

# ORGANIC MARKET NEWS



OUTLOOK FOR SEPTEMBER 10 - SEPTEMBER 17, 2015

## ORGANIC BROCCOLI & CAULIFLOWER

**Organic Broccoli** is in better supply out of California. Quality has been very good to outstanding this week. Prices are still somewhat high, but should drop by the middle of the week.

**Organic Broccoli Crowns** are still in tighter supply, and it's commanding higher dollars. It is unclear if that market will drop as much as the 14 ct.

**Organic Cauliflower** is in abundant supply this week, making it a good time to promote! Quality out of UT and CA has been outstanding. Prices should be steady, with a bit of an increase in price late next week.



### OG GREENS

Lady Moon Farms in Chambersburg, PA has **Organic Greens** this weekend. Look for **Organic Green Kale**, **Red/Green/Rainbow Chard**, **Col-lards**, and **Red Kale** to be in good supply.

In more limited supply will be **Organic Red** and **Gold Bunch Beets**, **Dandelion**, and **Red Dandelion**.



### OG APPLES

This week's heirloom varieties out of Oregon are **Organic Cortland** and **Cox Orange Pippin Apples**. They are expected to continue for a few more days then **Organic New Orleans Rinette Apples** are expected to arrive. POS material is available, so make sure to ask your salesperson.

Chilean and Argentinean **Organic Pink Apple** supply is excellent with deals galore! This is a great item to promote in counts and bags.

Small size **Organic Gala Apples** are abundant from WA and British Columbia.



### OG CA GRAPES

**Organic Red** and **Green Grapes** are back in decent supply with nice quality and steady pricing.

Autumn Royal **Organic Black Grape** supply is now in excellent supply with prices coming off.

**Organic Black** and **Green Grape** clamshells have arrived.

**Organic Thomcord Grapes** will wrap up for the season by the middle of September.

New crop **Biodynamic Thompson Grapes** from Marian Farms, packed in paper totes, are expected to arrive 9/13.





## OG KIWI

New crop Pacific Northwest and local Pennsylvania **Organic Kiwi Berries** are here.

New Zealand **Organic Green Kiwifruit** is in good supply. **Organic SunGold Kiwifruit** continues in good supply and is expected to remain that way through September. We should have a seamless transition into Italian fruit.



## OG SWEET CORN

This will be the last week for significant supplies of **Organic Bi-Color Corn** out of Pedersen Farms in NY. It was a good season out of New York as quality and sweetness was excellent. **Organic Sweet Yellow Corn** is done out of Maryland.

Some **Organic Sweet Corn** may still be available out of Canada, but declining volume is expected there as well.



## OG PAPAYAS

NEW **Organic Formosa variety Papayas**, imported from Mexico, will be available. This variety will be similar to the Maradol variety, and is packed in a large 32 lb. case. Be sure to ask your Four Seasons Sales representative for more details!



## OG CABBAGE

**Organic Green Cabbage** continues in good supply out of New York and Canada. Quality has been very good out of the New York area. Maryland growers should begin before the middle of September.



## OG STONE FRUIT

California and Washington **Organic Stone Fruit** has come to a screeching halt. Some sporadic arrivals may pop up but the season is virtually done.



## OG LEMONS

**Organic Lemon** supply continues to be almost nonexistent with prices skyrocketing and fair quality. Crop should begin in about 2-3 weeks with better quality, sizing, and supply.

Mexican **Organic Lemons** are nicer quality than the CA, but are also very limited.



## OG HASS AVOCADOS

Mexican 48 ct **Organic Hass Avocados** continue to be in good supply. Look for some promotable deals over the next few weeks. 60 ct fruit is still a bit higher priced as they continue to be in tighter demand.



## OG CELERY

**ALERT!** **Organic Celery** is in seemingly tighter supply on the higher quality product out of Oxnard this week. Quality issues continue to plague most shippers, with some scuffing being the most obvious defect. Expect tighter markets this week.



