begin to tighten up as growing regions begin to change down in Mexico.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli from California is returning to better supplies in mid-October. Although we are headed to transition time between Salinas, CA and Yuma, AZ, supplies are expected to stay steady and pricing to level off for the next few weeks.

NOTE: Organic Purple Sweet Baby Broccoli will go into an extended gap.

Organic Cauliflower from California will be in tighter supply for the remainder of October. Expect quality to remain good, however pricing and availability may be inconsistent through early November.

Local **Organic Romanesco** is available in limited supply from Pedersen Farms in NY.



OG TROPICALS

Organic Rambutan is in season from Guatemala in 5lb packs through the end of October!

Organic Formosa Papayas are finally available. They are sizing 14-16ct. Pricing will be higher to start.

NOTE: Organic Pineapple supplies will be affected for the rest of October due to some unrest and striking in Costa Rica. Expect pricing to go higher as a result.

Organic Hass Avocado prices are promotable with plenty of fruit available. Be sure to check out our beautiful **Organic Fair-Trade Hass Avocados** from Equal Exchange this month at a great price!

Organic Green Skin Avocados are available next week again from Florida and have been selling out weekly!

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

OTHER STORIES

- **Organic Chards, Kales, and Parsleys** have now concluded for the Lady Moon Farms PA season. Expect to see supplies from New York, Vermont, and California before Lady Moon begins again at their Florida facility.

- Local **Organic Baby Bok Choy** from Pennsylvania & New Jersey are in full swing for the fall season. Look for steady pricing, availability, and excellent quality. Look for specialty items like **Organic Purple Baby Bok Choy**.

- **Organic Mini Watermelons** from new fields in Mexico are available this week. Quality has looked excellent on this new crop. We will offer full size **Organic Seedless Watermelons** as well in cartons or bins. Quality is also looking very strong on these as well.

- **ALERT!** California **Organic Valencia Orange** supplies are virtually finished and then we expect a gap until the end of October when new crop **Organic Navel Oranges** begin earlier than expected.

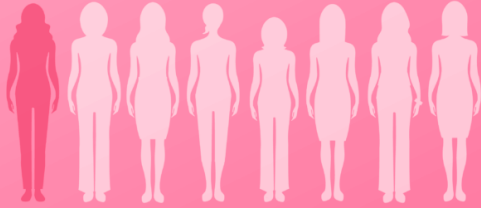
- Mexican **Organic Lime** supplies continue in excellent supply this week.

- **NOTE:** California new crop **Organic Grapefruit** has begun with extremely limited supplies and high prices. Inventory will be in and out for the next couple of weeks until the pipeline is filled.

- California and Mexican **Organic Lemon** supplies have ramped up pretty good, prices are coming down, and sizes are improving. This trend should continue as the pipelines finally fill up. Large size fruit is still extremely tight.

OCTOBER IS BREAST CANCER AWARENESS MONTH

LET'S CREATE AWARENESS IN THE PRODUCE DEPARTMENT!



1 IN 8 WOMEN
in the United States will develop
breast cancer in her lifetime.

National Breast Cancer Foundation, Inc.

DID YOU KNOW?

In 2020, an estimated 276,480 new cases of invasive breast cancer will be diagnosed in women in the U.S. as well as 48,530 new cases of non-invasive (in situ) breast cancer.

This year, an estimated 42,170 women will die from breast cancer in the U.S.

Although rare, men get breast cancer too. In 2020, an estimated 2,620 men will be diagnosed with breast cancer this year in the U.S. and approximately 520 will die.

Breast cancer is the most common cancer in American women, except for skin cancers. It is estimated that in 2020, approximately 30% of all new women cancer diagnoses will be breast cancer.

There are over 3.5 million breast cancer survivors in the United States.

On average, every 2 minutes a woman is diagnosed with breast cancer in the US

Source: National Breast Cancer Foundation, Inc.

SUPPORT PRODUCE BRANDS WHO DONATE TO THE BREAST CANCER RESEARCH FOUNDATION!



**PINK IS THE
ANDY BOY COLOR!**

Since 1999, D'Arrigo California has donated over \$2 million to The Breast Cancer Research Foundation® to fund innovative breast cancer research.

A pink ribbon adorns the packaging and cartons of Andy Boy products that you find in grocery stores and restaurants across North America. This is one of the ways their company is helping raise awareness for breast cancer. It is their shared goal to increase prevention through education, and find a cure for the disease.

