



ORGANIC OUTLOOK

SEPTEMBER 21 - SEPTEMBER 29, 2017



WWW.FSPRODUCE.COM 12/3 LB

ORGANIC APPLE SEASON OPPORTUNITIES

Where will the opportunities be for the 2017 Organic Fall Apple Crop?

There will be a large volume **Organic Apple** crop from Washington this year, however, the crop profile is peaking on smaller fruit - 100 sz and smaller. This will create the best value promotional opportunities on 3 lb bags and 2 lb pouches. 100 sz could be trading for 10 to 30% lower cost than 80/88 sz and larger, even though there is not a major size difference in the eyes of the consumer.

Organic Gala Apples are plentiful and the most affordable amongst all **Organic Apples** for early Fall. **Organic Honeycrisp Apples** are hitting their peak season and prices are beginning to ease towards slightly more promotable levels.

Coming into season for late September are:

- OG Cameo
- OG Fuji
- OG Golden Delicious
- OG Granny Smith
- OG Jonagold
- OG Rosalynn
- OG Sweetango
- OG Cortland (Heirloom)



OG MANGOS

Organic Keitt Mangos will once again be in good supply for the end of September. Fruit will be mostly XL 6, 7, and 8ct sizing, with very limited 9ct sizing available. There will be no 10 or 12 ct sizing at all.

This fruit comes from growing regions in Mexico that are deemed to be "fruit-fly free zones". Therefore, shippers and importers are not required to dip the fruit in hot water before the fruit enters the USA. Because the dipping process is not completely optimal for mangoes, it is generally picked a little earlier so that the fruit is hardier and can withstand the process.

Non-hot water treated fruit can remain on the trees longer and is generally shipped a little further along in the ripening process. This creates an amazing opportunity to get the best tasting **Organic Mangos** of the year!



OG CARROTS

ALERT! Prices are up and supply is down on larger size **Organic Carrots** out of California. Newly harvested fields in Tehachapi, California have been affected by the earlier extreme heat. These **Organic Carrots** are smaller, and do not hold up as they normally would, you may see some post harvest decay in bags. This situation will last until early November.

Also, some spot shortages on **Organic Bagged Shredded Carrots** are likely, due to processing issues at the California plant. All **Organic Carrot** suppliers in the California are experiencing similar issues.

Quebec growers have begun shipping some of their **Organic Cello Carrots**, and that price is expected to go up quickly as well.

ALERT! **Organic Bunch Carrots** are out for the time being, (mainly due to the distressed greens) but there are limited supplies of both **Organic Purple Bunch Carrots**, and **Organic Rainbow Bunch Carrots** out of California.



OG PEARS

Organic California Asian Pears are in steady supply with promotional opportunities available and will transition smoothly to **Organic Washington Pears** over the end of September into the early weeks of October. **Organic Asian Pears** are crisp like an apple and juicy with pear flavor.

Organic California Bosc Pears have finished for the season and have transitioned smoothly into **Organic Washington Bosc Pears** with prices starting to decrease.

Organic Barlett Pears are peaking on 100 size and smaller.

Organic Starkrimson (Red) Pears are also in peak season for late September and early October.



OG CITRUS

Organic California Valencia Orange supplies remain extremely limited with high prices. Expect some occasional supply gaps to continue. Quality is weak with scarring and greening even in the fancy grade.

The first **Organic Navel Oranges** from California are expected to begin around late October to early November.



OG GRAPEFRUIT

ALERT! - **Organic California Grapefruit** supplies are virtually gapping, this is expected to continue through October until the fall crop brings improved supplies.



OG LEMONS

Organic Lemon supplies remain extremely firm with the best fruit coming out of district 3 desert crop, prices remain extremely strong as well, some Mexican fruit is available, expect prices to start lowering in mid-October when new crop begins.



