

ORGANIC MARKET NEWS



SEPTEMBER 20 - SEPTEMBER 27, 2024

EXCELLENT QUALITY ORGANIC GRAPES



GOOD NEWS! Peak season is here for Organic Grapes from California. Top notch quality, excellent supply, some of the best eating Organic Grape varieties are being harvested right now, through mid-October!

We are seeing very high brix (sugars) on Organic Red and Black varieties as of right now with crisp texture and healthy stems.

Varieties available in late September:

OG Black - "Adora" and "Autumn Royal"

OG Green - "Autumn Crisp" and "Stella Bella

OG Red - "Scarlet Royals"

Air Chief brand by Sun Pacific and Four Seasons Produce will be running a display contest and promotion for independent retailers 9/30 - 10/20. See page 7 for details.

Specialty Organic Grape varieties available: Muscadines (Bronze and Black) - NC Thomcords - CA



GOOD NEWS! New crop Washington Organic Gala and Honeycrisp Apples are in excellent supply.

The first Washington Organic Granny Smith Apples are now available. Supplies are expected to improve weekly through fall.

New crop Organic SweeTango Apples will be back in good supply starting 9/23.

The first new crop Organic Fuji Apples from Washington are expected for the last week of September. Supplies are expected to be firm for the first few weeks until the pipeline fills.

The first Canadian Organic Ambrosia are expected to begin around 10/10.

Canadian Organic McIntosh Apples came and went unexpectedly due to the apples being excessively small. They are not expecting anymore large fruit to be imported this season.

Import and old crop Organic Pink Lady Apples are winding down for the season and expected to gap before new crop Washington will start in November.



OG SQUASH & PIE PUMPKINS

LOCAL Organic Acorn, Butternut Squash, and Pie Pumpkins are in plentiful supply from multiple suppliers in PA and other regions. Central PA produce is now done with their local Organic Spaghetti Squash supply, but Organic Valley (PA) and Green Field Farms (OH) have ample supplies.

LOCAL Organic Delicata should be better going forward out of Ohio with just a short. Organic Kabocha should also be in better shape with Organic Valley just getting started with their crop in PA.

Organic Carnival, Red Kuri, Sweet Dumpling, and Buttercup Squash will be in peak season starting 9/30.

Starting 9/23, there should be in better volume moving forward with Organic Honeynut Squash as more supplies get going.

Organic Yellow and Green Squash will be rolling in from Mexico to hopefully offer a better pack out and longer shelf life for customers.



OG BROCCOLI

LOCAL Pennsylvania Organic Stalk Broccoli will be available in limited quantities.

Organic Broccoli from California remains in steady supply. despite a continued elevated cost. Quality and availability are good. Costs are expected to ease slightly in late September and into early October.

Organic Broccoli Crowns do however remain elevated in cost and limited in availability. Quebec grown product will be available as a supplementary option.

ALERT! Organic Broccoli Rabe will experience an outright gap in availability for the final week of September and the first week of October due to quality issues prohibiting growers from harvesting.

NOTE: Organic Sweet Baby Broccoli will remain available, however limited and at a premium cost.





OG CELERY

Organic Celery remains readily available, but costs have begun to increase due to lighter yields as a result of weather conditions. Overall, market conditions remain favorable, however this can change rapidly if unfavorable weather conditions persist. Also noteworthy, as November approaches holiday demand will increase, creating more limited supply and increased cost.



OG TOMATOES

Greenhouse **Organic Tomatoes** from Savoura in Quebec has started but some of the projections were off slightly. Early October is when the full line-up of items will be in stock.

Pennsylvania **Organic Snacking Tomatoes** from Lady Moon Farms are starting to finish up and switching to new crop Florida product.



OG ONIONS

LOCAL Organic Candy Sweet Onions continue to be in promotable supply with plenty of product available to promote with great pricing.

We have made the transition over to Nevada grown **Organic Red Onions** and supplies are in really good shape with outstanding quality.



OG CUCUMBERS

NOTE: Organic Cucumbers have been expensive but with product from Mexico coming on, prices will drop in early October.