POS Material Available: ow.ly/3wOd50BUjoj

CODE 2122 - CV Broccoli Rabe 20 ct

CODE 218220 - OG Broccoli Rabe 26 ct



To the Green Valley Onion Company family, Breast Cancer Awareness is a cause that is near and dear to their hearts. It has affected their family and many others close to them. The Breast Cancer Research Foundation is the highest rated breast cancer organization in the U.S. - BCRF is continuously making strides to do more research bringing us closer to a cure and improve testing for earlier diagnosis.

During the month, their mesh bags are pink help raise awareness!

Point of Sales signage available: ow.ly/AeIB50BUkfz

CODE: 4180 - CV Onions Yellow MD PREM 16/3 lb Bag

CODE 4190: CV Onions Yellow MD PREM 24/2 lb Bag



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



OCTOBER IS CO-OP & FAIR TRADE MONTH!



COMMON MARKET



EAST END COOP



NEW SALAD KITS!

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

AVAILABLE NOW!



NEW ORGANIC OAT BEVERAGES!

These 2 new Oat Beverage products are the smart alternatives to dairy-based Creamers & Egg Nog. They are organic, plant-based, Non-GMO, and absolutely delicious!

CODE: 226149
Organic Oat Creamer
12/32 oz Natural by Nature
UPC: 8 57330 00022 0

CODE: 226148
Organic Oat Nog
12/32oz Natural by Nature
UPC: 8 57330 00023 7
****Seasonal item****



CONVENTIONAL MARKET NEWS

OCTOBER 16 - OCTOBER 23, 2020

SUGARBEE APPLES NOW IN SEASON!

The much anticipated **SugarBee Apples** are back in season! The first arrivals to the east coast will be available the week of 10/19.

This variety has Honeycrisp parentage, so the texture is fantastic and the flavor is sugary-sweet!

Pop up display bins (code 223135) and case stacker display bins (code 226286) are available.

Shelf-stable **SugarBee Apple Cider** (code 222647) is also in stock and is a great cross-merchandising product for your **SugarBee Apple** displays.

On **Eastern Apples**, product is selling well especially with tote bag promotions. New varieties that will be available starting sometime during the week of 10/19, include **Cortland, Empire, Fuji, and Rome**.

Eastern **Snap Dragon Apples**, sold in bulk 27lb 2-layer cases and 12/2lb pouches, are off to a great start in mid-October with good consumer reception.

Ask your sales rep about spot buys on US1 grade **Honeycrisp Apples**.

SugarBee® Pop-Up Merchandisers



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns have become more promotable for mid-October with multiple growing regions going. Most of our product will be sourced from Maine for the rest of the month.

Local PA **Bin Stem Broccoli** is in good supply and product is beautiful.

Local PA **Bin Jacket Cauliflower** quality is really nice. There will be available through October.

12ct cello **Cauliflower** quality is improving from CA. Prices are expected to creep up.

Local **Color Cauliflower** are slowly becoming available. 9ct **Orange** is available now and **Purple** is a few weeks behind.



CV FALL FRUIT

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 **Pomegranate** program in late October or early November.

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

Cranberries are in excellent supply as we head towards November. We will continue to carry the Ocean Spray and a second label all the way through Thanksgiving.

Fuyu and **Hachiya Persimmons** are in season.

For **Fresh Figs**, we'll be promoting organic for the rest of the month (code 44252).



CV BERRIES

Blueberries are still in tighter supply on both 6 oz and pints, but this market should begin to ease towards the end of the month. November and December are still expected to be peak months for import **Blueberries**, and promotional opportunities will be available. Family Tree Farms **Jumbo Blueberries** are available by request.

NOTE: Strawberries are less promotable this time of year. Pricing is expected to remain higher than usual until harvest volumes from Mexico really ramp up. We will begin to load better new crop **Strawberries** from Mexico the week of 10/19, but supplies will still be lighter.

Driscoll's **Blackberries** and **Raspberries** will be in excellent supply going forward out of Mexico, and the quality continues to be very nice as we kick off this season.



CV ASPARAGUS

Asparagus markets will be steady this week out of Peru. Supplies are expected to improve, but pricing will stay similar until Mexico starts to cross more product out of Caborca. Some unseasonably warm temperatures have slowed down production out of Mexico, but early signs of improvement are showing.



CV SQUASH

Green Squash will be very promotable this week out of NC, SC, and GA! Build big displays!

Mexico is also coming in with excellent supplies, causing prices to be promotable. Quality has looked nice from all regions. These are some of lowest prices since the start of the pandemic.

Yellow Squash markets are also promotable this week. Pricing is not as weak as green prices however are still very promotable and quality has looked sharp from Mexico and Southern U.S.



CV LETTUCES

ALERT! The Quebec **Iceberg Lettuce** and **Romaine Heart** season is over. CA growers will continue harvesting until the second week of November when they transition down to Yuma, AZ. Another week of unseasonably hot weather has turned the pricing right back up again. Quality will be hit or miss now that these crops have been through inconsistent weather during majority of the crops' lifespan.

