

ORGANIC MARKET NEWS

SEPTEMBER 23 - SEPTEMBER 30, 2022

UPCOMING ORGANIC FALL FRUIT



Organic Kiwi Berries are now available! Crop is looking pretty good out of Oregon for this year, and be in season into the middle to end of October.

New Item! **Organic Pomegranates** will be in season starting by the beginning of October from California.

Organic Persimmons will be available early to mid-October. Overall, **Organic Persimmons** are looking good for this year. We will offer **Fuyu** and **Hachiya** varieties during the fall season.

Organic Cranberries will be available the beginning of October. Fruit will be coming out of Canada in the "Patience" label. Supplies are expected to be steady until Christmas. We will be offering the 24/12oz size this season vs the 18/8oz from years past.

NOTE: Organic Fresh Figs have been stifled by extreme heat, followed by rain, in California. Expect rising prices and periodic supply gaps over the next few months. Four Seasons will continue to offer available varieties in 12/1 pint cases. 12/8oz options are also available for the Black Mission variety!



OG BERRIES

Organic Blueberries will be promotable from the Pacific Northwest and Peru. Fruit continues to harvest from both regions, leading to plentiful supplies and deals available. Quality has been decent from Pacific Northwest and fresh from Peru. Some Peruvian Jumbo will be available too!

Organic Raspberry prices are beginning to ease off as production out of Mexico begins and California is also harvesting fruit. Supplies should be plentiful, and quality has been very nice.

ALERT! Organic Strawberries will become very tight, and prices will spike. Recent rainstorms, following heat, have caused quality issues, and supplies are becoming very limited quickly. Expect pro-rates and short supplies for early October.

NOTE: Organic Blackberry prices are going to rise quickly, and volume will be limited. Recent rain in California has hurt production and limiting availability. Mexico will not begin for another 2 weeks, leaving product short and in a gap.



OG TROPICALS

Organic Hass Avocados remain promotable through the end of September! Volumes from Mexico are still strong, and Peru still has a very small amount of fruit in the marketplace. Look to promote in the upcoming weeks.

Organic Pineapples have rebounded in volume a bit and should be in decent supply for the end of September.

The last of the large-sized **Organic Non-Hot Water Treated Mangos** from Mexico will be in play here through September and into October. After that, we will transition to a limited California crop. Expect prices to rise over the next month with possible gaps in product.

Organic Dragon Fruit will be available next week. White flesh will be in good supply, while red flesh fruit will be a little more limited. These will be available in a 10lb box from Mexico through September.



OG GRAPES

Supply is ramping back up on **Organic Grapes** with weather being more favorable following the California heatwave.

Organic Green Grapes are transitioning into a better variety, "Kelley Greens," which is perfect timing as the "Great Greens" were showing strong signs of amber.

Organic Red Seedless Grapes will be the "Scarlett Royal" variety with nice size and texture.

Also in season for late September are **Organic Black Grapes**, **Biodynamic Green**, **Sweet Carnival** (10/1lb clamshell) and **Thomcord** (20/1lb clamshell).

Don't forget to check out our Homegrown Organic Grape contest that's taking place now!



OG PEPPERS

NOTE: **Organic Color Bell Peppers** from Canada and Holland remain limited in supplies and high in price. **Organic Red Peppers** are the tightest of the colors and are yielding very limited supplies. Expect light supplies and possible gaps in late September, however conditions are expected to be short lived as growers are expecting supplies to increase again in early October.

NOTE: **Organic Green Bell Peppers** and **Eggplant** from Lady Moon Farms in PA have finished for the season. Next supplies will move to North Carolina in late September.



OG CUCUMBERS & SQUASH

New crop **Organic Zucchini** and **Cucumber** volume from Lady Moon Farms in Punta Gorda, FL are expected to have strong supplies for the end of September and early October. Quality has been good to begin the season.

Organic Yellow Squash is yielding steady volumes in late September and will continue into October. Pricing has begun to normalize as supply has increased.



OG MELONS

Organic Mini Watermelons continue to be available from California and New Mexico. New Mexico fruit, grown by the Navajo Nation, is excellent quality during its brief early fall season.

NOTE: **Organic Cantaloupes** and **Honeydew** are slowly finishing in the California deal with some growers finished up already. Supply will continue to remain tight, and we will eventually see a gap in **Organic Melons**.



OG CELERY

Organic Celery from California remains in strong volumes with promotional opportunities in late September.

Looking ahead towards early to mid-October, supply volume is expected to decrease with pricing increases. Mid-October through November are traditionally difficult supply months for **Celery**.