OG SALADS

ALERT! Extreme heat continues to affect the **Organic Baby Spinach** and tender leaf supplies. Expect some shortages and prorates until at least the end of September. This will first affect the bulk organic packs, and also some of the smaller retail clamshell packs in all salad lines.



OG AVOCADOS

ALERT! **Organic Hass Avocados** continue to command a premium price but it does seem some relief is in sight.

Growers have volume for loading through the end of September. Fruit has been excellent quality, but it is taking a little longer than normal for ripening on this Mexican crop.



OG BLUEBERRIES

ALERT! **Organic Pacific Northwest Blueberries** are limited, transitioning into 4.4 oz this week and finishing for the season through September and into October. A smooth transition to new crop South American fruit expected. Higher prices are expected at the start of this fruit's season.



OG GRAPES

Organic California Red, Green and Black Seedless Grapes continue in peak season. But extreme heat followed by wet weather may hamper Fall harvests and limit promotional opportunities.



OG KIWI

ALERT! **Organic New Zealand Green Kiwi** are done for the season and will gap for about a month until California and Italy get started closer to November.

Organic New Zealand Sungold Kiwi are expected to finish for the season at the end of September.



OG PEPPERS

Organic Green Peppers are in declining supply out of Pennsylvania /New York/Ohio, and increasing supplies out west.

Also available for late September:

- **Organic Poblano and Jalapeno**
- **Organic Shishito**
- **Organic Mini Hot Pepper**
- **Organic Mini Sweet Pepper**



OG KIWI BERRIES

Organic Kiwi Berries are now in stock from Oregon and Pennsylvania, make sure you carry these as they are only expected to be around through early October.



OG PAPAYAS

Organic Formosa Papayas continue to be somewhat limited due to rains in Mexico. This has caused some quality issues as well.



OG CUBED BUTTERNUT

Organic Cubed Butternut Squash is back in peak season availability for Olivia's Organics. This is a very good selling item through the holidays.



OG SUMMER SQUASH

ALERT! Mid Atlantic availability on **Organic Yellow Squash** and **Organic Zucchini** is all but nonexistent. Georgia was basically wiped out by Hurricane Irma.

Mexico reports adequate supplies of **Organic Zucchini**, while more limited on **Organic Yellow Squash** with scarring. California reports adequate supplies of **Organic Zucchini**. Expect prices to be high throughout the remainder of September.



OG TOMATOES

Organic Vine Ripe Tomatoes are in lighter supply from PA through the end of September, as cooler weather has slowed ripening. Expect prices to move up this week. Quality has been very good.

Volume on **Organic Hot House Tomatoes** out of Canada is good and the price there is steady.

Supplies are limited on **Organic Red Cherry Tomatoes** and **Organic Rainbow Cherry Tomatoes** out of both NY and PA.

In PA, cooler weather has slowed production on **Organic Tomato Grapes**. More limited supplies at the end of September out of PA, Mexico, and Canada. Quality remains very good, but prices have risen.



OG CUCUMBERS

Lady Moon Farms reports adequate supplies of **Organic Cucumbers** now from the Georgia farms. However, there is very little in supply on the horizon out of Georgia, prices are up. Harvests have begun to increase out of Mexico.

Good supplies seen on **Organic Hot House Cucumber** out of Mexico.

OTHER STORIES:

Organic Black Mission Figs will be available in limited quantities for at least the end of September. Quality has been great all season!

Organic Young Thai Coconuts are in great supply. Check out promotable pricing through September!

Organic Yellow Peach and **Organic Nectarine** supplies are now in good supply out of Washington and this is expected to continue until the end of September with prices rising.

Organic Black Plums will finish for the season through the end of September.

Organic Pluot's are expected to finish for the season at the end of September.

Early variety **Organic Pomegranates** have arrived in limited amounts. Expect supplies to improve through October when the "Wonderful" variety begins.

The first **Organic Apple Cider** of the season came and went from Mayer Bros, the next shot is expected at the end of September. Local product is expected to begin around the beginning of October.