## OG SPECIALTY PRODUCTS

Coming in from California: **Organic Cipollini Yellow Onions, Mini Mix Sweet Peppers, Red Jalapeños, Tomatillos, Fresh Garbanzo Beans, Baby Gold Bunch Beets, Watermelon Radishes, and Mini Roma Tomatoes on the Vine.**





## OG TOMATOES

**Organic Round Field Tomatoes** are in declining supply out of Lady Moon Farms in Pennsylvania. There is still good 25 lb. and 10 lb. trays though. Declining supplies seen on round field tomatoes out of PA. **Organic Yellow Tomatoes** are in good availability out of PA. **Organic Heirloom Tomatoes** overall out of PA are limited.

**Organic Grape** and **Cherry Tomatoes** are in good supply out of PA, while **Organic Rainbow Cherry Tomatoes** are more limited.

**Organic Roma Tomatoes** are in declining supply out of PA. Mexico shippers are reporting very light supplies of **Organic Roma Tomatoes**.

**Organic Cluster Tomatoes** are gapping out of PA, while Canada shippers are reporting limited supplies for the time being. **Clusters** are in better supply out of Mexico.



## OG PEARS

**Organic Asian Pears** out of Washington are now in peak season.

Washington **Organic Starkrimson Pears** now have promotional opportunities on this excellent dark red fruit.

Washington **Organic Bartlett Pears** are in season but this year's crop is much smaller and commanding a higher price.

Washington **Organic Anjou Pears** have arrived, but supplies are still light at the front end of the season.

California **Organic Bosc** and **Red Bartlett Pears** remain very firm.

A small shot of **Organic Seckel Pears** are now in from the Pacific Northwest.



## OG BERRIES

**Organic Strawberry** markets are tight with rising prices, but quality is improving. This market is expected to continue to rise for the next couple of months until the Baja region begins in late fall.

**ALERT!** California **Organic Blackberries** are extremely firm with high prices and seasonal quality. We expect gaps until the Baja region begins in late fall.

**ALERT!** Pacific Northwest **Organic Blueberries** are at the end of their season and quality is weak.

California **Organic Raspberries** are very limited with prices continuing to rise.



## OG POTATOES

**Organic Red Potatoes** out of Manitoba, Canada will be slightly limited as the lot of the first product out of the field had a substantial amount of skinning. Quality will be improved going forward but there will be about a one week period of time that availability will be limited.

We will see the first of the new crop Colorado **Organic Russet Potatoes** begin this week.



## OG GREEN BEANS

**Organic Green Beans** are fairly steady in supply out of PA this week and next. Quality has been very good.

CA reports very tight supplies and increasing prices. Quality out of CA has been very nice as well.



## OG PINEAPPLES

**Organic Pineapples** remain in tight supply. A well-timed shot of Mexican fruit has provided some availability in the midst of very short supplies from Costa Rica. Costa Rican fruit should start to make a comeback as early as next week.

# IN OTHER NEWS

- Locally grown PA **Organic Candy Sweet Onions** will begin to wind down but supply should last another week. **Organic Red** and **Yellow Onions** are in good supply with nice quality out of California. Nevada grown **Organic Onions** should be in full swing in 2-3 weeks in all colors.

- **ALERT!** Mexican **Organic Keitt Mangos** are beginning to wind down. There will be a few domestic **Organic Mangos** out of California available once the Mexican fruit expires.

- We should see the first arrival of **Organic Stoke Purple Sweet Potatoes** towards the end of next week!

- **ALERT!** Mildew continues to affect **Organic Salad** supplies. Prorates should not be quite as significant as last week however.

- The first of the California **Organic Pomegranates** have arrived. We expect a few days gap before the next arrival.

- California **Organic Cantaloupes** continue to be in good supply but this is only expected to continue through September.

- **ALERT!** CA **Organic Grapefruit** has little to no availability. Whatever fruit we are getting has extremely steep pricing, but this is expected to improve headed into October.

