



# ORGANIC OUTLOOK

SEPTEMBER 29 - OCTOBER 6, 2017



WWW.FSPRODUCE.COM 44 LB

## ORGANIC PEAR SEASON

**Organic Pear** season is in full swing! The overall crop volume is down for 2017's harvest outlook, but October, November, and December will still be the best time of the year to promote.

Washington **Organic Bartlett** and **Bosc Pears** are in excellent supply for fall. **Organic Anjou Pears** are expected to be in peak season beginning in mid-October.

New crop Washington **Organic Concorde Pear** are expected the first week of October. Concorde Pears have the shape of a Bosc, but feature green skin and firm, yet not crunchy sweet flesh.

California **Organic Seckel Pears** continue in limited supply. Seckel (aka Sugar Pears) are small-sized, sweet, and have a firm flesh.

Pacific Northwest **Organic Starkrimson (Red) Pears** continue in steady supply.

**Organic Asian Pears** have transitioned smoothly to Washington fruit, which is now in steady supply.



### OG APPLES

Washington **Organic Golden Delicious Apples** are now in season. Some Local Pennsylvania **Organic Gold Supreme Apples** are available.

Washington **Organic Honeycrisp Apples** continue in firm but steady supply. Prices are lowering slightly.

Washington **Organic Rosalynn** and **Sweetango Apples** are available.

Washington **Organic Fuji Apples** are back in limited supply this week. Most early fruit is lower in color, and prices are up.

Washington **Organic Gala Apples** are in the best supply of all varieties. Promotional opportunities are expected all season on 100sz, 12/3lb bags, and 2lb pouches.

A small arrival of California **Organic Cameo Apples** has arrived with excellent quality. Washington is not expected to begin until mid to late October.



### OG BROCCOLI & CAULIFLOWER

**ALERT!** **Organic Broccoli** is starting to have some quality issues out of CA. The poor coloring is due to heat, and it'll continue for early October. Expect prices to get higher. There could be a two-week period in which CA **Organic Broccoli** is limited, fair quality, and higher priced.

**Organic Broccoli Crowns** are still in tight supply out of CA. Nevada shippers reports adequate supplies of **Organic Broccoli**.

**PA Organic Stalk Broccoli** will be in season starting the first week of October. This Amish-grown product is a large head of broccoli with the full stalk, packed 14 to the box (but not bunched).

**ALERT!** A lot of **Organic Cauliflower** is just being left in the fields because of poor quality due to the excessive heat in CA. Prices are shooting up and supply has dried out – product is very, very limited. This shortage and higher prices may last until mid-October.



### OG BERRIES

**ALERT!** Driscoll's **Organic Blackberries** and **Raspberries** continue in very firm supply this week and prices continue to rise quickly. Expect sporadic gaps for the next few weeks until Mexico gets up and running. Extreme heat is causing weak fruit, so keep turning small displays quickly.

**ALERT!** Pacific Northwest **Organic Blueberries** have transitioned into 4.4 oz packs this week and will finish the first week of October. Then, **Organic Blueberries** will transition smoothly to South American fruit. Expect high prices to start.

**ALERT!** **Organic Strawberry** volume is dwindling and prices are on the rise. Supplies will be tight until Mexico begins in mid-October. Expect sporadic gaps and seasonal quality for October with very high pricing.



## OG LETTUCE

**Organic Romaine Hearts** quality continues to be very good.

CA **Organic Red Leaf, Green Leaf, and Romaine Lettuce** are in adequate supply. We are starting to see lesser quality on **Organic Leaf Lettuces** coming out of CA because of the heat.

Canadian shippers also have decent supplies of **Organic Romaine** and **Red Leaf Lettuce**, but they are also seeing discoloration in the fields due to the excessive heat. Expect prices to climb.



## OG HARD SQUASH

**Organic Hard Squash** is now in peak season out of NY, PA, MD, ME, CA, NM, and WI. New varieties this week include **Organic Baby Blue Hubbard** (NY), **Kabocha** (ME), **Red Kuri** (NM), and **Pie Pumpkins** (PA). **Organic Honeynut Squash**, a small, sweet variety, remains in peak season.