ALERT! **Uncle Matts Organic Juice** has been affected by the hurricane but supplies are expected to improve in the beginning of October.

Marian Farms Biodynamic Thompson grapes continue to come in and out due to loading issues combined with keeping fruit fresh.

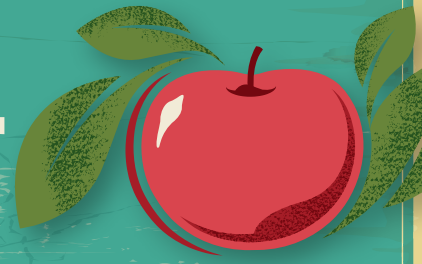
Organic California Cantaloupe supply is starting to dwindle and the season is expected to finish in the beginning of October.

Organic California Honeydew are slowing down and expected to wrap up for the season soon.

PA/NY/NC/OH all report good supplies of **Organic Green Cabbage**, but are more limited on **Organic Red Cabbage**. PA also has limited supplies of **Organic Savoy Cabbage**.

HESS BROTHER'S FRUIT APPLE DISPLAY CONTEST

SEPTEMBER 18 - OCTOBER 8



To get your customers excited about Eastern Apples, Hess Brothers Fruit Company is sponsoring an **Eastern Apple Display Contest** between **September 18 - October 8**.

GRAND PRIZE CATEGORIES:

MOST CREATIVE DISPLAY

STRATEGIC USE OF APPLE PRODUCT TIE-INS

(caramel apple kits, apple crisp, Marzetti's dips, etc.)

BEST SOCIAL MEDIA PRESENCE

Please use #HessBrosAppleDisplay2017 so we can track your posts!



*One store will be chosen as a winner for each category. Each winner will receive a \$150 Amazon gift card.
Displays must be built using Hess Brother's (Nature's Best) Apples purchased from Four Seasons Produce.*

ENTRIES:

Send the digital photo(s) of your display to stephf@fsproduce.com by October 10, 2017.

QUESTIONS?

Please talk to your sales rep or merchandiser if you have any questions about the contest!



PHONE: 1.800.422.8384 FAX: 1.717.721.2597

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PINEAPPLES ABUNDANT FOR EARLY FALL PROMOS



Time to build some big **Pineapple** displays!

Late September and October will be an excellent time to promote **Gold Pineapples** from Central America. The lowest pricing will be on 7ct and 6 ct sizing.



CV CUCUMBERS

12/6ct Mini Seedless Cucumbers will be lower in pricing at the end of September as there is more volume from Canadian hot-house growers.

Cucumbers remain limited, but the southern growing regions like North Carolina and Georgia are starting in a light way- pricing is still on the high side/steady.



CV STRAWBERRIES

ALERT! Due to heat issues, **Strawberry** quality is weak and shelf life is shorter than during peak season. Be sure to turn your inventory quickly, cut back your display size and protect the cold chain this time of year.

Supplies of **Strawberries** have improved slightly while prices have started to decline slowly.

Santa Maria will continue with a steady supply of **Strawberries** for the remainder of September.



CV ASPARAGUS

ALERT! Importers who bring product in from South America via Miami have continued to struggle getting **Asparagus** supply levels back to normal following Hurricane Irma.

Things are expected to improve closer to October. Prices will remain high until arrivals from Peru get more consistent.



CV ONIONS

A solid demand is creating strong **Onion** prices for all growing regions. This is especially the case for **Red** and **White Onions**.

Eastern growing regions, like Wisconsin and New York, have just begun shipping **Yellow Onions**. Come November, **Onion** pricing is to return to regular trading levels.



CV ICEBERG LETTUCE

California Iceberg Lettuce is steady with price and good quality. We will also continue to have nice **Canadian Iceberg Lettuce** for the remainder of September through the beginning of October. Pricing remains most affordable on the Canadian product.



CV BLUEBERRIES

ALERT! Northwest and Michigan **Blueberries** are finished for the season.