There is still LOCAL product from New Jersey, and Florida will kick in soon. When multiple regions do start, the pricing will drop fast.



OG GREENS

LOCAL Organic Green and Lacinato Kale, plus Collards are in peak season from PA and NJ. Promote!

Organic Chards are now becoming available from **LOCAL** growers. We will transition from California back to Pennsylvania and New Jersey to take advantage of the new crop fall season.



OG KIWI BERRIES

Organic Kiwi Berries are now in season through mid-October! This seasonal favorite will be available in a clamshell option!

Organic Kiwi Berries are ready to eat when ripened to soft. The berry is eaten whole. These can be merchandised at room temperature while they ripen, or in your refrigerated berry set for shoppers to ripen at home.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are back in supply after a short gap. Quality will continue to be strong from Mexico, and pricing will remain consistent. In addition to Mexican supply, production in Wisconsin will begin in October and provide an opportunity for any shorts that may occur from Mexico.



OG FALL FRUIT

Here are expected in stock dates for some Organic Fall Fruit:

- Organic Pomegranates 9/30 with peak volume ramping up in mid-October.
- Organic Persimmons Hachiya 10/12
- Organic Persimmons Fuyu 10/21



OG CAULIFLOWER

Organic Cauliflower continues with steady availability. Although availability is not an issue, costs continue to be elevated in late September. Expect these conditions to continue into early October, while maintaining strong quality.





OG CABBAGE

LOCAL Lady Moon Farms Organic Cabbage has started in Pennsylvania and will continue be available in October, along with Organic Green, Red, Napa, and Savoy Cabbage from New Jersey.



OG BERRIES

GOOD NEWS! Organic Strawberries will be promotable for late September as harvests from Northern California and Santa Maria overlap, leading to a surplus. Pricing has dropped tremendously to move the excess volume. This "mini flush" is expected to only last a week or two before the Northern district ends and supplies down trend very quickly for the fall and winter months. Quality has been excellent and good tasting fruit.

Organic Raspberry pricing will begin coming down as harvests being to increase out of Baja and Central Mexico. Volume is expected to ramp up into October. Quality has been excellent.

Organic Blackberries will be limited out of California heading into October as the season finishes. Central Mexico production is slowly increasing but demand will continue to exceed supplies. Quality has been excellent and showing little defects.

ALERT! Organic Blueberries will be extremely limited as demand continues to exceed supplies. Prorates and gaps are expected in September. Peruvian volume is expected to start arriving in early October, but pricing will remain extremely high. Quality has been excellent on what is arriving now.

• 48ct Organic Hass Avocados remain tight, but things are starting to turn around just a bit. 60ct fruit is more promotable and the value option for the rest of the month. Organic Fair Trade Hass Avocados will continue to be available. Look for opportunities to promote this pack for the middle of September!

Organic Green Skin Avocados from Florida are now in season. Be sure to add these into your displays!



OG MELONS

Organic Cantaloupe and **Honeydew** yields are decreasing. Expect higher prices and less availability as growers close out the California **Organic Melon** season by early October.



OG LETTUCE

GOOD NEWS! Organic Leaf and Romaine Lettuce availability continues to be favorable in late September. Increased production from Quebec has generated improved pricing for late September and steady availability. Be on the lookout for promotional opportunities.

LOCAL Pennsylvania and New Jersey **Organic Lettuce** is on the horizon as harvests are expected to begin in late September.

Organic Iceberg Lettuce remains readily available from California at a favorable price. Early October should mark the start of **LOCAL** New Jersey grown **Organic Iceberg Lettuce**.

Organic Romaine Hearts remain mostly unchanged in late September. Like the majority of the month, supplies, and cost remain favorable. Promotional opportunities will be available.



OG PURPLE SWEET POTATOES

Both Organic Stokes Purple and Ben Yagi Sweet Potatoes in all packs and sizes are back in season from California with new crop harvests. Time to add these varietals back into sets.



OG CITRUS

Organic Grapefruit from South Africa are in season with nice quality on 27ct and 9/3lb bags.

Organic Lemons are currently available from Argentina, Mexico, and California. All regions are showing different quality and prices. This market is very unstable right now.