OG BEETS

Organic Red and **Gold Bunched Beets** will return to stable supplies after 4 to 6 weeks of difficult conditions out of California. Growers have to harvest from a new region, helping supply volumes return to normal levels.

Pricing remains elevated, but as more volume comes on pricing will normalize.



OG CABBAGE

New York Grown **Organic Green** and **Red Cabbage** remains in strong supply in late September, as Pennsylvania supplies are expected to resume for their fall season in early October.

Organic Napa Cabbage continues to be sourced from New Jersey and Vermont, and **Organic Savoy Cabbage** is sourced solely from Vermont.



OG TOMATOES

Organic Grape and **Cherry Tomatoes** from Lady Moon Farms are expected to have product for the end of September in PA, but they could finish up earlier than expected. Lady Moon will be back into production in Florida by mid-October.

NOTE: **Organic Vine Ripe** and **Roma Tomatoes** out of Lancaster County, PA continue, but availability is expected to start to decline headed into October.



OG HOTHOUSE CUCUMBERS

ALERT! **Organic Euro** and **Mini Seedless Cucumbers** will remain limited in volume. This market is expected to stay tight with no product available until later in October.

Some greenhouse growers are switching from cucumbers to tomatoes because now that there are rugose resistant varieties, there is more money to be made in tomatoes than cucumbers, which is causing more of a gap here.



OG ASPARAGUS

Organic Asparagus is expected to remain steady into October with Mexico cleaning up the last of their old crops before the new fields start by mid-October. **Organic Asparagus** from Argentina has started their new crop.



OG CARROTS

NOTE: Grimmway (Cal-O and Bunny-Luv brands) and Bolthouse are experiencing limited harvest volumes on **Organic Carrots** due to September's heatwave in California. The following categories will be experiencing prorated volumes during October: OG bags, tables, jumbos, and juice.



OG BROCCOLI & CAULIFLOWER

NOTE: **Organic Broccoli** and **Cauliflower** from California have shown signs of improving supply volumes, but pricing has remained elevated. With the changing of the seasons, day length, and weather conditions, it should be expected that both commodities remain snug for the beginning of October.

Quebec **Organic Broccoli** and **Cauliflower** are experiencing stabilizing supplies. This will act as an excellent supplemental option with California supply conditions.

- **Organic Lemons** are finally starting to ramp up with promotional opportunities available on smaller sized fruit. We should see prices come down on larger fruit as we move into October.

- Peruvian **Organic Minneola Tangelos** have finished for the season.



OG KIWIFRUIT

Organic Green Kiwifruit from Zespri will be in good supply through at least October. Look to promote for the rest of the season!

Organic SunGold Kiwifruit will be finishing up for the season by the beginning to middle of October.



OG LETTUCE

ALERT! **Organic Lettuce** yields from California remain a struggle as "INSV" has persisted. Limited supplies, primarily **Organic Romaine** and **Iceberg**, are expected to continue through the month of October and into November when the transition to desert growing regions begin.

Organic Green and **Red Leaf Lettuces** are facing extra demand due to the supply shortages on other lettuces.

Supplemental supplies from Québec have remained strong in supplies and quality. Expect available supplies into October.

Additionally, a short local season will begin in late September or early October, providing relief from shortages in California.

OTHER STORIES

- **Organic Green Beans** from Lancaster County, PA remain in promotional volumes during the final week of September, but the end of the season will be in mid-October.

- **Organic Raw Drink & Eat Coconuts** will be back in stock for the week of 9/26.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts will be coming back into season with availability beginning on 9/29 with 10lb bulk and 16/1lb bags.

Volumes will be light initially with peak season being later in winter.



OG APPLES & PEARS

New crop **Organic Gala Apples** are in peak season. **Organic Honeycrisp Apples** are being packed with new crop fruit, but the initial volumes are still light with better supply coming in October.

Washington new crop **Organic Fuji** and **Granny Smith Apples** will be in stock around 9/27. It will take a few weeks for the supply chain to fill.

The first of the season Canadian **Organic McIntosh Apples** are expected to be available around 10/6.

Organic Bartlett and **Red Crimson Pears** are in peak season from Washington and Oregon.

NOTE: **Organic Bosc Pears** remain very limited, and we may see a small gap before Washington gets started early October.

- **Organic Longan Fruit** and **Organic Jujube** will be available to add to specialty fruit selections to go with **Organic Passion Fruit**, **Kiwano Melon**, and **Dragon Fruit**.

- **NOTE:** For late September, **Organic Red/Yellow 2-pack Peppers** will be substituted with **Organic Red/Orange 2-pack Peppers**.