**COMING TO EXPO EAST IN BALTIMORE 9/17-9/19?**



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**PRODUCE IS IN OUR NAME...**

**BUT WE OFFER**

**SO MUCH MORE!**



Our Meat & Dairy Specialist will be at  
our booth (#1429) to discuss our  
**Organic & Natural Meat & Dairy Offerings!**

**\*\* ASK ABOUT SHOW DEALS! \*\***

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*Customers!*

Stop by and say hello to us -  
we'll have an **organic apple** for you!



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*New!*

# AT FOUR SEASONS

10570 - CV GRAPES COTTON CANDY 10/1.5 LB  
10571 - CV GRAPES MOON DROP (formerly Witch Fingers) 16 LB  
10620 - CV GRAPES WHITE PRETTY LADY 18 LB  
06924 - CV PEARS ASIAN SUBARASHII LOCAL 16 CT

43430 - OG PEPPERS SUNTAN/CHOICE 15 LB  
43547 - OG PEAR SECKEL 2-1/8" 100CT 22 LB  
43877 - BIODYNAMIC GRAPES GRN MARIAN USA 17 LB  
43644 - OG KIWI BERRY USA 12/4.4 OZ  
43628 - OG KIWI BERRY LOCAL 12-6 OZ  
43191 - OG POMEGRANATE 30-36 CT - **arriving 9/15**

43650 - OG MONSTERA DELICIOSA 8 CT  
43815 - OG STARFRUIT 5 LB  
40000 - OG SUGAR CANE 10 LB  
40636 - OG CAULIFLOWER ORANGE 12 CT  
41820 - OG CAULIFLOWER PURPLE 12 CT  
40597 - OG CARROT BABY RAINBOW 12/12 OZ  
44189 - OG PAPAYAS FORMOSA MEX 32 LB  
42224 - OG OLIVIA JUICING GREENS 6/11 OZ  
41879 - OG OLIVIA BUTTERNUT HALVES 15 LB  
41568 - OG OLIVIA BUTTERNUT CUBED 6/20 OZ  
40378 - OG BEANS GARBANZO FRESH 5 LB

41057 - OG SQUASH ACORN CARNIVAL 35 LB  
41030 - OG SQUASH BUTTERCUP 35 LB  
41035 - OG SQUASH DELICATA 35 LB  
41044 - OG SQUASH KABOCHA 35 LB  
41220 - OG SQUASH PIE PUMPKIN 35 LB  
41055 - OG SQUASH RED KURI 35 LB

40157 - OG PEPPERS HABANERO 12-1/2 PT  
40959 - OG PEPPERS SHISHITO 12 PT  
40389 - OG PEPPERS PADRON CLAM 12/1 PT  
40184 - OG PEPPERS CORNO DITORO 10 LB  
40185 - OG PEPPERS GYPSY YELLOW 10 LB  
40814 - OG PEPPERS HUNGARIAN WAX 10 LB  
40786 - OG PEPPERS HABANERO 10 LB  
40784 - OG PEPPERS ANAHEIM 10 LB  
40090 - OG PEPPERS SHISHITO 5 LB  
40186 - OG PEPPERS ROUND/HUNGARY 10 LB  
40844 - OG PEPPERS RED JALAPEÑO 10 LB

41350 - OG TOMATO SAN MARZANO 22 LB  
41325 - OG TOMATO ROMA RED OTV 10/12 OZ  
42999 - OG ZEIGLER'S APPLE CIDER 9/64 OZ - **arriving 9/15**