NOTE: The **Organic Valencia Orange** season is over. **Organic Navel Oranges** will start in mid-October from California.

ALERT! There will be no ads or promotions for the month of September and into October on **Organic Limes.** Keep your sets small as prices will be extremely high with a shortened shelf-life and fair to poor quality.

OTHER STORIES

NOTE: Organic Mangos from Mexico are finished for the season. There will be some expensive **Organic Keitt Mangos** from California for the week of 9/23 in limited volume.

Organic Mangos from Brazil and Ecuador will make their way to the US in mid-October. Fill rates and pricing will be difficult for early fall.

NOTE: Organic Pineapples will continue to be in short supply. September volumes will remain short but should begin to increase in volume in October, starting with 8ct sizing

• Organic Asparagus is thriving from Mexico and Argentina.



CONVENTIONAL MARKET NEWS

SEPTEMBER 20 - SEPTEMBER 27, 2024

LOCAL BROCCOLI & CAULIFLOWER SEASON



LOCAL Stem Broccoli from Lancaster County, PA in 110ct bins will be in good supply.

Arriving 9/21, LOCAL Lancaster County, Pennsylvania grown Jacket Cauliflower will be available for fall-themed selling.

GOOD NEWS! Broccoli Crowns availability remains steady in late September from both Maine and California, with Maine grown product will be the primary source of procurement for freshness. Quality from both regions is strong, and pricing remains favorable.

Cauliflower production remains steady from both California and Maine. Quality and availability from both regions remain favorable in late September.

Orange and Green Cauliflower are in steady supply to add color to fall sets.

NOTE: Purple Cauliflower is virtually unavailable until more plantings come on in October.



CV LETTUCE

GOOD NEWS! The Lettuce category continues to thrive in September as both California and Quebec have excellent availability.

LOCAL New Jersey grown **Lettuce** is on the horizon in late September. **Leaf** and **Romaine Lettuce** availability remain strong, and pricing continues to be favorable.

Iceberg Lettuce deals are plentiful as both California and Quebec are in excellent supply volume.

Romaine Hearts are still plentiful for most in California, but a shift has begun in late September, and costs are expected to begin to increase steadily as October begins. Conditions remain favorable for the immediate future but are changing quickly.



CV BERRIES

Strawberry production is increasing out of the Santa Maria, California region as the Northern farms slow down. Oxnard, CA production will lightly start harvests heading into October. Pricing has eased off slightly with increased production. Quality has been very nice overall from all regions.

Blackberry production continues to be steady. Central Mexico is expected to start in early October with light volume. Quality has been excellent, and pricing will ease slightly.

Raspberries production is slowly increasing as prices start to decrease. Central Mexico production is expected to start peaking early October. Quality has been excellent.

ALERT! Blueberries continue to be extremely limited from all regions. The Peruvian fruit is on the water and more arrivals are expect in early October. Pricing will remain extremely high through mid-October at the very least. Quality on what is available has been good.



CV APPLES & PEARS

First of the season Eastern LOCAL Snap Dragon Apples are here from New York. Volumes should increase weekly on this flavorful apple with Honeycrisp parentage.

LOCAL Eastern Cortland and Empire Apples from Pennsylvania and New York are now available to add to the assortment already in season. Good supplies are expected.

Rockit Apples are expected to transition from old crop to new crop before the end of September. There may be a short gap for a few days before new crop arrives.

New crop Washington **Granny Smith** and **Honeycrisp Apples** are now available and supplies are expected to increase heading into October.

New crop **Bosc Pear**s have transitioned from California to Washington. Volumes are expected to be light all season due to the crop being 50-60% smaller in yield.

Comice Pears are now in season arrived from Pacific Northwest. Good supplies are expected.





CV CELERY

GOOD NEWS! Celery from California remains in peak production as volumes are strong, and quality is outstanding. September has been a strong month of availability, resulting in promotional pricing throughout. These market conditions will persist into early October.

As November and Thanksgiving approach, expect to see increases in **Celery** cost as holiday demand increases.





