

# ORGANIC MARKET NEWS



OUTLOOK FOR SEPTEMBER 16 - SEPTEMBER 23, 2016

## ORGANIC HONEYCRISP APPLE SEASON

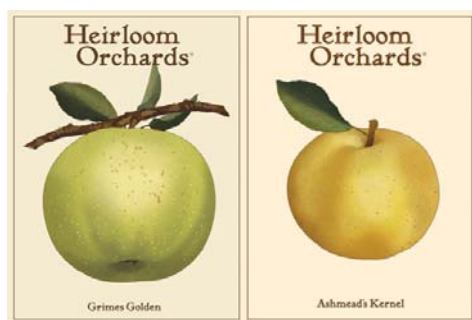
The 2016 harvest of **Organic Honeycrisp Apples** in Oregon and Washington is well underway. As the fruit gets graded and packed, and as supplies improve, pricing is coming down moderately, but don't expect **Organic Honeycrisp Apples** to drop below other organic apples due to supply/demand.

Late September through mid-October will be the best time of the year to promote this premium apple variety. Honeycrisp continue to be very popular for fall snacking, thanks to their exceptionally crisp and juicy texture, along with their sweet and lightly tart flavor profile.

There will be lower grades of **Organic Honeycrisp Apples** available from growers at lower prices. The US Extra Fancy (USXF) grade fruit is more green than red on the skin color, and will have occasional stem puncture, growth-crack, and stem bowl russetting. We'll continue to promote mostly Washington Extra Fancy Premium (WXFP) grade for the best quality and appearance.

### OTHER APPLES:

- OG Gala Apples** - peak season, new crop is very promotable
- OG Gold Delicious Apples** - coming into steady new crop supply
- OG Granny Smith Apples** - peak season starting in Washington
- OG Jonagold Apples** - peak season starting
- OG McIntosh Apples** - small crop from British Columbia, short season expected
- OG Red Delicious Apples** - peak season starting in late September



## OG HEIRLOOM APPLES

**Organic Cortland Apples** from Heirloom Orchards in Oregon have arrived.

The next 3 varieties are expected to be **Grimes Golden, Ashmead's Kernel, and Roxanne Russett**.

The amazing **Organic Pink Pearl Apples** will go for about 1-2 more weeks and then wrap up for the season.



## OG HASS AVOCADOS

**ALERT!** **Organic Hass Avocados** are in very tight supply. We expect prices to climb even higher during early fall, due to the limited harvests of fruit in Mexico.

There is a very small supply of California fruit that we were able to procure to help with the demand of fruit. This will be in stock until the beginning of next week.



## OG HARD SQUASH

**Organic Hard Squash** is in very good supply out of PA, NY, CA, and WI.

Current PA varieties in-house include:

- |                              |                           |
|------------------------------|---------------------------|
| <b>OG Green Acorn Squash</b> | <b>OG Sweet Dumpling</b>  |
| <b>OG Butternut Squash</b>   | <b>OG Delicata Squash</b> |
| <b>OG Spaghetti Squash</b>   | <b>OG Kabocha Squash</b>  |
| <b>OG Strippetti Squash</b>  | <b>OG Pie Pumpkins</b>    |

**NEW!** **Organic Honeynut Squash** is now available out of PA and NY. It's a newer, smaller butternut-type variety with more sweetness and bigger squash flavor.





## OG ASPARAGUS

**Organic Asparagus** supplies have begun to come in from Argentina, but supplies are limited. Mexico will start in late September with better volumes.



## OG SNAP PEAS

**Organic Snap Peas** are in limited supply out of CA. Quality has been good. Other small shippers in CA should begin soon.



## OG PINEAPPLES

**Organic Pineapple** supplies are back! We should have a nice supply next week and going forward. Pricing is following supplies back down to more "normal" levels.



## OG MID-ATLANTIC GREENS

We will begin to see supplies out of PA this week on **Organic Dandelion, Red Chard, Green Chard, Rainbow Chard, Collards, Bunch Beets,** and **Parsleys.**

**Organic Kale** and **Lacinato Kale** are more limited out of PA this week. **Organic Red Kale** and **Fennel** should be available out of PA next week.

NY reports good supplies of **Organic Kale** and **Italian Parsley.**



## OG GRAPES

California **Organic Green, Red, and Black Seedless Grapes** are in excellent supply.

**Biodynamic Thompson Grapes** continue in limited supply.

**Organic Concord Grapes** are a very small crop and supplies are short of demand. We recommend pre-booking ahead.



## OG EGGPLANT

**ALERT!** **Organic Eggplant** is in very tight supply. PA is finishing out their harvest for the season, while GA should start within 2-3 weeks.