We will fully transition to import fruit from Argentina, Peru, and eventually Mexico. Expect prices to increase the remainder of September with the older Northwest and Michigan fruit coming to an end. New crop import fruit will have firmer texture and better “bloom”.



CV MELONS

Cantaloupes from California will continue through September to the beginning of October. We will then transition back to the south.

Jumbo Honeydew (5ct) will remain in peak season from California with excellent flavor through early October.



CV AVOCADOS

ALERT! The price on **Mexican Hass Avocados** has finally stabilized and could even begin to ease down toward October. For the rest of September expect high pricing to continue. Arrivals from Peru will increase, helping with supply. Avocados from Mexico will still get a premium price.



CV BROCCOLI CROWN

Broccoli Crowns from California remain extremely limited, so we will be sticking with Maine grown product. Pricing is steady to higher with nice quality.

Local PA **Bin Broccoli** is now in season!



CV HARD SQUASH

Peeled and cubed Butternut is back in peak season supply from “Simple Beginnings”.

We will have local PA **Mixed Bins of Hard Squash** available through mid to late September (mix of **Acorn**, **Butternut** and **Spaghetti**).



CV LEAF LETTUCE

California Romaine and **Green and Red Leaf** continue through September with steady pricing—we are seeing some tip burn from the heat is evident. **Canadian Romaine** is available through **September**.

Romaine Hearts are higher in pricing but good quality continues out of California.



CV POTATOES

Pricing in the **Russet Potato** market is stabilizing in all shipping areas. With increasing supplies overall, the average price will be finding its base as we move closer to November.



CV PEPPERS

15 lb **Red** and **Yellow Peppers** continue in peak season with nice quality. 11 lb **Red, Yellow** and **Orange Bell Peppers** are all steady. 8/3 ct **Rain-bow Peppers** remain promotable this week.

Green Peppers remain in good supply from local growing regions, and Southern growing regions are starting up.



CV CAULIFLOWER

There are tighter supplies of **Cauliflower** this week from California with higher pricing.

PA local **Jacket Bin Cauliflower** is available in bins this week, PA grown/60 ct - please ask your sales rep for details.



CV APPLES

Eastern Apples are in peak season and primed for promotion! Available now are Cortland, Gala, Ginger Gold, Honeycrisp, McIntosh, and Red Delicious.



CV PUMPKINS

Due to the wet weather during late summer in many of the Atlantic states, **Pumpkin** (face/carving) growers are experiencing some disease issues. PA local harvests have been fairly solid. Demand is brisk.



CV ANISE (FENNEL)

There are good supplies of **Anise (Fennel)** with lower pricing through the end of September. With this decrease in price, now is a great time to promote this product in stores.



CV ORNAMENTALS

Many retailers are benefiting from excellent ornamental sales in early Fall.

Here are some of the best sellers: **Mixed Variety Pumpkin Bins, Jack-Be-Little** and **Baby Boo Mini Pumpkins, Baby Pam (Pie) Pumpkins, Gourds** and **Tiger Stripe Mini Pumpkins**.



OTHER STORIES:

Mexican supplies of **Blackberries** will continue to increase over the end of September to the beginning of October. We will see prices adjust accordingly with the increased supply.

Eggplant supplies are steady with southern growing regions starting and also local supply still strong.

Green Beans are limited with higher pricing through the end of the September

ALERT! Green Onions (Scallions) remain limited with steady to higher pricing.

Celery supplies remain promotable from California and Canada with good quality and aggressive pricing.

Brussels Sprouts quality remains very good through the rest of this month. Prices will begin easing a bit through mid-September as crop is harvested.

California and Arizona **Lemons** continue to be extremely short in supply. With little to no fruit in California and the next region, Yuma Arizona late to start, we won't see any increase in volume until the beginning to middle of October. Fortunately, there is a good volume of imports from Mexico and Chile to fill the void. Imports have been cheap, but are waking up to the shortage out West and are moving prices up.