## OG PEPPERS

Holland reports good supplies of **Organic Red, Yellow, and Orange Peppers**. Canada has growing supply on all three colors. CA **Organic Red Peppers** are also in season.

**Organic Green Peppers** are declining in supply out of PA, NY, and OH.

**Organic Mini Mix Peppers** are in good supply from CA and Mexico.



## OG CUCUMBERS

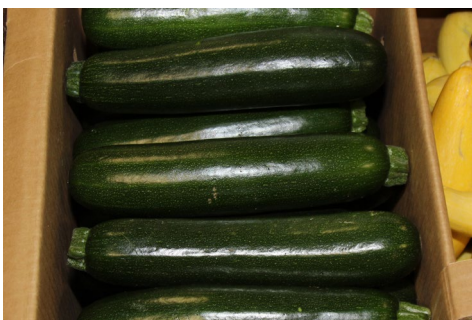
**Organic Cucumbers** are in shorter supply for early October. Lady Moon Farms is finishing their Georgia production and will not start Florida until the end of October. Meanwhile, Mexican growers only have a little volume on their early plantings. Prices are firm.

**Organic Hothouse Cucumbers** are in abundant supply. Demand appears to be off a little.



## OG PINEAPPLES

**Organic Pineapples** will be in great supply through mid-October. Quality has been very nice!



## OG SQUASH

Expect **Yellow** and **Green Squash** pricing to be high through late October.

Mexico shippers barely have adequate supplies of **Organic Zucchini**, and **Organic Yellow Squash** is more limited with scarring.

Florida harvests on **Organic Yellow** and **Green Zucchini Squash** will begin in late October and will likely be light.



## OG GRAPES

California **Organic Red, Green, and Black Grapes** have gotten hit with high heat and some unexpected rain. Expect prices to firm and seasonal quality should be expected.

California **Organic Thomcord Grapes** are back in steady supply but are expected to finish for the season in October.



## OG CELERY

**ALERT!** Because of the heat damage on CA **Organic Celery**, product is not retail quality. Pricing is becoming extremely high. This will continue until mid to late-October.



## OG HEIRLOOM APPLES

Heirloom Orchards **Organic Cortland Apples** continue in limited supply.

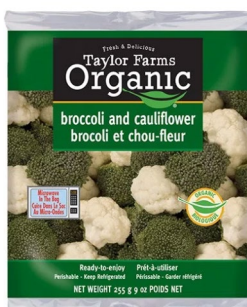
**Organic Cox Pippin** and some **Orleans Reinette Apples** are the next varieties coming into season for early October.

Heirloom **Organic Pink Pearl Apples** from Oregon are available in 2lb. pouches, but will then end for the season.



## OG HASS AVOCADOS

**Organic Hass Avocados** supplies are improving. Prices are no longer rising and have even dropped slightly.



## OG CUT VEG & SALADS

**ALERT!** Extreme heat has taken its toll on California **Organic Cut Veg** products that include Broccoli and Cauliflower. New crops in Yuma are weeks away so expect heavy prorates and out-of-stocks through October.

**ALERT!** **Organic Baby Spinach** and other tender leaf items that are susceptible to mildew and heat stress, will be in short supply during October. Earthbound and others are heavily cutting **Organic Spinach** orders.



## OG FINGERLING POTATOES

We will transition over to new crop bagged **Cinacia Organic Fingerling Potatoes** from Colorado in early to mid-October. The product will then be in peak season through the holidays.



## OG TOMATOES

**Organic Round Tomatoes** are in tighter supply this week out of PA as cooler weather has slowed ripening. Volume will slow significantly next week, but quality has been very good.

**Organic Hothouse Tomatoes** out of Canada are still in good supply. Pricing is steady. **Organic Cluster Tomato** prices are higher out of Canada and Mexico this week. Supplies are still good out of PA at lower prices.

**Organic Red and Rainbow Cherry Tomatoes** are in limited supply out of both NY and PA. Cooler weather will slow down harvests. **Organic Grape Tomatoes** are limited across the board out of PA and VA. Mexico has decent supply.