CV STONE FRUIT

"Autumn Ripe" late season **Yellow Peaches** are now available with great quality and should be available heading into October from Mountain View.

White Nectarines and White Peaches are winding down for the season and expected to finish before the end of September.

Pluots/Plumcots are winding down one variety at a time and should be totally done for the season about the first week of October. **Plums** will continue deeper into October.



CV MELONS

Cantaloupe and **Honeydew** prices are shifting upward as we approach the end of the California season. Around October, we will transition into the Yuma, AZ region, and then November we will transition to offshore fruit.

Tuscan Cantaloupes and Sugar Kiss Melons will continue in season from the Southwest into October.



CV BRUSSELS SPROUTS

GOOD NEWS! Brussels Sprouts volume continues to flourish, and promotional opportunities are available. Quality has been outstanding in September, and as production steady increase, pricing is more affordable.



CV HARD SQUASH

GOOD NEWS! We are full swing on LOCAL Lancaster County, PA grown Hard Squash from Cedar Meadow Farms, a regenerative farm, in the "Aunt Cheri's" brand. Quality is looking very nice, and price should be steady for the foreseeable future.



CV GRAPES

The best **Grape** varieties continue to be harvested for the remainder of the California season, while prices remain consistent and firm. Quality is outstanding! This season will end earlier than expected due to more fruit being shipped this year vs. last year, impacting December's transition to imports.



CV FALL FRUIT

Fall fruit is coming into season!

Quince and early **Pomegranates** are in stock from California. **Persimmons** are expected to arrive to the East Coast by the week of 9/30.

Fresh Cranberries arrive on October 2.



CV SWEET ONIONS

We will transition from LOCAL PA grown Simply Sweet Onions over to domestic Nevada grown "Sweetie Sweet" Onions from Peri & Sons.

The bagged **Onions** transition first, with the 40lb **Jumbo Sweet Onions** making their transition a few days after. Quality out of Nevada is very nice, and pricing will be promotable and steady heading into October.



CV PEPPERS

GOOD NEWS! Red, Orange, and Yellow Bell Peppers are seeing a big push from Mexico coming into the market. This additional volume is forcing the pricing down from Canada and others.

Look for promotable pricing heading into October with product out of Mexico. Quality is expected to be outstanding.





CV CABBAGE

Fall crop **LOCAL Cabbage** has started new fields in Pennsylvania for the fall. Quality continues to be fantastic.



CV PEAS

GOOD NEWS! Snow and Snap Peas are plentiful and have excellent quality from Peru and Guatemala.



CV HERBS & GREENS

New Jersey has had a fantastic start to fall, with an abundance of LOCAL Bunched Herbs, Chards, and Greens.



CV TOMATOES

GOOD NEWS! Beefsteak and Cluster Tomatoes have started with a new crop in Mexico. This new crop is forcing the hand of Canada to decrease prices. Time to promote!

2-layer and 25lb **Vine Ripe Tomatoes** are having to source from various regions due to quality in our local area. Heading into October, we will be switching to all new crop Mexico and/or Florida product which ever has the better quality.



CV CITRUS

NOTE: Imported **Mandarins** are very tight with sizing being smaller than the industry norm. Expect prices to continue to rise for the rest of September.

ALERT! With major quality concerns, very limited supply, and extremely high prices, condense your **Limes** sets heading into October. Poor product condition will persist until more new crop fruit begins this fall.

Import **Grapefruit** will be available for the end of September to cover any gaps that might be needed until Florida and Texas start later this fall.

NOTE: September will remain tough for import **Navel Oranges** - size struggles, elevated prices, and limited supplies.

Imported **Cara Cara Oranges** and **Minneola Tangelos** continue to be available. **Blood Oranges** will be available in early October.



CV CUCUMBERS

Cucumbers will be tight for the end of September. There are new fields that have started in Georgia, but with such low volume coming out of Mexico right now, there is not enough around to support demand.

Euro and **Mini Seedless Cucumber** trays will remain tight into the end of September as well. Canada has some product available but with poor quality coming out Mexico, good product comes at a premium.