Supplies are very light out of CA and there is no Mexican product at this time.



## OG CUCUMBERS

**ALERT!** **Organic Cucumbers** are very limited in supply. PA is all but done as is most of the mid-Atlantic. GA reports limited supplies and "yellow-belly" of **Organic Cucumbers.** Mexico reports virtually no supply and there are a few pallets available from CA growers here and there.

**Organic Hothouse Cucumbers** are in adequate supply even though the market is up.

Limited supplies are available on **Organic Mini Cucumber** packs and **Organic Gherkin Cucumbers** out of CA.



## OG CAULIFLOWER & BROCCOLI

Canadian **Organic Cauliflower** is still shipping with very nice quality. CA reports adequate supplies and prices are down somewhat. Some shippers have had brown discoloration issues this week.

Also available in limited supply out of CA – **Orange, Purple,** and **Green** varieties of **Organic Cauliflower.**

**Organic Broccoli** prices have begun to move up in CA. Canada reports good supplies, but quality is not as strong. **Organic Broccoli Crowns** are in good supply out of CA and Canada.



## OG SPECIALTY PEPPERS

Now is a good time for **Organic Specialty Peppers** out of NY.

Available from Hepworth Farms:  
**OG Golden Ghost Habanero Peppers**  
**OG Orange Habanero Peppers**  
**OG Hungarian Wax Peppers**  
**OG Jalapeno Peppers**  
**OG Poblano Peppers**  
**OG Cubanelle Peppers**

**Organic Shishito Peppers** in bags and **Organic Anaheim Peppers** are available out of CA.





## OG KIWI BERRIES

**Organic Kiwi Berries** out of the Northwest will have a little flush with some promotional opportunities and then they expect to be done for the season by the end of September.

Pennsylvania **Organic Kiwi Berries** have arrived in very limited supply and are expected to be finished for the season over the next couple of weeks.



## OG GREEN BEANS

A few local **Organic Green Beans** from PA are still coming in once a week. Quality is very good. Maryland expects to have **Organic Green Beans** next week.

CA reports limited supplies of **Organic Green Beans**.



## OG CABBAGE

**Organic Green and Red Cabbage** are still coming in from New York. WI reports large supplies of **Organic Green Cabbage**, but very little of **Organic Red Cabbage**. NY reports adequate supplies of **Organic Savoy Cabbage**. **Organic Napa Cabbage** is very limited out of CA.



## OG LETTUCE

Good supplies of all varieties of **Organic Lettuce** are available of Quebec, Canada. Quality has been slightly better out of Canada than California, where growers are reporting some margin of leaf browning on all varieties.

California growers do have good supplies of **Organic Green** and **Red Butter Lettuce** as well.

New York has one more week of **Organic Romanaine Lettuce**.



## OG BERRIES

**Organic Strawberry** supplies remain good. Prices have moved up slightly for the end of the month, but remain promotable overall.

**ALERT!** **Organic Blackberry** supplies are extremely tight and will remain so until Baja begins in late September to early October.

**ALERT!** Domestic old crop **Organic Blueberry** markets continue to be extremely tight, prices are rising, and quality is weak. We expect a little more fruit from Holland and Argentina before Chile gets started in a few weeks.

**ALERT!** **Organic Raspberry** supplies are going to be extremely tight for the next few weeks until late September or early October when good supplies are expected to rebound.



## OG TOMATOES

**Organic Round Tomatoes** are all but finished out of PA. Mexico reports very light supplies.

**Organic Grape** and **Cherry Tomatoes** are in very tight supply. The next product will be a Mexican 12 pt. **Organic Rainbow Cherry Tomatoes** are in tight supply out of PA.

**Organic Roma Tomatoes** are in tight supply out of PA, limited out of CA, and none are available to load out of Mexico this week.

**Organic Heirloom Tomatoes** will finish up out of PA next week. Limited supplies are available out of NY. CA reports adequate supplies at this time.

# OTHER STORIES:

- **ALERT!** **Organic Lime** remain very limited and high priced due to heavy rains in Mexico. We expect to see light color (blanching) on much of the fruit.

- California **Organic Lemon** supply continues to improve slightly each day, but it will take weeks to come down to normal market pricing.

- California **Organic Cantaloupes** continue in excellent supply this week with promotional opportunities available. **Organic Honeydew, Orange Honeydew,** and

- **Organic Keitt Non Hot Water Treated Mangos** remain in stock this week. Sizing will remain large with 6 and 7ct being peak sizing right now. This fruit will last for another week or 2 and then we will be gapping on Organic Mangos for a while.