**Organic Roma Tomatoes** are in adequate supply out of Mexico, but are winding down out of NY/PA.



## OG KIWI BERRIES

**Organic Kiwi Berries** out of PA and the Pacific Northwest are available for the next few weeks.



## OG CARROTS

**ALERT!** CA shippers are limited on larger sized **Organic Carrots** because of the extreme heat. This has resulted in poor quality and yields on **Organic Cello** and **Jumbo Carrots**. Prices are up. This situation with CA **Organic Carrots** could last through much of the fall.

Canadian **Organic 5lb** and **2lb Carrots** are in decent supply for the time being. This Quebec product will help fill some of the gaps on the California product.

**Organic Rainbow Bunch** and **Purple Carrots** are in adequate supply. **Organic Orange Bunch Carrots** are very limited.

## OTHER STORIES:

- California **Organic Cantaloupe** supplies are starting to dwindle, and season is expected to finish in early October.

- Early **Organic Pomegranates** had an unexpected gap due to rain and heat, but supplies are expected to restart in the first week of October.

- Organic Apple Cider** from Mayer Bros is back. Oyler's **Organic Apple Cider** from PA is expected to begin in early October.

- Organic Spinach** is in limited supply out of CA, while NV is in decent supply. Product from NY has been very clean.

- ALERT!** There will likely be a gap in **Organic Mango** supplies for the beginning of October. Ecuador will be the next region available but that fruit will not be available until the end of October.

- Organic Green Beans** are in good supply from PA. Pricing is steady. Because of cooler weather the past few weeks, **Organic Green Beans** could be harvested into early October in PA.

- Peruvian **Organic Ginger** is priced lower this week. **Organic Turmeric** out of Hawaii is all but done until late November. "Wild" **Turmeric** out of Jamaica is in good supply.

- Organic Green Kale** out of NY, PA, OH, and CA is in good supply. **Organic Lacinato Kale** is very limited on the east coast, but is better supplied out of CA.

- Organic Eggplant** is declining in supply out of NJ, NY, and PA. CA is also in limited supply. NY has limited supplies of **Organic Japanese Eggplant**.

- ALERT!** **Organic Formosa Papayas** continue to be somewhat limited due to rain in Mexico. New growing regions are coming on with some very big, nice, quality fruit!

# Heirloom Apple Varieties

Try these apples sliced with cheese. All apples taste better sliced. More delicate flesh & less skin assures full apple flavor in every bite.



## LATE SEPTEMBER:



### Gravenstein

The Gravenstein is considered to be one of the best all-around apples for baking, cooking and eating. It has a sweet, tart flavor and juicy, crisp texture. The Gravenstein is native to Denmark, discovered in 1699. It traveled to America with Russian fur traders, who planted orchards at Fort Ross, CA in the early 1800's.



### King David

Discovered by farmer Ben Frost on a fence row tree in Arkansas in 1839. Believed to be a cross of Jonathan/Arkansas Black. Cream colored flesh is coarse, crisp and has a spicy, almost wine-like flavor. Suitable for dessert, pie, sauce making and cider.



### Pink Pearl

Cut or bite into this heirloom apple and you are in for a surprise. In fact, it is an offspring of another variety called 'Surprise'! Pink fleshed, pearly skinned, good tasting with sweet to tart flavor. Makes pink applesauce and pretty fruit tarts.



### Ribston Pippin

This apple was grown in 1708 from one of three 'pips' (seeds) sent from Normandy to Sir Henry Goodricke of Ribston Hall, Yorkshire, England. It has one of the highest Vitamin C contents, 30mg/100mg. Its yellow flesh is firm and sweet, with a pear taste. Ribston is also the parent of Cox's Orange Pippin.



### Cox's Orange Pippin

This heirloom apple still dominates the English markets. Got its name from creator Richard Cox, a retired brewery worker in the early 1800's. The skin takes on an orange tinge at ripening. Has a juicy, nutty taste and firm flesh. This variety is good for all around use; both in cooking, juicing and eating fresh.



### Orleans Reinette

A very old heirloom apple, probably originating in France where it was first described in 1776. Smaller size; round and greenish-yellow color skin with creamy white flesh. Juicy, with a taste of sweet orange followed by a nutty flavor.