• NOTE: Broccoli Rabe and Sweet Baby Broccoli from California are beginning to experience limited supplies in late September. Expect inconsistent supply volume and increased costs for the remain-

der of the month.

OTHER STORIES

- NOTE: Mangos are now transitioned into new crop from Brazil. With light import volume in late September and container delays at the ports - pricing is up and fill-rates may be wonky on some sizes.
- **Pineapple** volumes are improving headed towards October. 5ct, 6ct, 7ct, and 8ct will be available (though not promotable) the week of 9/23 along with premium varietals (Dole **Golden Selection** and Del Monte **HoneyGlow**).
- California Artichokes availability is limited and creating elevated costs in late September, but some growers are offering spot deals to close the month.
 Expect market conditions to remain unfavorable into October, but stay alert to potential deals.









AIR CHIEF "GRAPE-TACULAR" GRAPE DISPLAY CONTEST

September 30 - October 20, 2024



Four Seasons Produce has partnered with Sun Pacific, marketers of the Air Chief premium table grapes, to bring you a display contest with some really "grape" potential for added sales. Grapes are a high tonnage, high velocity category, and we are now into the best eating grape varieties of the year. With amazing quality fruit, great promotional pricing, and an incredible prize package available, October is the perfect month to promote this consumer favorite fruit in your produce departments! All three colors (green, red and black) of grapes will be included, so there is sure to be a flavor for everyone!

DISPLAY CONTEST CRITERIA:

- Build an AWESOME display of Air Chief label premium grapes in your produce department. All fruit **MUST be purchased from Four Seasons Produce**!
- All three colors of grapes MUST be included in your display. Grape codes are listed below:

Organic: Conventional:

42682 - OG Black Grapes 18lb **10875** - CV Black Grapes XL 18lb **43875** - OG Green Grapes 18lb **10631** - CV Green Grapes XL 18lb **43878** - OG Red Grapes 18lb **10716** - CV Red Grapes XL 18lb

221512 - POS Air Chief Grape Display Box Preformed

- Displays must highlight the Air Chief label, through POS signage or display boxes.
- Displays must remain up for at least one week.
- Send all display contest photos to contests@fsproduce.com by Thursday, October 24.



DISPLAY CONTEST PRIZES:

GRAND PRIZE

(display will be judged on overall creativity and eye appeal)



\$1,000 gift card

LARGEST DISPLAY MOST CREATIVE

1ST - \$400 gift card

2ND - \$300 gift card

3RD - \$200 gift card



MOST CREATIVE DISPLAY

1ST - \$400 gift card

2ND - \$300 gift card

3RD - \$200 gift card



PHONE: 1.800.422.8384

BEST SMALL STORE DISPLAY

(3 registers or less)

1ST - \$400 gift card 2ND - \$300 gift card

3RD - \$200 gift card



BEST ALL ORGANIC DISPLAY

1ST - \$400 gift card

2ND - \$300 gift card

3RD - \$200 gift card



For more information on Sun Pacific Fruit and Air Chief grapes, go to Sunpacific.com

For more information on our contest or for grape display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.







GUIDE TO HARD SQUASH



ACORN/GOLDEN ACORN

- · Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- · Versatile in cooking, roasting
- Packed with fiber



GOLDEN NUGGET

- · Looks like a small pumpkin
- Sweet, orange flesh



BLUE/GOLDEN HUBBARD

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- · Versatile in cooking, roasting
- · Packed with fiber



HONEYNUT

- Like a mini-sized butternut
- Flesh is much sweeter and has more squash flavor than butternut



BUTTERCUP & KABOCHA

- Green skin
- Sweet & creamy orange flesh
- Kabocha aka "Japanese Pumpkin"



RED KURI

- Japanese variety
- Orange exterior, yellow flesh
- Nutty & sweet



BUTTERNUT

- Most popular hard squash variety
- Orange flesh
- · Versatile in cooking, roasting
- · Ideal blended for soup



SPAGHETTI

- Mild & sweet flavor
- Flesh comes out like pasta strands when cooked - hence the name



CARNIVAL

- · Pale, orange flesh
- Relative of Acorn & Sweet Dumpling



SWEET DUMPLING

- Mildly sweet
- Tender, orange flesh



DELICATA

- Yellow flesh
- Tastes like a sweet potato
- Edible shell no peeling needed!