CA **Leaf Lettuces** remains extremely limited too.

NOTE: New Jersey **Green Leaf, Red Leaf, and Romaine Lettuces** are in season! Prices are increasing as demand has spiked due to lack of CA availability.



CV BRUSSELS SPROUTS

Stalk Brussels Sprouts are available for holiday pre-books. We will keep limited amounts in stock, starting 10/19.

25lb **Brussels Sprouts** quality coming in beautiful. The market price continues to try to creep up but demand just isn't there yet.



CV GRAPES

Green and Black Seedless Grapes are starting to go up in price. **Red Seedless Grapes** are in good supply with flex in prices on md/lg and lg.

The **Hobgoblin Grapes** line from Dulcich is selling well. We will switch back to Pretty Lady bags at the end of October. Unlike other growers, Dulcich will be limited on their **Red Grapes** for November.



CV TROPICALS

Hass Avocado prices from Mexico continue to remain low. Volume abounds in 40, 48, and 60ct sizing.

NOTE: **Mangos** continue to be in high demand from Brazil 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 next week.

Pineapple supplies will tighten and see a slight increase in price due to disruptions in Costa Rica.



CV PUMPKINS

Face Pumpkins will continue to be available for the week of 10/19. Supplies should be steady, but farmers are beginning to finish up for the season. **Varietal Pumpkin** bins are finished harvesting and will be done as each line sells out.



CV CIDER

NOTE: Mayer Brothers, who now owns the Zeiglers brand, is seeing such strong demand for **Cider** this year that they cannot keep up with production. There may be times when Zeiglers will be out of stock. We are bumping up supplies from local PA producer, Country Acres, to help fill in.



CV GREEN BEANS

Green Bean prices are expected to start easing down towards the end of October as supplies out NC and GA start with solid numbers.



CV MELONS

There are spot buys on **Mini Seedless Watermelons** for the week of 10/19.

Better **Cantaloupe** volumes are coming out of Arizona and prices have dropped, especially on 12ct.

Honeydews aren't as plentiful, and prices are firm.



CV CUCUMBERS

Super Select Cucumbers will be very promotable again this week coming from NC, SC, and GA. Quality has looked very nice.

Mexico growers expect better volume and premium quality to ramp up in late October.

Euro Seedless Cucumber prices are steady out Canada, and Mexico is about to get started.

NOTE: **Mini Seedless Cucumber** prices are staying high as Canada winds down and Mexico has not begun yet.



CV ORANGES

Import **Oranges** (Seedless Midnight Valencias) are winding down but should get us through until **California Navel Oranges** start shipping in late October.

Sizing on new crop California **Navels** will peak on the 88ct and smaller fruit. Larger sizes will be limited until mid to late-November.



CV TOMATOES

Cluster Tomatoes will be very promotable. New York grown product will begin here in mid-October with new crops, and quality should be outstanding.

Beefsteak Tomato prices remain fairly strong with very few **Field Rounds** available. Canada and US greenhouses are expected to start with a fall harvest and quality is expected to be outstanding.

Grape Tomato pricing is up somewhat as Mexico is winding down and Southeastern US product has not fully ramped up.

Roma Tomato prices are up this week as Tennessee finishes for the season. Mexico production early harvests are finishing, and supplies will be limited. Florida is expected to start end of the week or early the following week.

NOTE: **Round** and **Vine Ripe Tomatoes** remain limited with high prices. Not much production is coming out of the US and Mexico won't be ramped up until close to November.



CV MANDARINS

Import **Mandarins** are in good supply. Quality has been very nice and prices have remained steady.

Halos brand Mandarins packed with import product will be available the rest of October. New crop **Halos** from California will start in a small way in early November and will ramp up closer to Thanksgiving.



CV PEPPERS

11lb Hothouse **Color Peppers** remain promotable from Mexico and Canada. **Red Peppers** remain the most abundant.

Green Peppers will be back in peak season when California and Mexico start up new growing areas at the end of October. GA and SC product is available in the meantime.

NOTE: **Mini Sweet Peppers** continue to be very limited from all regions.

NEW FOR YOUR PRODUCE DEPARTMENT!



Ask your rep about the new Ark Foods Veggie Bowls line. We are taking pre-orders to kick this off, then we'll transition it to an open stock line at the beginning of November.

Ark Foods Veggie Bowls are comprised of a freshly cut vegetable paired with the perfect sauce. Plant-based. Clean ingredients. Dairy-free. Vegan. Microwaveable. Ready in minutes.