### Cortland

The Cortland heirloom apple was developed in 1898 by Professor S.A. Beach of New York. It is another high quality red apple, which often will have dark red streaks on the outside. Inside you will find a crisp, white flesh and a somewhat tart, sweet flavor. Very juicy. A good salad apple because it does not brown for hours after slicing.



### Matsu

A late maturing offspring of Golden Delicious from Japan's breeding program (crossed with an Indo tree seedling brought to Japan by an Indiana school teacher). Renamed 'Crispin' in the U.K. and U.S.A. A very large, firm greenish/yellow apple with a sweet cocktail of flavors. Juicy and refreshing, with outstanding dessert qualities. Also known in Japan as the 'Million Dollar Apple'.

## EARLY OCTOBER:



### Grimes Golden

If you are a Golden Delicious fan, try the parent, Grimes Golden. A clear, deep yellow skin covers a fine grained, spicy flesh. Very juicy and excellent for cider. Discovered in Brook County, Virginia in 1804 by Thomas Grimes.



### Spitzenburg

This "apple of connoisseurs" was discovered in upstate N.Y. in the early 1700's. Rumored to be the favorite of Thomas Jefferson, and definitely grown in his orchards at Monticello. Produced in the Hood River Valley, OR in the early 1900's. Rich, fruity aromatic flavor and crisp meat. A great dessert heirloom apple, it is often a favorite at Christmas time.



### Calville Blanc

This world renowned dessert apple dates from 16th century France. Its flattened round shape makes it distinctive looking, so much that Monet put it in his 1879 painting "Apples and Grapes". It has a tart, effervescent flavor, and is good for eating. Claims to be the "best apple pie apple grown". Higher in Vitamin C than an orange.



### Ashmead's Kernel

One of the very best of the old European apples from the late 1600's to early 1700's, this small to medium sized apple has an outstanding rich, high flavor. It is rated for the connoisseur, and has not been offered commercially. Sharp flavor, with a wonderful aftertaste. It has green, russeted skin and crisp, juicy flesh.



### Roxbury Russet

In the early 17th century, Roxbury Massachusetts developed and named the first American apple! An excellent old cider apple, and good for eating. Roxbury Russet is medium sized, elliptical in shape, with a crisp tart flavor. Its russeted skin can exhibit in two or three shades.



### White Winter Permain

There is some confusion as to the origin of this apple; some say it originated in Indiana around 1849, others that it came from 1200AD England. Medium to large in size, the White Winter Pearmain has a pale yellow skin with streaks of reddish blush. The skin is waxy and tough. Yellowish flesh is crisp, juicy and tender with a hint of sweetness. One of the premier dessert apples.

## LATE OCTOBER:



### Golden Russet

If you are a Golden Delicious fan, try the parent, Grimes Golden. A clear, deep yellow skin covers a fine grained, spicy flesh. Very juicy and excellent for cider. Discovered in Brook County, Virginia in 1804 by Thomas Grimes.



### Northern Spy

An American heirloom apple native to the Northern East Coast discovered around 1800 in East Bloomfield, N.Y. Its name comes from the codename of an Underground Railroad operator, who guided former slaves through New England into Canada. Flavor is especially tart, and flesh is harder and crunchier than most. A consummate pie apple, and an old favorite for eating out of hand. Trees are very slow bearing and can take up to twelve years to produce an alternate bearing crop.



### Arkansas Black

This unique apple dates to 1870's Arkansas. It is a lively red color, deepening to a purplish black when ripe. Known for a hard, slick exterior, apple expert Tom Burford remembers being warned as a boy not to hit anyone in the head with it, as it could kill! It is juicy, with a distinctive aromatic flavor.



### Winesap

Unknown in origin, this heirloom apple was probably brought in seed form from Europe over 200 years ago. Deep red in color, it was noted as a great cider apple in writings as far back as 1817. Good for pie, sauce and eating out of hand. Flesh is a fruity, crisp yellow; sometimes featuring red streaks on the inside. The blossoms on Winesap trees are mostly pink, instead of white. One of the parents of 'Arkansas Black'.



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# AUTUMN SEASON

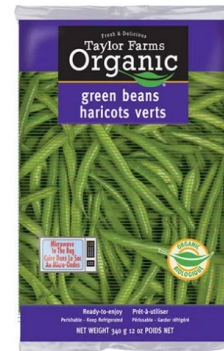
# ORGANIC TOP 40

## OCTOBER - DECEMBER



Based on Four Seasons Produce, Inc. historical case volume data from 2016. This reflects availability and market conditions from last October - December.

