

# ORGANIC MARKET NEWS



OCTOBER 23 - OCTOBER 30, 2020

## PEAK SEASON FOR ORGANIC APPLES



Late October and November will be an outstanding time to promote a full complement of the standard **Organic Apple** varieties, along with some of the premium “managed” varieties.

Quality and texture will be at its best during late fall. Washington growers are reporting that the crop has not come in quite as big as the initial estimate, but there will be plenty of **Organic Apples** to promote. A freeze is expected for late October in Washington, so growers are trying to pick ahead on their varieties, like Pink Lady.

We are seeing consumers in some markets return to more normal sales in bulk displays, still, demand for poly and pouch bag **Organic Apples** remains much higher than normal.

Tip: It can be difficult to carry all of the managed varieties available, so stores that are limited on space should focus on 2 or 3 at a time and promote them for a month or 2 and move on to others.

### PREMIUM/MANAGED VARIETIES AVAILABLE FOR NOVEMBER PROMOTION:

- OG Ambrosia
- OG Autumn Glory
- OG Envy
- OG Jazz
- OG Kanzhi
- OG Lady Alice
- OG Opal
- OG Pinata
- OG Rosalynn
- OG Smitten
- OG SugarBee
- OG SweeTango

### HEIRLOOM ORCHARDS AVAILABLE FOR THE END OF OCTOBER:

- OG Arkansas Black
- OG Golden Russet



### OG FALL FRUIT

**Organic Cranberries** out of British Columbia are in peak season and selling very well to start.

**Organic Pomegranates** from California are steady for the end of October. The Early Wonderful variety is finishing up and we are loading the Wonderful variety for early November.

**Organic Pomegranate Arils** will be steady. We will feature the I Love Pomegranate label through the fall and winter this year.

**Organic Hachiya** and **Fuyu Persimmons** are in full swing. Let the **Hachiya** get soft and squishy before you eat it. Enjoy the **Fuyu Persimmon** right away while you wait for the **Hachiya** to be ready!

**Organic Fresh Figs** will continue to be available. We are transitioning to new crop harvests on Black Mission variety out of Mexico for better quality.



### OG BROCCOLI & CAULIFLOWER

**Organic Cauliflower** from California is seeing better supplies for late October and early November. Prepare to see supplies tighten and pricing on the rise due to transition down to southern growing regions (Yuma, AZ) approaching during mid-November.

**Organic Broccoli** from California has seen better harvest numbers during the middle weeks of October, but as we move towards November, numbers will begin to decrease once again. Transition time between Salinas, CA and Yuma, AZ looks to take place in mid-November. Supplies from Quebec are expected to be strong until transition begins, providing some relief to limited supplies.

**Organic Sweet Baby Broccoli** is in steady supply and **Organic Purple Baby Broccoli** will be back in stock for late October.



### OG BERRIES

Driscoll's **Organic Blueberries** are available in limited volume in 6oz and pints from new growing regions out of Mexico. Other brands out of Argentina, Chile, and Peru are coming into season and trading at slightly lower prices. Overall, **Organic Blueberries** are expected to improve in supply and affordability headed towards early to mid-November.

**Organic Blackberries** are now in excellent supply with promotional opportunities available. Driscoll's brand with their proprietary varieties for flavor are trading at a higher price.

**Organic Raspberries** are steady, but price points are a little high.

**ALERT!** Driscoll's **Organic Strawberry** supplies continue to decline out of California, and Mexico continues to be very limited, causing high and rising prices. Other brands are gapping again and is not expected to improve for a while.





## OG CUCUMBERS

**Organic Cucumbers** from Lady Moon Farms in Florida continue to see steady supplies and pricing. Mexican Organic Cucumbers are available at a cheaper price for price conscious shoppers.

**Organic Euro Cucumbers** continue to see a drop in price and become more promotable in mid-October.

**NOTE: Organic Mini Cucumbers** remain limited in availability with high prices.



## OG LETTUICES

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

**NOTE: Organic Romaine Hearts** remain limited and high priced as the California market continues to rise, and Quebec shippers have finished harvesting. Look for consistent supplies, however pricing will be very expensive and continue to rise in price as we approach transition time.