HOMEGROWN ORGANIC FARMS GRAPE DISPLAY CONTEST

SEPTEMBER 19 - OCTOBER 8, 2022

Extra, extra read, all about!!! Want to hear some really "grape" news? It's time for yet another super fun, volume driving display contest brought to you by Four Seasons Produce and Homegrown Organic Farms!! This exciting contest is all about one of the highest tonnage items in the produce department today, and that's grapes! Fruit quality, color and flavor have been outstanding this year and we are headed full steam into later season California fruit, which are some of the best tasting grapes of the season! These are great formulas for happy customers and added sales and profits for your departments!

CONTEST CRITERIA:

- Build a "grape" looking display in your department using Organic Homegrown label grapes. ALL fruit MUST be purchased from Four Seasons Produce.
- Displays must contain both red and green grapes from Homegrown Organic Farms. Black grapes are NOT required for this contest but do add a full variety of flavors to your grape sets, as long as its Homegrown Organics fruit. Please check with your Four Seasons sales rep or merchandiser for availability of black grapes from Homegrown Farms.

Grape Codes:

- 43878 - OG Homegrown Red Grapes
- 43885 - OG Homegrown Green Grapes
- 232602 - Preformed Empty Display Box



- Must purchase a total of 6 cases of each color (red and green) during the contest period.
- Displays must show the Homegrown Organic Farms labeling and brand.
- All displays must remain up for one week.
- Send all display photos to contests@fsproduce.com by Friday, October 14, 2022.



LARGEST DISPLAY

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card

MOST CREATIVE

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card

BEST SMALL STORE

3 registers or less

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card



Every qualified entry will receive a Four Seasons Produce/Homegrown Organic Farms Wine Tumbler and Bottle opener combo set! So everyone is a winner with this SUPER sweet entry prize!



Time to get your grape on and build some fantastic displays of Homegrown Organic Farms Grapes!
Talk with your Four Seasons Sales Rep or Merchandiser for display tips and ideas!



PHONE: 1.800.422.8384

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SEPTEMBER 29 - OCTOBER 1?
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BOWERY

NEW SALAD KITS!

GROWN IN
BETHLEHEM, PA



ZESTY CAESAR SALAD KIT

AVOCADO RANCH SALAD KIT

BALSAMIC SALAD KIT

| CODE | DESCRIPTION | PK/SZ | UPC |
|--------|----------------------------|------------------|-----------------|
| 232607 | CV Salad Zesty Caesar Kit | 6/5.5 oz Bowery | 8 51536 00773 1 |
| 232609 | CV Salad Avocado Ranch Kit | 6/5.25 oz Bowery | 8 51536 00774 8 |
| 232611 | CV Salad Balsamic Kit | 6/6.5 oz Bowery | 8 51536 00775 5 |

AVAILABLE IN OCTOBER!

CONVENTIONAL MARKET NEWS

SEPTEMBER 23 - SEPTEMBER 30, 2022

FALL TOMATO OUTLOOK



As summer turns to fall, there will be plenty of transition in the **Tomato** crops, with local deals winding down in the northern states, production starting back up in Mexico and Florida, and greenhouse production ramping back up in multiple regions.

For late September and much of October, there should be spot buy and promotional opportunities on greenhouse **Snacking Tomatoes** of various varieties.

NatureSweet brand **Specialty Snacking Tomatoes** from will be promotable into October with special buys on select items. NatureSweet is looking to launch some new snack pack sku's - ask your rep about samples and info. Quality has been superb.

Sunset brand has some spot buys available at the start of fall on the following high-flavor **Tomato** varieties: **Campari, Angel Sweet Grape, Zima, Flavor Bomb OTV, Sugar Bomb OTV, and Honey Bomb OTV**. Be sure to try these out while great pricing is available.

Greenhouse **Beefsteak** and **Cluster Tomatoes** are still in lighter volume to kick off October.

Roma Tomatoes are very promotable as we head into October. Product will still be available out of PA and Mexico, with PA finishing up fast. **Grape Tomatoes** will be transitioning away from PA local to new crop Florida. Local **Vine Ripe** and **Heirloom Tomatoes** will continue through the end of September, but availability is expected to start to really decline by October.



CV BROCCOLI & CAULIFLOWER

PA local 110ct **Bin Stem Broccoli** is in season and ready to add something special to your displays!

PA local 60ct **Bin Jacket-cut Cauliflower** is in season.

PA local **Bikini-cut Purple** and **Orange Cauliflower** is expected mid-October.

East coast **Broccoli Crowns** are readily available from Maine, but California has some gaps with the warmer temps. Pricing has been holding steady as demand has been moderate.