# PUMPKIN PATCH

## EDIBLE Ornamental Pumpkins:

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



Fairytale



Long Island  
Cheese



Peanut



Blue Jarrahdale

## Ornamental Pumpkins:

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





# PUMPKINS & FALL ORNAMENTALS



## IN-STOCK FROM LOCAL FARMS STARTING 9/14

04935 - STRAW BALES REGULAR SIZE	1 CT
04930 - WAXED GOURDS 1/2 BU	38 CT
04950 - SUGAR PIE PUMPKINS PAMS	8-10 CT
04913 - PUMPKIN TIGER STRIPE	24 CT
04940 - PUMPKIN JACK BE LITTLE	25-30 CT
04942 - BABY BOO WHITE	32 CT
04901 - INDIAN CORN	16/3 CT
04935 - STRAW BALES REGULAR SIZE	1 CT
04945 - CORN STALKS BUNCH	10 CT

## PAINTED ITEMS & RETAIL PACKS - WHILE SUPPLIES LAST, PRE-ORDER ENCOURAGED

04923 - BABY PAM PAINTED	8 CT
04902 - RAINBOW POPPERS (ASSORTED)	36/3 CT
04898 - PAINTED CUTIE TRANSYLVANIA	12 CT
04903 - STICKER-ME-UP-PUMPKIN	10/3 CT
04925 - COLOR ME PUMPKIN	10/3 CT
04921 - PAINTED CUTIE PIE ANIMALS	12 CT
04922 - PAINTED CUTIE PIE KIDS W/HAT	12 CT
04939 - PAINTED GOURDS DISPLAY	12 CT
04924 - PAINTED MINI PUMPKINS	40 CT
04952 - PAINTED FACE PUMPKIN DISPLAY	60 CT
04944 - PUMPKIN LITTLE	20-25 CT
04920 - PUMPKIN LITTLE BAGGED	14/3 CT
04929 - JACK-BE-LITTLES BAGGED	14/5 CT
04928 - ORNAMENTAL GOURDS BAGGED	14/5 CT

## ORNAMENTAL VARIETAL BINS- LOCAL CROP STARTING 9/16

04951 - Baby Pam - 150 CT
04961 - Cinderella - 35 CT
04897 - Fairytale - 35 CT
04962 - Neck Pumpkin - 60 CT
04973 - White Flat Boer - 35 CT - available by pre-order
04918 - Pink Porcelain Doll - 40 CT - available by pre-order
04958 - Knucklehead - 40 CT - available by pre-order
04954 - Long Island Cheese - 60 CT- available by pre-order
04983 - Blue Jarrahdale - 65 CT- available by pre-order
04893 - Lunch Lady Gourds - 85 CT- available by pre-order
07398 - Goose Gourds - 70 CT- available by pre-order
07399 - Autumn Cushaw Gourds - 60 CT- available by pre-order

## MIXED ORNAMENTAL VARIETAL BINS - LOCAL CROP STARTING 9/16

04980 - Fall Fantasy - 35 CT
• Fairytale, Cinderella, White Flat Boer

04968 - Autumn Mix - 35 CT
• Long Island Cheese, Blue Jarrahdale, Peanut Pumpkin

04943 - Autumn 7-Variety Bin - 40 CT PLU# 4466
• Fairytale, Cinderella, White Flat Boer, Valenciano White, Red October, Knucklehead, Pink Porcelain Doll

02434 - Mixed Hubbard / Turban Squash- available by pre-order
• Blue Hubbard, Orange Hubbard, Turban Squash

## JACK-O-LANTERN PUMPKINS- LOCAL CROP AVAILABLE NOW

04981 - PUMPKIN FACE BIN	30 CT
04984 - PUMPKIN FACE BIN	40 CT
04982 - PUMPKIN FACE BIN	50 CT
04987 - PUMPKIN FACE BIN	60 CT



04897 - Fairytale - 35 CT



04943 - Autumn 7-Variety Bin - 40 CT



# CONVENTIONAL MARKET NEWS

OUTLOOK FOR SEPTEMBER 10 - SEPTEMBER 17, 2015

## CALIFORNIA GRAPE UPDATE

So many **Grape** varieties and so many prices!

Quality overall is good on all colors, but prices can range from as much as ten dollars. This is especially the case on **White (Green) Seedless Grapes**.