## OG HARD SQUASHES

Local **Organic Hard Squashes** are in full swing. Demand is strong and retailers begin to really promote seasonal fall hard squashes with big displays.

**OUTLOOK: New crop Mexican Organic Hard Squashes** will get started later in November, providing nice quality through the winter months as the local growers wind down.



## OG CELERY

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

**Organic Celery Hearts** continue to be promotable in late October but are expected to also be on the rise in November.



## 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 and to continue into early November.



## OG LEEKS

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

Look for limited California product, with New York and Vermont product to supplement the lack of California supplies. Expect pricing to remain expensive for the foreseeable future.



## OG CABBAGE

**Organic Cabbage** is in steady supply coming from New York. Look for Lancaster County 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 GRAPES

California **Organic Black, Green, and Red Seedless Grapes** continue in excellent supply with great quality. With some shippers are finished for season, expect prices to increase in November.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are seeing strong supplies in late October from local farms in New York, plus from Wisconsin and Mexico.

Look for excellent quality from all growing regions and promotional pricing.





## OG BOK CHOY

Local PA and NJ **Organic Baby Bok Choy** are in full swing for the fall season. Look for steady pricing, availability, and excellent quality.

Also, look for specialty items such as **Organic Purple Baby Bok Choy** and **Red Baby Bok Choy**.



## OG EGGPLANT

**Organic Eggplant** is now being harvested in South Carolina and beginning to harvest at Lady Moon Florida. Look for improved availability in late October, followed by improved prices.



## OG POTATOES

We continue to see the price on **Organic Russet Potatoes** decrease as we inch closer to November where we have some very sharp pricing on both count and bagged potatoes.



## OG TOMATOES

**Organic Cluster Tomatoes** continue to be very promotable out of Canada. Harvests remain very strong and quality is excellent.

**Organic Beefsteak Tomatoes** will be available this week out of Mexico and Canada. Canadian supplies continue to be light as harvests just started. Mexican supplies also are very light as well. Quality has been looking very good.

**Organic Cherry Tomatoes** will be promotable this week out of South Carolina from Watsonia Farms. Quality has been outstanding, and supplies are great.

**Organic Grape Tomatoes** markets are steady this week. South Carolina continues to harvest good numbers. Lady Moon Farms will begin their Florida season this week as well. First arrivals will begin the week of 10/26. Quality has been excellent.

**Organic Roma Tomatoes** are steady out of Mexico this week. Quality has been very nice.

**Organic Round Tomatoes** from King Family Farms continue to be available this week. Some unseasonably warm temperatures continue to produce great quality fruit from this local PA grower.



## OG TROPICALS

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

**Organic Pineapple** supplies seem to have temporarily rebounded as growers got some fruit loaded in the midst of strikes and are trying to catch up with fruit that delayed.

**Organic Dragon Fruit** from California were hit very hard with extremely high temps at the end of the summer. Growers are finding out that this impacted the fruit more than anticipated and supplies have been very low. We will gap in fruit again for the end of October.

**NOTE:** **Organic Formosa Papayas** and **Organic Rambutan** made brief appearances, but will now be in a 1-2 week gap again.

**ALERT!** **Organic Mangos** are out of stock. We are anxiously waiting the start of the season in Ecuador, which is not expected until the 2nd week of November.



## OG CITRUS

California new crop **Organic Navel Oranges** are waiting on maturity tests so picking can begin. It looks like the first arrivals will be in stock to kick off November.

California **Organic Valencia Oranges** are in sporadic supply as we prepare to transition to Navels.

New crop California **Organic Satsuma Mandarins** will come into season in early to mid-November.

California and Mexican **Organic Lemons** are in excellent supply on all sizes. Pricing has become more affordable.

We are expecting a small shot of California **Organic Pink Variegated Lemons** from Homegrown Organics at the end of October.

## OTHER STORIES

- We still have good supplies of **Organic Cantaloupe**, **Honeydews**, and **Galia Melons**. Weather conditions have been ideal, and quality is good with good brix.