NOTE: Cauliflower pricing is up out of California due to lighter harvest volume. We will supplement supplies with Maine product.

NOTE: Broccoli Rabe is on the lighter side from Andy Boy brand. Demand is keeping pricing elevated.



CV BERRIES

Raspberry prices are really easing off with some promotable spot deals available. Mexico production is really beginning to ramp up as California continues to harvest as well. Quality should be excellent on new fruit out of Mexico and quality from California has been good as well.

Blueberry prices are continuing to ease off as more Peruvian imports continue to become available. Overall, expect fairly promotable volumes with excellent quality fruit. Mexico will begin in early October.

NOTE: Blackberries out of CA will begin to tighten up as rain has really hurt production. Mexico is scratching but volume is limited and there are light Guatemalan imports available. Quality will be fair to good and get better as it goes on.

ALERT! Strawberries will become very tight to start for the end of September. Rain in California was heavier than expected and really hurt production for a few days. Quality will be only fair and expect minor defects as growers pick through weather-damaged fruit. Weather is forecasted to be nice so harvests should improve rather quickly to steadier volume and better quality.



CV FALL FRUIT

Pomegranates continue to be available in good supplies on the early varieties. Pricing and size will improve during October.

Quince is in season.

Fresh **Cranberries** will be available for the beginning of October. Supplies are expected to be steady through October and November. We will offer the Ocean Spray label. New Jersey grown **Cranberries** are available upon request.

NOTE: Black Mission Figs from California have been tighter with prices jumping up over the past few weeks due to extreme heat and weather affecting the crop. **Black Mission** and **Brown Turkey** varieties are expected to be in and out of stock through the fall season, with pricing slightly higher than earlier in the season.

Persimmons will come into season later in October, so stay tuned.



CV APPLES

New York **Snap Dragon Apples** are now in season! This high-flavor and crunch apple has Honeycrisp, Golden, Monroe, and Melrose Apple parentage.

Eastern **Cortland** and **Empire Apples** will be the next varieties to come into season. Multiple varieties of Eastern **Apples** are available in bulk tray packs, tote bags, and 3lb poly bags.

Out of Washington, we have new crop **Gala**, **Honeycrisp**, and **Granny Smith** in kid-sized **Snacking Apples** in the premium Stemilt Lil' Snappers line.



CV GRAPES

Look for the transition from our Pretty Lady brand line into their "Harvest Hobgoblin" line from Dulcich on **XL Red** and **Green Grapes** for October promotion.

Red Grapes are in good supply with "Jack Salute," "Scarlett Royal," and "Timco" varieties.

Green Grapes remain strong with great arrivals and superior taste on "Sweet Globe," "Green Emerald," and "Autumn Crisp."

We will also be offering **Jumbo-sized Red and Green Grapes**, with the first shot of "Jack Salute" and "Autumn Crisp" varieties hitting 9/24. These jumbo lines will be hand-picked varieties in lots featuring some of the best texture and taste available.



CV PEPPERS

Green Peppers will be promotable as we head into October. There is a lot of quality jumbo fruit out there and shippers are looking to deal. We will continue to source product from NJ, DE, and PA. Quality has been excellent!

Color Bell Peppers from greenhouse growers are somewhat limited in volume for late September, particularly on the large sizes.

Mini Mix Sweet Peppers will remain steady into October due to weather with new fields starting and Canada coming into their new crop as well. Quality has been excellent.



CV CUCUMBERS

Super Select Cucumber prices are expected to increase as we head into October. There is product coming out of NJ and PA. Quality is outstanding.

NOTE: Euro and **Mini Seedless Cucumbers** are expected to remain tight for early October as shippers out of Canada will start to flush again. We are seeing some excellent quality.



CV AVOCADOS

Mexican, and especially Peruvian, **Hass Avocados** remain promotable to finish September. Many growers are also offering deals on Peruvian fruit to close out the season. Now is a great time to promote!



CV ASPARAGUS

Asparagus prices are expected to ease down as more product comes into the market from new fields in Peru and Mexico.



CV MANGOS

Mangos are ramping up from Brazil. Tommy Atkins will be the primary variety being shipped. Very few **Mangos** from Mexico remain.



CV PEARS

Washington **Bartlett Pears** are now in excellent supply, along with **Starkrimson Red Pears**. **Bosc Pears** are expected to transition smoothly from California to Washington in early October.