- **Galia Melons** are beginning to turn back to tight supply over the next couple of weeks and then are expected to finish for the season. We may see a few stragglers into October.

- **Organic Peaches** - done for the season

- **Organic Nectarines** - late crop available from Washington for late September

- **Organic Plums/Pluots** - late season varieties still around through the last week of September

# NEW ITEMS OR BACK IN SEASON

## ORGANIC

40593 - OG Turnips Scarlet	10 lb
40965 - OG Turnips Bunch Baby	24 ct
40487 - OG Beets Chioggia	25 lb
40358 - OG Beets Red Forno	25 lb
46814 - OG Squash Stripetti PA	30 lb
41568 - OG Olivia's Organics Butternut Cubed	6/20 oz
41879 - OG Olivia's Organics Butternut Halves	15 lb
44748 - OG Salsa Fresh-cut (daily stock item!)	6/16 oz
46810 - OG Spring Leaf Shallots	12/6 oz
42884 - OG Apple Ashmead's Kernel 56ct	28 lb
42880 - OG Apple Grimes Golden	28 lb
42198 - OG Apple Roxbury Russett	28 lb
43045 - OG Apple Fuji WXPFP	80/88 ct
43352 - OG Apple Fuji New Zealand	100 ct
43415 - OG Apple Gold Delicious Cell WXPFP	81 ct
43314 - OG Apple Gold Delicious Cell WXPFP	105 ct
42955 - OG Apple Gold Delicious WXPFCY USA	12/3 lb
42971 - OG Apple Jonagold USXFP USA	80/88ct
42970 - OG Apple Jonagold XF USA	12/3lb
44664 - OG Lil Snappers Fuji Apples	9/3 lb
44663 - OG Lil Snappers Gala Apples	9/3 lb
44662 - OG Lil Snappers Granny Smith Apples	9/3 lb
43547 - OG Pear Seckel 2-1/8" 100 ct	20 lb
41900 - OG Ground Cherry	12 pt
44279 - OG Grapes Concord Tote	9/2lb
43628 - OG Kiwi Berry Pennsylvania	12/6 oz
43191 - OG Pomegranate	30/36 ct



40786 - OG Peppers Habanero	10 lb
40776 - OG Peppers Habanero Golden	10 lb
40959 - OG Peppers Shishito Clamshell	12/1 pt
40192 - OG Peppers Shishito Pouch Bag (Capay)	12/8 oz
41255 - OG Peppers Poblano	10 lb
40814 - OG Peppers Hungarian Wax	10 lb

40886 - OG Radish French Breakfast	24 ct
40325 - OG Asparagus	11 lb
40491 - OG Burdock Root	10 lb
40497 - OG Burdock Root	16 oz
40428 - OG Carrot Rainbow Table	25 lb

40636 - OG Cauliflower Orange	12 ct
40143 - OG Cauliflower Green	12 ct
41820 - OG Cauliflower Purple	12 ct

40857 - OG Kohlrabi Bunch Purple	12 ct
40880 - OG Radish Black	10 lb
40616 - OG Rutabagas	25 lb
41053 - OG Squash Honeynut	40 lb
41055 - OG Squash Red Kuri	35 lb
41037 - OG Squash Sweet Dumpling	35 lb
46811 - OG Garlic White NY Hepworth	20 lb
41673 - OG Sweet Potato Baby Mix Yam	18/16 oz
41822 - OG Sweet Potato Purple Yam	40 lb





# ORNAMENTALS & DECORATIVES

04935 - Straw Bales Regular Size	1 ct
04934 - Straw Bales Small	24 ct
04931 - Straw Bales Mini Cello	50 ct
04945 - Corn Stalks 10 ct	1 bunch
04901 - Indian Corn	16/3 ct
07385 - Pumpkin Face Bin	35 ct
04984 - Pumpkin Face Bin	40 ct
04987 - Pumpkin Face Bin	60 ct
04930 - Gourds 1/2 Bushel	38 ct
04950 - Pumpkins Baby Pam (Pie)	8-12 ct
04940 - Pumpkin Jack Be Little	25-30 ct
04942 - Pumpkin Baby Boo White	32 ct
04980 - Pumpkin <b>Fall Fantasy</b> Bin (Fairytale, White Flat, Cinderella)	35 ct
04968 - Pumpkin <b>Autumn Mix</b> Bin (Blue Jarrahdale, Long Island Cheese, Peanut)	35 ct