- **Organic Mini Seedless Watermelons** will be very promotable this week. Both 6 and 8 ct will be available and quality is great as these are new fields from Mexico.

- **Organic Asparagus** prices are coming off some this week as Mexico gets fired up. Quality has looked great. Supplies out of Argentina are slow-

ing down as the season begins to finish. Quality continues to look great.

- Washington **Organic Asian, Concorde, Green Anjou, Red Anjou, Golden Russet Bosc,** and **Starkrimson Red Pears** continue in excellent supply.

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

- **Organic Red, Yellow, and Orange Bell 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 in early to mid-November.

- **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.



# SUGARBEE® APPLE DISPLAY CONTEST

## NOVEMBER 1 - NOVEMBER 30, 2020

Do you want to put some major “sting” in your produce sales and drive volume in the apple category? Then look no further than this! The SugarBee Apple season is upon us, and we are celebrating with a display contest that will have your customers “swarming” in to buy this incredible piece of fruit. Four Seasons Produce has partnered with Chelan Fresh to bring you a contest sure to create some serious “buzz” in your produce departments, and have some un-“bee”lievable prize packages up for grabs. This is a great chance to have your customers discover this amazing apple, and then return to the “hive” for more!

### DISPLAY CONTEST CRITERIA:

- Build a super awesome display of SugarBee apples in your produce department (fruit must be purchased from Four Seasons Produce)
- A minimum of 8 cases of fruit need to be purchased over the contest period time.
- Displays can be built with conventional or organic fruit, but we recommend carrying both (where applicable) to maximize exposure and target both customers.
- Utilize the high graphic display bins (codes below) and boxes in your display to highlight the SugarBee brand.
- All displays must be up for a minimum of one week.
- Send all photos to Steph Mayer (stephf@fsproduce.com) by Thursday, December 3.

### THE QUEEN BEE--GRAND PRIZE

All-expense paid trip for two to Chelan Fresh in Washington state to meet the growers and tour the orchards.

Date is yet to be determined, but we are targeting the pre-cherry harvest in 2021.

Grand Prize winner will be chosen in a random drawing from each of the winners in the categories below.



### “THE BEEKEEPER” (Best Overall Display): \$1,000

#### “THE BEE HIVE”

Largest Display:

- 1ST: \$400
- 2ND: \$200
- 3RD: \$100

Honorable Mention--\$50

#### “THE HONEY COMB”

Most Creative Display

- 1ST: \$400
- 2ND: \$200
- 3RD: \$100

Honorable Mention--\$50

#### “THE POLLINATOR”

Best Organic Display

- 1ST: \$400
- 2ND: \$200
- 3RD: \$100

Honorable Mention--\$50

#### “SOCIAL STINGER”

Best Social Media Post

\$100

\*\*Each entry will get a super cool SugarBee swag bag!!

CODE: 222328

Organic SugarBee Apples 80/88ct

CODE: 226404

Organic SugarBee Apples 12/2lb

CODE: 222529

CV SugarBee Apples 72/88ct

CODE: 222647

CV SugarBee Apple Cider 8-1/2 gallon



CODE: 223135  
POS Display Pop Up Bin #1



CODE: 226286  
POS Display Pop Up Bin #2

So it's time to start dreaming up your next display contest winner! “Bee” creative, have fun, and use this promotion to introduce your customers to the incredible SugarBee apple!



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





# CONVENTIONAL MARKET NEWS

OCTOBER 23 - OCTOBER 30, 2020

## PREPARING FOR FALL CITRUS

The **Citrus** category has consistently seen some of the biggest year over year growth in volume during the pandemic as consumers seek options that have good immunity-boosting properties and decent shelf-life at home.

### ORANGES:

Import **Midnight Seedless Valencia Oranges** are somewhat limited with high pricing to end October, but relief is around the corner with domestic fruit.

The first fresh crop California **Navel Oranges** are slated to arrive to the east coast by the end of October. Most of the November volume will be on 72, 88, and 113ct, with larger sizing limited to start the season. As **Navels** ramp up, we'll wind down on California **Valencias**.