So, whether you're looking for a cheap **Grape** to move volumes or a grape to "WOW" your customers, now is the time to promote the **Grape** of your choice.

On the high end, we'll have Red Emerald and Green Emerald in Pretty Lady pouch bags. These varieties are simply incredible.

Headed into late September and October, one of the best **Black Seedless Grape** varieties of the year is now in season: Autumn Royals. They are long, crisp, and richly flavored.



### CV STONE FRUIT

New Jersey is down to the final week for the **Peach** season. Prices took another jump of two dollars on what could be the final shipment loading this weekend.

The season for California **Peaches** will continue for another two weeks depending on weather and demand.

**Nectarines**, for all practical purposes is finished on the East Coast and California. There could be a small trace left in California but not enough to guarantee supplies for next week.

**Plums** will go for another two to three weeks depending on demand. Supplies will continue to be light and prices will continue to rise.



### CV PINEAPPLES

After growers finished assessing their positions after extended weather problems in Central America, the **Pineapple** situation is now looking much worse.

After falling far behind on planting, this short position on volume will continue through the end of the year.

So expect possible gaps in supply and higher prices for the remainder of the year.



### CV POTATOES

The new crop Idaho **Russet Potatoes** in larger sizes have continued to decrease this week in price. Smaller counts (90ct and 100ct) and ALL bagged product out of Idaho have increased this week in price due to strong demand and fairly limited supply on small product coming out of the ground.

New crop **Red and Yellow Green Giant Bagged Potatoes** are in good supply with a sharp price and outstanding quality out of MN.

Promotable supplies are available on **New Jersey White Potatoes** in 5 lb. bags!





## CV STRAWBERRIES

**Strawberries** will be in good supply again this week out of Santa Maria and Oxnard. Santa Maria has experienced significant heat this past week, and that typically causes fruit to be a bit softer on arrival. Look for pricing to remain steady for this upcoming week.



## CV BLUEBERRIES

Peruvian **Blueberries** continue to be beautiful, and they taste great! We'll continue to carry this fruit as long as possible. Argentina begins their season in just a couple weeks.

**PRICE ALERT!** As British Columbia and Oregon fruit has finished for the season, the lack of supply has really increased the market price. Look for pricing to be significantly higher this week.



## CV CABBAGE

**Cabbage** is limited. Our main supply will be from Canada, but some fall deals are starting from PA. We will have some PA 60 ct **Cabbage** bins. Please get orders in advance is possible as they are limited.



## CV ONIONS

The **Onions** market has shown some signs of strengthening this week as shippers have increased prices heading into Labor Day. Early reports this week was that markets were staying steady at those elevated prices, but I see prices starting to decrease more as demand has been slow.



## CV LETTUCES

**ALERT!** Iceberg Lettuce remains limited from California because the heat has reduced yields. We continue to have nice Canadian **Iceberg Lettuce** with a significant price advantage.

**Romaine, Green Leaf, and Red Leaf Lettuces** are all steady.

**Romaine Hearts** are steady from California. There is decent supply of Canadian **Romaine Hearts** with good quality this week.



## CV BROCCOLI

**Broccoli Crowns** remain limited especially California product. Our main supply will be from Maine and Canada.

We will have supplies of 110 ct bin **Stem Broccoli** from PA. This local **Broccoli** is hydro-cooled and gives an impressive farm market look.



## CV HASS AVOCADOS

The market on Mexican **Hass Avocados** is rebounding and is up three to four dollars from last week. Demand has been good on the fruit from Mexico despite a much lower cost on fruit coming in from Peru.



## CV ASPARAGUS

Supplies of **Asparagus** out of Peru will begin to improve this week causing the market price to drop. Look for this gradual decline, while quality continues to be very nice on all sizes.



## CV RASPBERRIES & BLACKBERRIES

**Raspberries** and **Blackberries** are in good supply, and quality has been very nice. The majority of our fruit for this week will be from Driscoll's.