## CONVENTIONAL



### "THE GRAPERY"

10570 - CV Grapes Cotton Candy	16 lb
10571 - CV Grapes Moon Drop	16 lb
10579 - CV Grapes Flavor Promise Red	19 lb
07065 - CV Pears Cactus Red Andy Boy	30 ct
10161 - CV Raspberries Sunshine Driscoll's	12/6 oz
15599 - CV Peaches White Donut	14/1 lb
15687 - CV Peaches Donut 2-Layer 40-44 ct	12 lb
17678 - CV Pomegranates	36 ct
17629 - CV Mangos "Pango Mango"	12 ct
00679 - CV Brussels Sprouts Mesh Bag	24/1 lb
00690 - CV Brussels Sprouts on Stalk	9 ct
00995 - CV Cauliflower Green	12 ct
00996 - CV Cauliflower Orange	12 ct
00998 - CV Cauliflower Purple	12 ct
03183 - CV Romanesco Cello	12 ct
02367 - CV Squash Delicata	35 lb
02356 - CV Squash Golden Nugget	35 lb
02431 - CV Squash Hubbard Blue	35 lb
02430 - CV Squash Hubbard Golden	35 lb
02365 - CV Squash Kabocha	35 lb
02410 - CV Squash Buttercup	35 lb
02420 - CV Squash Sweet Dumpling	35 lb
02432 - CV Squash Turban	35 lb
04460 - CV Potatoes A-Purple Western New	50 lb

YOU'RE INVITED TO VISIT US AT  
**NATURAL PRODUCTS EXPO EAST**  
 IN BALTIMORE, MD THURSDAY 9/22 - SATURDAY 9/24

Four Seasons Produce is at **BOOTH 1709**

Stop by for a delicious **Organic Honeycrisp Apple!**

Stay for some conversation about **seasonal** and **specialty organic produce.**

Learn about our expanding **Fresh Foods** offerings.

Book **SHOW DEALS** on some great natural & organic dairy products and more!



# 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



# CONVENTIONAL MARKET NEWS

OUTLOOK FOR SEPTEMBER 16 - SEPTEMBER 23, 2016

## FLORIDA CITRUS OUTLOOK



### GRAPEFRUIT:

The 2016 new crop Florida **Grapefruit** harvests will begin at the end of September from the Gulf region in very limited volumes. The prized "Indian River" area fruit most likely will not start until mid to late October in limited volumes.

We expect Florida **Grapefruit** pricing to be up a bit from last season, as more nutritional sprays continue to be applied to deal with the "citrus greening" diseases which has caused the loss of healthy trees in many groves. The first **Grapefruit** ads could start breaking beginning in November. This year's crop is likely to be heavy to smaller **Grapefruit** (48sz/56sz) – ideal for 5lb bags.

### FALL-GLO TANGERINES:

The Florida **Fall-Glo Tangerines** will start at the end of September with 12/3lb bag and stickered loose fruit (80sz/100sz) available by mid to late October. Pricing will be the same to higher than 2015. **Florida Sunburst Tangerines**, with attractive bright-orange skins, will come into season closer to November.



### NAVEL ORANGES:

The Florida **Navel Orange** crop will be in inconsistent supply this year. A good portion of the groves have only 1/2 a crop on the trees, due to citrus greening disease and post fruit drop. Growers are concerned that fruit from these orchards will have shorter shelf life. The other 1/2 of the crop that comes on a different rootstock in the Indian River region seems to have a better crop on the tree, with good brix (sugar) to acid levels expected. November will be the best month for pricing and flavor on Florida grown **Navel Oranges**.

### JUICE ORANGES:

Early varieties of Florida **Juice Oranges** like **Early Golds** will come into seasons during early October, followed by **Hamkins** in late October. Overall, the 2016 new crop pricing will be significantly higher than 2015. The global orange juice processing market is up sharply and that will drive fresh prices on the light volumes of Florida **Juice Oranges** destined for fresh market sales.

## CALIFORNIA CITRUS OUTLOOK

### GRAPEFRUIT:

**ALERT!** California **Grapefruit** is done for the season. Our last shipment is 9/16 and will likely sell out quickly. There may be a gap of 1 – 3 weeks without fresh **Grapefruit** until the Florida and Texas begin their new crop harvests.

### CLEMENTINE:

New crop California **Mandarins** will start with the **Satsuma** and **Clementine** harvests in late October. **Halos** brand California **Clementine Mandarins** are poised to be available for the first week of November.