1. OG Bananas
2. OG Strawberries
3. OG Raspberries
4. OG Broccoli
5. OG Salad, Baby Spinach 5 oz
6. OG Blueberries
7. OG Avocados Hass
8. OG Tomatoes Grape
9. OG Mushrooms Baby Bella/Crimini
10. OG Salad, Spring Mix 5 oz
11. OG Cucumbers
12. OG Blackberries
13. OG Salad, Baby Arugula 5 oz
14. OG Romaine Hearts
15. OG Herbs Basil
16. OG Grapes Red
17. OG Mangos
18. OG Kale Green
19. OG Zucchini
20. OG Yams/Sweet Potatoes Garnet
21. OG Potatoes Russet
22. OG Cauliflower
23. OG Lemons
24. OG Peppers Red
25. OG Apples Gala
26. OG Onions Yellow
27. OG Mushrooms White
28. OG Celery
29. OG Grapes Green
30. OG Salad, Power/Super Greens 5 oz
31. OG Apples Fuji
32. OG Oranges Navel
33. OG Tomatoes Cluster
34. OG Salad, Baby Spinach 1 lb
35. OG Mushrooms Shiitake Mushrooms
36. OG Salad, 50/50 Blend 5 oz
37. OG Pineapples
38. OG Salad, Baby Kale 5 oz
39. OG Beans Green, Bagged
40. OG Kale Lacinato



If you would like a consultation on how to improve your organic produce sales through item selection and display, contact:

**Jon Steffy** (Director of Sales) - [jonathan@fsproduce.com](mailto:jonathan@fsproduce.com)

**Dan Quier** (Retail Sales Manager) - [danielq@fsproduce.com](mailto:danielq@fsproduce.com)

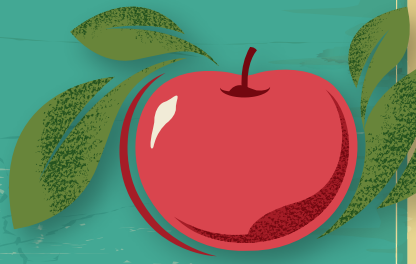
**Ray Taglialatela** (Merchandising Manager) - [raymondtr@fsproduce.com](mailto:raymondtr@fsproduce.com)

**Wayne Hendrickson** - (Wholesale Sales Manager) [josephh@fsproduce.com](mailto:josephh@fsproduce.com)



# HESS BROTHER'S FRUIT APPLE DISPLAY CONTEST

SEPTEMBER 18 - OCTOBER 8



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

## GRAND PRIZE CATEGORIES:

### MOST CREATIVE DISPLAY

### STRATEGIC USE OF APPLE PRODUCT TIE-INS

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

### BEST SOCIAL MEDIA PRESENCE

Please use #HessBrosAppleDisplay2017 so we can track your posts!



**One store will be chosen as a winner for each category - each winner will receive a \$150 Amazon gift card.**

**\*\* HESS BROTHERS APPLES MUST BE PURCHASED FROM FOUR SEASONS PRODUCE\*\***

## ENTRIES:

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

## QUESTIONS?

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



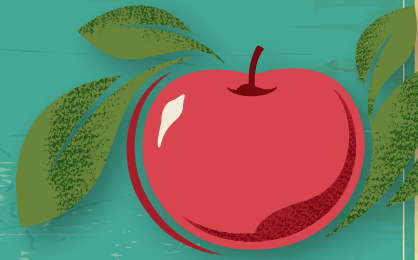
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# HESS BROTHER'S FRUIT



Hess Brother's Fruit Company is a superior, high-quality apple wholesaler located in Lancaster County, Pennsylvania. The family owned and operated business sorts, cleans, packages and exports over twenty varieties of local homegrown apples to supermarkets and retail outlets across the eastern United States and beyond!

Hess Bros' success begins with their growers – a wide range of top-quality orchards and farms located in Pennsylvania, Virginia, Maryland and New York. They work with each individual grower to ensure they produce the freshest apples.