## CV TOMATOES

**Cluster Tomatoes** are limited from Canada. Mexico has started in a light way but limited as well.

**Beef Tomatoes** are in good supply from Canada.

25 lb. Local **Vine Ripe Tomatoes** are limited in supply with nice quality and steady to higher pricing. We will have nice supply of 4x5 Canadian **Two Layer Tomatoes** with promotable pricing and volume.

We will have **Campari Tomatoes** again this week.

We are steady on **Heirloom Tomatoes** from PA.

**Grape** and **Cherry Tomatoes** remain limited.

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## CV SQUASH

**Green Zucchini** is steady from Canada and **Yellow Squash** is steady from PA.

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## CV CUCUMBERS

**Cucumbers** remain in nice quality from NJ and PA. Pricing is steady.

**Cello Wrapped Cucumbers** are more limited with higher pricing this week.

**12/6 ct Mini Cucumbers** are limited with higher pricing this week.



## CV PEPPERS

**Green Peppers** are more limited locally. There is nice supply of jumbo California **Green Peppers** which have nice thick walls and good green color – great for stuffing!

15 lb. **Red Peppers** remain limited. 11 lb. and 26 lb. **Red, Yellow, and Orange Peppers** are steady.

**Mini Mixed Sweet Peppers** are limited.

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## CV CAULIFLOWER

**Cauliflower** remains on the limited side, but down in price this week with nice quality. We will have supply of PA grown 60 ct **Cauliflower** in bins.

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## CV EGGPLANT

**Eggplant** is nice and steady from Flaim Farms in NJ. Volumes are promotable.

## IN OTHER NEWS:

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## CV GREEN BEANS

**Green Beans** remain limited but nice quality from PA. Pricing is steady.

## CV EASTERN APPLES

Fresh crop **Eastern Apples** are selling great on all of the early varieties!

### HESS BROTHERS FRUIT

Leola, PA

- 05168 - CV Apples Gala Tote PA 8/5 lb.
- 05030 - CV Apples Gala 2-1/2 PA 12/3 lb.
- 05471 - CV Apples Gala 100 ct PA 40 lb.
- 05475 - CV Apples Gala 88 ct PA 40 lb.
- 05472 - CV Apples Gala 80 ct PA 40 lb.
- 05175 - CV Apples Ginger Gold Tote PA 8/5 lb.
- 05017 - CV Apples Ginger Gold PA 12/3 lb.
- 05290 - CV Apples Ginger Gold 100 ct PA 40 lb.
- 05294 - CV Apples Ginger Gold 88 ct PA 40 lb.
- 05019 - CV Apples Honeycrisp 2-1/2 PA 12/3 lb.
- 05477 - CV Apples Honeycrisp 100 ct PA 40 lb.
- 05476 - CV Apples Honeycrisp 80/88 ct PA 40 lb.
- 05469 - CV Apples Honeycrisp 72 ct PA 40 lb.
- 05466 - CV Apples Honeycrisp 64 ct PA 40 lb.
- 05470 - CV Apples Honeycrisp 56 PA 40 lb.
- 05167 - CV Apples McIntosh Tote PA 8/5 lb.
- 05040 - CV Apples McIntosh Tote PA 2-1/2 12/3 lb.
- 05680 - CV Apples McIntosh 100 ct PA 40 lb.
- 05672 - CV Apples McIntosh 72/88 ct PA 40 lb.
- 05205 - CV Apples Red Delicious 72/88 ct PA 40 lb.
- 05210 - CV Apples Red Delicious 100 ct PA 40 lb.
- 05000 - CV Apples Red Delicious 2-1/2 PA 12/3 lb.
- 05005 - CV Apples Red Delicious 2-1/4 PA 12/3 lb.
- 05166 - CV Apples Red Delicious Tote PA 8/5 lb.

05199 - Apple East Graphic Bin Display 1EA - **FREE**

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in season, check out  
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