### ORANGES:

This season's harvest of fresh California **Navel Oranges** is likely to start in mid to late October. South African **Navel Oranges** remain in steady availability in the meantime, with 9/3lb bag promos available for September. We'll phase out California **Valencia Oranges** for the season by late October, once domestic Navels and Juice Oranges start.

### LEMONS:

The western-grown Lemon market should ease up soon. 115 counts and larger have been limited in California, but the Yuma, Arizona district is gradually picking up steam and good supplies on all sizes will improve. **2lb Sunkist Lemon** pouch bags continue to be a great seller at retail.





## CV MELONS

Keep promoting **Cantaloupes** and **Honeydew!** Good supplies and pricing will continue for the next few weeks.



## CV SPINACH

Our “**Ocean Mist**” 12/10oz **Spinach** pack continues to sell very well. Ask us about September promotional opportunities.

**Bunched Spinach** is steady.



## CV BROCCOLI

**Broccoli Crowns** are more limited, so pricing has increased but quality remains very nice.

**PA Stem Bin Broccoli** bins are now in peak season from Lancaster County, PA.



## CV ANISE/FENNEL

**Anise (Fennel)** is in great supply with beautiful quality. Late September is a great time to promote.



## CV GREEN ONIONS

There is more supply of **Iced** and **Iceless Green Onions** this week with lower pricing.



## CV EGGPLANT

**Eggplant** is steady from New Jersey with nice quality.



## CV BERRIES

**Strawberry** supplies will continue to exceed demand this week. Look for markets to remain weak until the end of September.

**ALERT!** Limited supplies will continue this week on both **Raspberries** and **Blackberries**. The anticipated better volume is delayed and should improve in the next three weeks.

**ALERT!** Look for extremely tight supplies on **Blueberries** for the next few weeks. Peruvian supplies aren't able to keep up with demand. Argentina is also extremely limited.



## CV PEPPERS

**Suntan Peppers** are plentiful with extremely aggressive pricing this week.

**Green Peppers** are limited with steady to higher pricing.

**15lb Red and Yellow Peppers** are plentiful and are great to promote from California!

**11lb Red, Yellow, and Orange Peppers** are steady.

**Mini Mixed Sweet Peppers** are steady.



## CV LETTUCE

There is good supply of nice quality cello **Lettuce** from California. Pricing will be lower this week and is great to promote.

There is plenty of California **Romaine, Green Leaf, and Red Leaf Lettuce**. Promote with lower pricing this week!

We will have NJ **Romaine, Green Leaf, and Red Leaf Lettuces** from Flaim Farms this week.

**Romaine Hearts** are of excellent quality right now from California. Pricing is a tad higher, but great to promote still!





## CV SQUASH

There is plentiful supply of all **Hard Squashes** and we are in full swing on the varieties.

**Green Zucchini** is plentiful with lower pricing. **Yellow Squash** remains limited.



## CV GREEN BEANS

**Green Beans** are tight in supply with steady to higher pricing, but quality is exceptional.

We will continue with PA product until the end of September as long as quality remains as nice as it has been.



## CV CAULIFLOWER

California 12ct **Cauliflower** is plentiful and beautiful. Pricing will be lower this week, so now is a good time to promote! **Purple, Orange, and Green Cauliflower**, plus **Romanesco**, are in peak season supply.

**PA Bin Cauliflower** is expected to arrive in late September. Once it starts, it's forecasted to be great supply of the 60ct bins!



## CV BRUSSELS SPROUTS

**Brussels Sprouts** volume is down and demand has really increased this month. Pricing will be higher this week, but quality has been very nice.

We will also have 24/1lb Mesh Brussels Sprouts, 9 ct Brussels Sprouts Stalks, and 12/1lb. **Brussels Sprouts** clamshells this week and regularly for the fall and winter months.



## CV TOMATOES

Overall, **Tomatoes** remain limited.

**Beef and Cluster Tomatoes** are limited from Canada as production winds down. Mexican supply is a few weeks away.

**Vine Ripe Tomatoes** are limited as local production is winding down, however more Mexican shippers are starting and we will start using Mexican again soon.

**Grape, Cherry and, Roma Tomatoes** remain limited as the local harvests wind down and we transition to new growing areas. Prices are up.

**Campari Tomatoes** will be higher in pricing this week.



## CV CUCUMBERS

**Cucumbers** are steady in supply and pricing from NJ and PA. **Select Cucumbers** are lower in price this week.

**ALERT!** Cello wrapped **Cucumbers** and 12/6ct Mini Seedless Cucumbers are very limited with higher pricing this week due to the Canadian season winding down.



Displays of  
the Week!