CV WATERMELONS

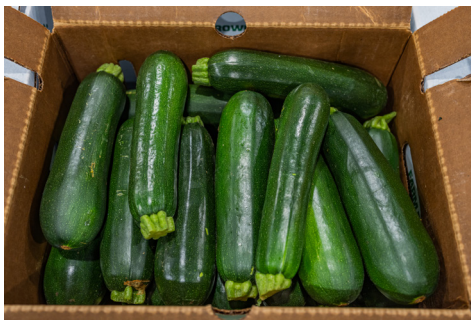
Watermelons will be available in cartons and bins still out of Delaware and North Carolina. Quality has been nice. Florida will start new crops at the end of October and Mexico will also start up around the same time.



CV KIWIFRUIT

Green Kiwifruit from New Zealand will be promotable as Zespri is looking to push more volume to finish up the season.

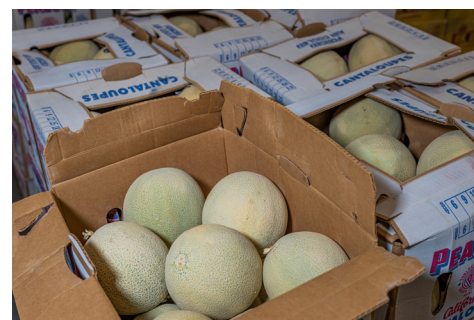
SunGold Kiwifruit will be wrapping up for the season in the next several weeks.



CV SQUASH

Green Squash from PA, NJ, and DE will continue to arrive with outstanding quality. Prices are very promotable as we head into the end of the local season and into October.

Yellow Squash volumes should start to decrease from NJ, DE, and PA. All local produce has arrived with outstanding quality and will start to clean up by mid-October before we switch out of local.



CV MELONS

NOTE: Cantaloupe and **Honeydew** have been light in supply due to over an inch of rain in California that followed the heatwave, causing delays in harvesting for over 4 days.

Cost is high as the California season looks to close out shortly. We will transition back into Arizona, then to the Central American off-shore deal during the winter.



CV PUMPKINS & ORNAMENTALS

Local PA **Pumpkins** and **Ornamentals** are looking great! The heat has brought on crops early, so expect good supplies early on but they could come to a hard stop later in the season the middle of October on many varieties.

Face Pumpkins are expected to be plentiful this year from PA farms.

Heirloom/Specialty Pumpkins may end early in October.

Miniature Pumpkins for indoor and desk decoration are selling very well - **Jack-Be-Little**, **Baby Boo White Mini**, **Tiger Stripe**, and **Gourds**.



CV LETTUCE

ALERT! Heat and "INSV" disease continue to be challenges for **Lettuce** out west, and quality is still a struggle. Pricing remains higher on **Iceberg** and **Romaine Hearts**, as well as on **Leaf Lettuces**. Product gaps, mediocre quality, and pricing are expected to hold until the transition south.

The Quebec season is coming to an end due to rain.

New Jersey has started to harvest their fall crop and might have the best quality around town for **Red Leaf**, **Green Leaf**, and **Romaine Lettuce**.



CV CITRUS

Import **Mandarins** are in good supply with a mixed market due to sizing and origin of fruit. We will continue to remain promotable on 10/3lb and 15/2lb. The import "Halos" crop has been outstanding in size and quality.

Grapefruit is tight with California seeing supply issues, although quality is outstanding on the 27sz, 40sz, and 8/5lb. Florida **Grapefruit** will start at the beginning of October. Texas **Grapefruit** will start in mid-October.

Limes will continue to remain more expensive but look for it to mellow out as supply and quality have been strong.

Navel Oranges continue with outstanding quality on imports. New crop California **Navel Oranges** will start at the end of October, pending on color. Expect a strong season with volume up vs last year. Early peak fruit will be sized small.

Lemons have gotten tight quickly with quality concerns from California. A new growing district is starting at the beginning of October with smaller fruit, so this market should balance back out shortly. This crop volume will be like last year and ship through February. The import **Lemon** deal is slowly fading as large fruit is very hard to come by even though Mexico is in decent supply and will be in better supply once weather breaks.

OTHER STORIES

- **Pineapples** are in steady supply for the beginning of October. Quality has been very good.
- **Green Bean** prices are expected to remain steady as we head into October out of NJ and PA. Quality and availability have been excellent.
- With fall here, **Sweet Corn** movement is really slowing. We will start to wind down availability but still carry tray pack **Sweet Corn** year-round.

- **Eggplant** will remain steady as we are seeing promotable pricing with local product out of NJ and PA, and the Carolinas have product. Quality has been excellent and there is plenty of volume. Excellent product will be available into October.
- 20lb and 12/1lb **Parsnips** will be back in season and in stock on 9/27!