### MANDARINS:

Supplies continue to be good on import **Mandarins**. We'll have "Halos" brand import **Mandarins**, plus a value line to promote. Halos will start up their fresh crop California **Clementine Mandarin** crop in mid-November.

Fresh crop California **Satsuma Mandarins** and **Stem & Leaf Mandarins** will start by the second week of November.

### TANGERINES:

**Fall Glo Tangerines** from Florida are in season, however with light volume and high demand, the arrivals sell out frequently.

### GRAPEFRUIT:

Texas **Rio Star Grapefruit** are now in season. We'll have 27ct, 40ct, 56ct, and 8/5lb bags available.



### CV BERRIES

**Blueberries** are in much better supply, and lots of volume is expected to arrive here in the states heading into November. Look for pricing to decrease on both 6 oz and pints this incoming week. Quality on Peruvian and Mexican **Blueberries** has been absolutely outstanding!

**Raspberries** and **Blackberries** are in excellent supply out of Mexico and quality is really nice. Look for promotable opportunities on both berries this upcoming week.

**Strawberries** will be in much better supply this week now that volumes out of Mexico have started to ramp up. Due to quality reasons, we've switched to sourcing product from Mexico in order to get the best of the new crop. Look for pricing to drop back quite a bit this week, and this should definitely help price points at retail level.



### CV FALL FRUIT

**Pomegranate Arils**, in the POM POMS brand from Wonderful, will be available for late-October through December in 4oz and 8oz cups.

**Pomegranates** from California are steady for next week. The Wonderful variety will be available in 24ct 2-layer packs. We will also be switching to our POM Wonderful **Pomegranate** program heading into November. Ask your rep about display bins.

**Fuyu** and **Hachiya Persimmons** are steady and in great supply. Enjoy your Fuyu while the fruit is firm, while you wait for your Hachiya to get soft and squishy to eat!

**Cranberries** are in peak season. We have Ocean Spray and a value brand. Free display bins are available in code 226463.



### CV PEPPERS

11lb **Red, Yellow, and Orange Bell Peppers** remain promotable this week coming out of Mexico and Canada. Quality has been excellent, and supplies are plentiful.

15lb **Red Peppers** out of California prices are coming down some this week as new crops have started. Quality has looked very solid.

**Green Pepper** prices will be steady this week. Prices are on the higher side as Georgia has not been able to harvest strong volumes yet. Supplies are expected to get better as the week progresses unless there are any weather issues.





### CV ASPARAGUS

**Asparagus** prices are starting ease this week out of Peru. Importers brought in extra supplies to meet demands of the market.

Mexico continues to have high prices as supplies and harvests remain very limited out on the west coast. Growers are hopeful supplies get better for the beginning of November, but shippers are still faced with challenges trying to cross the border successfully as well.



### CV ONIONS

The **Onion** market has been steady with good availability on all sizes and colors. New crop **Onions** are available from growers in Nevada, Oregon, Washington, Idaho, Wisconsin, Michigan, Colorado, and Utah. With plenty of Onion supplies, now is an excellent time to promote onions.

Nevada grown **Sweetie Sweet Onions** continue to be in promotable supply with sharp pricing.



### CV GRAPES

The last of **Hobgoblin Grapes** hit the east coast. We will switch back to the **Pretty Lady** brand for our premium lines at the beginning of November.

Late season **Red Seedless Grapes**, in the Pretty Lady brand, will be limited as they pulled out some older varieties and put in more of the Scarlotta variety. With strong demand and contract business, we may see some gaps in supply and the price to increase. But, there are plenty of **Reds** available from other shippers.



### CV GREEN BEANS

**Green Bean** prices are expected to ease off this week as North Carolina started new crops this week. Georgia is also starting to up in better supplies as some early fields had been damaged by the seasons' past hurricanes and storms. Quality has looked nice.



### CV POTATOES

Locally grown **White Potatoes** are in full swing now from multiple growers. Pricing is steady and very sharp right now in comparison to other white potato growing regions. These **White Potatoes** will be promotable for the next couple weeks!