## HESS BROTHERS APPLE VARIETIES AVAILABLE AT FOUR SEASONS PRODUCE:

### EMPIRE:

- 05432 - CV Apples Empire 72/88 ct 40 lb
- 05171 - CV Apples Empire Tote 8 ct 38 lb
- 05060 - CV Apples Empire 2-1/2" 12/3 lb

### GALA:

- 05475 - CV Apples Gala 72/88 ct 40 lb
- 05471 - CV Apples Gala 100 ct 40 lb
- 05168 - CV Apples Gala Tote 8 ct 38 lb
- 05030 - CV Apples Gala 2-1/2" 12/3 lb

### GOLD DELICIOUS:

- 05305 - CV Apples Gold Delicious 80/88ct 40 lb
- 05173 - CV Apples Gold Delicious Tote 8 ct 38 lb
- 05020 - CV Apples Gold Delicious 2-1/2" 12/3 lb

### HONEYCRISP:

- 05476 - CV Apples Honeycrisp 72/88 ct 40 lb
- 05019 - CV Apples Honeycrisp 2-1/2" 12/3 lb

### MCINTOSH:

- 05672 - CV Apples McIntosh 72/88 ct 40 lb
- 05680 - CV Apples McIntosh 100 ct 40 lb
- 05167 - CV Apples McIntosh Tote 8 ct 38 lb

### RED DELICIOUS:

- 05205 - CV Apples Red Delicious 72/88 ct 40 lb
- 05210 - CV Apples Red Delicious 100 ct
- 05166 - CV Apples Red Delicious Tote 8 ct 38 lb

### ROME:

- 05648 - CV Apples Rome 72/88 ct 40 lb
- 05050 - CV Apples Rome 2-1/2" 12/3 lb



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# NEW ITEMS

## ORGANIC



### ORGANIC HEIRLOOM ORCHARDS

- 42887 - OG Apples Cortland 28 lb
- 42874 - OG Apples Cox Pippin 28 lb
- 42888 - OG Apples Orleans Reinette 28 lb
- 49214 - OG Apples Pink Pearl Pouch 12/2 lb
- 42687 - OG Apples Cameo USXFP 80/88 ct
- 42688 - OG Apples Cameo USXFP 100 ct
- 43045 - OG Apples Fuji WXF 80/88 ct
- 42914 - OG Apples Fuji WXF 100 ct
- 42995 - OG Apples Fuji WXF 12/3 lb
- 43415 - OG Apples Gold Cello WXF 81 ct
- 43314 - OG Apples Gold Delicious Cello WXF 105 ct
- 43453 - OG Apples Gold Local PA Oyler's Orchard 37 lb
- 43113 - OG Apples Granny Smith WXF 100 ct
- 43100 - OG Apples Granny Smith WXF 12/3 lb
- 44662 - OG Apples Granny Smith Lil' Snappers 9/3 lb
- 42956 - OG Apples McIntosh Canada 80/88 ct
- 43036 - OG Apples McIntosh Canada 100 ct
- 43000 - OG Apples McIntosh Canada 12/3 lb
- 43539 - OG Apples Rosalynn WXF 72/80 ct
- 49212 - OG Apples Sweetango WXF 100/113 ct

- 43600 - OG Pear Concorde 40/50ct US #1 22 lb
- 43805 - OG Watermelon Mini Seedless 6ct 30 lb
- 41434 - OG Watermelon Mini Seedless 8 ct 30 lb
- 43132 - OG Avocado Hass Equal Exchange Fair Trade Mexico 48 ct
- 40325 - OG Asparagus 11 lb
- 40487 - OG Beets Chioggia 25 lb
- 40478 - OG Soup Mix Vegetables 8/3 lb
- 40623 - OG Sunchokes White 10 lb
- 43534 - OG Okra 10 lb
- 40572 - OG Carrot Canada 10/5 lb
- 41806 - OG Carrot Canada 24/2 lb
- 40575 - OG Carrot Bunch Purple 24 ct
- 40857 - OG Kohlrabi Bunch Purple 12 ct
- 40494 - OG Horseradish 10 lb
- 40874 - OG Radish Watermelon 10 lb
- 40507 - OG Broccoli Rabe 20 ct