TURBAN

- · Gets its name from its unique shape
- · Use as decoration, soup bowl, or a floral arrangement

CUBED BUTTERNUT SQUASH IS COMING BACK INTO SEASON









CODE DESCRIPTION PK/SZ UPC

41568 OG Squash Butternut Cubed 6/20 oz 789707720502 3462 CV Squash Butternut Cubed 12/20 oz 789707441087

AVAILABLE NOW!

TALK TO YOUR SALES REP FOR MORE INFORMATION









PUMPKINS & FALL ORNAMENTALS

STARTING SEPTEMBER 1, 2024

MINI DECORATIVES/ORNAMENTALS



Code: 4822

JACK-BE-LITTLE (MINI-PUMPKINS)

40 ct case
PLU: 4734



Code: 4929 JACK-BE-LITTLES BAGGED 14/5 ct case UPC: 743425-08950



Code: 214521
WHITE JACK-BE-LITTLES (BABY BOO)
40 ct case
PLU: 4734



Code: 4901 INDIAN CORN 16/3 ct case UPC: 033383-40077



Code: 214039
MINI INDIAN CORN
Display box 16/3 ct case
UPC: 743425-40076



Code: 4944

PUMPKIN LITTLES
(Hardball size Pumpkin)
20 ct case
PLU: Retailer–Assigned







TO DOWNLOAD THE FULL 5 PAGE CATALOG DETAILING OUR 2024 ASSORTMENT,

CLICK HERE

OR USE THIS LINK: https://shorturl.at/tEVaR



PACKAGING & SIZE CHANGE - DELIVERY STARTING 9/26

















OLD	CODE	CODE

227571 241101 227572 241102 227573 241103 227575 241105



OG Sparkling Juice Lemon Gingr OG Spr Mojita Lime Mint Coconu OG Sparkling Juice Lemon Cayen OG Spr Strawberry Acai Coconut PK/SZ

12/12oz 12/12oz 12/12oz 12/12oz

OLD UPC

8-53311-00300-6 8-53311-00329-7 8-53311-00330-3

8-53311-00305-1

UPC

1-97857-00004-5 1-97857-00009-0 1-97857-00006-9 1-97857-00005-2





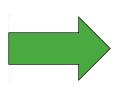




LABEL CHANGE

DELIVERY STARTING WEEK OF 9/30

EAT 🛂 **SMART**°

























































OLD CODE	CODE
223501	241199
223500	241200
222636	241202

LD CODE	CODE	DESCRIPTION
223501	241199	CV Peas Snap
223500	241200	CV Peas Snow
222636	241202	CV Beans Green
223497	241203	CV Broccoli Slaw
223495	241205	CV Cauliflower Riced
223496	241207	CV Brussels Sprouts
223489	241209	CV Vegetable Medley
223494	241210	CV Cauliflower Florets
223493	241212	CV Vegetable Stir Fry
223487	241213	CV Broccoli & Carrots
223486	241214	CV Broccoli Florets
223488	241215	CV Broccoli & Cauliflower



o/ o oz laylor rarilis
6/8 oz Taylor Farms
6/12 oz Taylor Farms
5/12 oz Taylor Farms
6/12 oz Taylor Farms
6/12 oz Taylor Farms
5/12 oz Taylor Farms
6/10 oz Taylor Farm
6/12 oz Taylor Farms



OLD UPC	UPC
7-09351-00901-3	0-30223-06088-8
7-09351-00902-0	0-30223-06089-5
7-09351-30145-2	0-30223-06087-1
7-09351-00016-4	0-30223-06081-9
7-09351-30189-6	0-30223-06077-2
7-09351-32222-8	0-30223-06086-4
7-09351-00014-0	0-30223-06082-6
7-09351-00011-9	0-30223-06076-5
7-09351-00015-7	0-30223-06084-0
7-09351-00025-6	0-30223-06080-2
7-09351-00013-3	0-30223-06078-9
7-09351-00026-3	0-30223-06079-6