### CV CAULIFLOWER

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

12ct cello **Cauliflower** quality is improving from CA. Quebec is still coming in with better quality, but are priced slightly higher than CA.

Local **Color Cauliflower** and **Romanesco** are available, but quantities are limited.



### CV TROPICALS

**Hass Avocado** prices from Mexico continue to be promotable! Volume abounds in 40, 48, and 60ct, plus 2lb bags.

**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 as Costa Rican supplies are hampered by striking and civil unrest. Expect to see a slight increase in price in the coming weeks!



### CV CUCUMBERS

**Super Select Cucumbers** remain very promotable this week out of Mexico and the Southeastern US. Quality has looked excellent from all regions and supplies are plentiful.

**Euro Seedless Cucumber** prices are coming down this week. Demand has weakened, as well as Mexico starting with new crops, is leading to more availability. Canada is also still harvesting nice quality as well.



### CV APPLES

New **Eastern Apple** varieties available this week are **Grenny Smith**, **Jonagold**, and **Staymans** will arrive the week of 10/26.

Washington new crop **Pink Lady Apples** will be available for the beginning of November.

Premium/Managed varieties available this week:

- Envy
- Lucy Rose (red skin, red flesh, sweet)
- Jazz
- Opal 12/2lb pouch
- SnapDragon (eastern)
- SugarBee
- Sweetango (eastern)





### CV GREENS

Local **Collard Greens** and **Green Kale** are promotable out of New Jersey right now for the fall. Quality has been excellent on the new harvests.



### CV SQUASH

**Green** and **Yellow Squash** continue to be very promotable this week out of Mexico and the Southeastern US. So many areas continue to harvest good volume leaving the market flooded. Quality has looked very nice from all regions.



### CV LETTUCE

**NOTE:** CA **Iceberg Lettuce** 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.

**ALERT!** CA **Leaf Lettuces, Romaine, and Romaine Hearts** remain extremely limited and expensive.

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



### CV MELONS

Mexican **Cantaloupes** and **Honeydew** have started crossing into Nogales, AZ. With good supplies already in Arizona and fruit in Georgia, prices are coming down.



### CV BROCCOLI

**Broccoli Crowns** have become more promotable headed into early November with multiple growing regions going. We'll be focused on the high quality east coast product from Maine and Pennsylvania.

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



### CV GREENHOUSE TOMATOES

**Cluster Tomatoes** will be promotable again this week as more areas start up. Mexico continues to produce good volume. Greenhouses in Ohio and New York, as well as Canada, have started their fall harvests. We will start transitioning into carrying mostly all US grown product heading into November. Quality has been outstanding.

**Beefsteak Tomato** prices continue to hold steady this week. With field grown Round Tomatoes still very tight, demand on the hothouse product is strong. Quality has been nice out of Mexico and Canada's new crop fall harvest has started as well.

**NOTE:** **Cocktail and Campari Tomato** prices remain tight this week. Gaps in supplies will leave this item tight until early November.



### CV PUMPKINS

**NOTE:** **Pumpkins** and **Ornamentals** are ending. All varieties are finishing up locally as Halloween approaches and we sell through stock.



### CV CABBAGE

**Green Cabbage** will be promotable this week as the local fall harvests continue to come on. Quality is excellent right now out of PA and NJ.

**Red** and **Savoy Cabbage** varieties are also available, and quality is excellent as well.



### CV FIELD TOMATOES

**Grape Tomato** prices are holding steady this week. Florida prices are higher as production has just started and quality is outstanding. However, Mexico and hothouse growers continue harvests, leaving steady supplies and nice quality.

**Roma Tomato** prices will be high to start this week. Markets should start to ease off as Florida gets going with stronger volume and availability. Mexican supplies remain sporadic as growers transition into new fields as well.

**Vine Ripe Tomato** prices will start ease off slowly this week. Florida did begin early harvests, leading to more availability. Mexico transitioned into new fields and are seeing better supplies as well. Quality should be very nice from all regions as it all new crops.