### THE SPROUTMAN:

- 41438 - OG Sprouts Garbanzo Beans Sprouts 6/6 oz
- 41443 - OG Sprouts Organic Salad 4/12 oz

## CONVENTIONAL



- 05194 - CV Apples Honeycrisp Bushel Local PA Orchard-Run (not-graded) 38 lb
- 05432 - CV Apples Empire Eastern 72/88 ct
- 05060 - CV Apples Empire Eastern 2-1/2" 12/3 lb
- 05305 - CV Apples Gold Delicious Eastern 80/88ct 40 lb
- 05020 - CV Apples Gold Delicious Eastern 2-1/2" 12/3 lb
- 05648 - CV Apples Rome 72/88ct Eastern 40 lb
- 05050 - CV Apples Rome Eastern 2-1/2" 12/3 lb
- 05193 - CV Apples Breeze WXF 40 lb
- 05510 - CV Apples Jonagold 72/88ct WXF 40 lb
- 07065 - CV Pears Cactus Red Andy Boy 30 ct
- 06937 - CV Pears Asian Hosui Eastern 22 ct
- 14006 - CV Oranges Blood Australia 22 lb
- 10300 - CV Cranberries Ocean Spray 24/12 oz
- 10315 - CV Cranberries Paradise Meadows 24/12 oz
- 12007 - CV Watermelon Seedless Mini 9 ct

- 10878 - CV Grapes White Hobgoblin 18 lb
- 10877 - CV Grapes Red Hobgoblin 18 lb
- 10879 - CV Grapes Black Hobgoblin 18 lb
- 01802 - CV Peppers Suntan 22 lb
- 01845 - CV Peppers Green Jumbo 25 lb
- 01110 - CV Artichokes Baby Clamshell 12/2 lb
- 00631 - CV Broccoli Bin w/Stem PA 110 ct
- 00679 - CV Brussels Sprouts Mesh Bag 24/1 lb
- 00958 - CV Cauliflower Purple Naked 9 ct
- 00989 - CV Cauliflower Orange Naked 9 ct
- 00990 - CV Cauliflower Orange Naked 9 ct
- 00808 - CV Carrots Canadian 48/1 lb
- 00826 - CV Carrots Canadian 24/2 lb
- 00843 - CV Carrots Canadian 10/5 lb
- 02385 - CV Squash (Acorn/Butternut/Spaghetti) Bin 600 lb



## CONVENTIONAL OUTLOOK

SEPTEMBER 29 - OCTOBER 6, 2017

WWW.FSPRODUCE.COM 18 LB

# HOBGOBLIN GRAPES



Hobgoblin brand California **Grapes** from Dulcich/Pretty Lady are now available for October promotion.

The Hobgoblin pouch bags will feature premium quality fruit:

- XLG to Jumbo "Autumn King" Green Seedless
- LG "Scarlett Royal" Red Seedless
- XLG "Autumn Royal" Black Seedless Grapes



## CV TOMATOES

**11lb Cluster Tomatoes** are good quality from Canada. Pricing is steady and aggressive. **15 lb Hothouse Tomatoes** are steady with decent quality from Canada. Mexico is starting. Pricing is lower.

More supply is available on **2-Layer Tomatoes** and pricing is steady. **25lb Tomatoes** are hit-or-miss this week.

**Grape Tomatoes** are in better supply and pricing is lower. The market couldn't hold on.

PA grown **15lb Heirloom Tomatoes** will continue this week with steady pricing.



## FLORIDA CITRUS UPDATE

Despite the devastating damage caused by Hurricane Irma, the Florida **Citrus** season will begin in early to mid-October.

Though heavy losses, up to 75% on interior **Grapefruit**, there will be a limited supply of dark **Red Grapefruit** but at very high prices. Supplies on Grapefruit will improve when they start picking in the Indian River district where the was far less damage.

"**Early Gold**" **Juice Oranges** and **Fall Glo Tangerines** are available to load, however we will not bring in this early fruit and wait a week or two when eating quality improves.



## CV ICEBERG LETTUCE

**ALERT!** The excessive heat from a few weeks ago has taken its toll on California **Iceberg Lettuce**. Pricing will be much higher, but quality will only be fair. These issues are expected to last through the end of October, until new crop **Iceberg Lettuce** is available out Yuma, AZ.

However, the bright side is **Iceberg Lettuce** supplies from Quebec is expected to last until late October. Quality is good, but pricing will be up.

Also, New Mexican **Iceberg Lettuce** is expected to start in late October. For this week, Canadian will be your best quality appearance-wise.



## CV ONIONS

The **Onion** market remains strong on all colored **Onion** varieties, especially jumbo-sized **Yellow Onions**.

The **White Onion** market is strong with good demand. Things could settle as a few large shippers in the Northwest have yet to begin shipping their typical large volume.



## CV HASS AVOCADOS

**Hass Avocado** supplies from Mexico are increasing, and with demand waning due to the high market and Chilean fruit now in the market, prices are softer. How far prices drop will depend on the grower's resistance in Mexico. As we have seen in the past, they can manipulate the market if they want.

For now, expect much cheaper prices for the first week of October.



## CV BLUEBERRIES

Peru and Argentina **Blueberry** volumes will continue to increase this week. Prices will increase slightly as all the Northwest and Michigan fruit has cleaned up.



## CV BROCCOLI

PA grown **Broccoli Bins** remain available and steady.

Western **Broccoli Crowns** remain limited, but Eastern (Maine & Virginia) supplies are decent with good quality and steady pricing.



## CV SQUASH

All **Hard Squashes** are steady. **Tri-bins** (acorn, butternut, and spaghetti) are now available from PA farms.

**Zucchini** and **Yellow Squash** will be lower in pricing this week as southern growing regions are starting.



## CV CAULIFLOWER

PA grown **Bin Jacket Cauliflower** is now in season. Quality is outstanding! **Purple** and **Orange Cauliflower** are also available.

**ALERT!** **Cello Cauliflower** is very limited from California due to heat/QC issues. Pricing is higher on 12ct this week.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** will be lower in pricing this week and quality is good.



## CV CUCUMBERS

**Cucumber** volumes are increasing as supply is overlapping in multiple growing regions. Pricing will be lower this week, especially on New Jersey product.

**Cello-wrapped Cucumbers** are steady.

**12/6 ct Mini Seedless Cucumbers** remain promotable.



## CV MELONS

**Cantaloupes** and **Honeydews** are winding down quickly in California. Bigger fruit is extremely limited. Look for prices to increase until growers transition back down south in early October.



## CV LETTUCE

**Romaine, Green Leaf, and Red Leaf Lettuce** are increasing as the iceberg market moves up. New Jersey product will be starting soon.

**Romaine Heart** quality remains good for now, but pricing will be higher this week.



## CV STRAWBERRIES

**ALERT! Strawberry** quality is weak and shelf-life is shorter due to heat issues in California. Supplies and prices will remain steady. We will continue to keep a close eye on quality as all fruit has been arriving with some bruising.



## CV ASPARAGUS

**Asparagus** supply levels are getting back to normal from Peru. Look for prices to adjust down as more volume arrives.



## CV PEPPERS

**Green Pepper** supply is overlapping in multiple growing regions. Pricing will be lower this week and quality is good, especially on new crop jumbos from California.

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

**8/3 ct Rainbow Peppers** remain promotable and aggressively priced.



## CV POTATOES

The **Russet Potato** market continues to even out as more shippers begin to ship new crop russet potatoes. Although we are in the early part of the season, growers in Idaho, Washington, and Colorado are planning on normal to above-normal yields.

The **Red Potato** market is showing some weakness now that growers in North Dakota and Canada have begun to ship new crop.

Growers in every major shipping area have begun to ship new crop **Yellow Potatoes**, and pricing has become very steady.

The **White Potato** market is steady in both pricing and demand.



## CV ORANGES

The **Valencia Orange** market in California continues to gain strength.

Supplies will be light and prices will continue to rise until the new **Navel Oranges** season begins in late October or early November. Expect the **Navel Orange** market to be just as strong when they do start. Even as that season ramps up, pricing will be strong due to the size of the crop down by as much as 20%, one of the smallest crops in years.

Import **Navel Oranges** are winding down with little to no fruit available.

