



ORGANIC OUTLOOK

SEPTEMBER 28 - OCTOBER 5, 2018



WWW.FSPRODUCE.COM 18 LB

FALL CROP ORGANIC GRAPES



Supplies of **Organic Green, Red, and Black Seedless Grapes** are excellent out of California. Promotional opportunities continue. Expect **Organic Green Grape** prices to begin to rise in early October. There is a price spread between XLG size premium variety fruit and MED/LG size traditional varieties at this point in the season.

Organic Red Globe Seeded Grapes are available in limited supply and will finish for the season the first week of October.

Organic Thomcord Grapes continue with excellent quality and supply. Thomcord are a seedless cross between Thompson and Concord grapes, and feature a classic grape jelly taste.

Marian Farms **Bio-Dynamic Thompson Grapes** are available. These are picked at full ripeness, and are cultivated in a way that builds great flavor over large sizing. Product is sold in paper tote bags. Expect sporadic supplies for the fall.



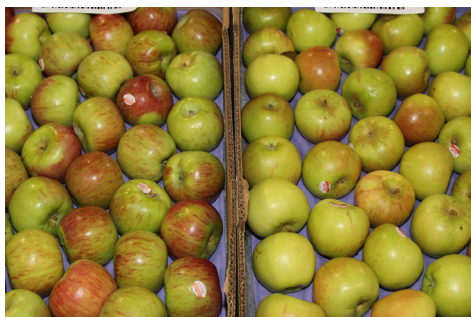
OG PEARS

Washington **Organic Anjou, Bartlett, and Bosc Pears** are in excellent supply.

California and Washington **Organic Asian Pears** are in steady supply. Packers are switching to more 2-layer boxes this season.

Washington **Organic Concorde and Starkrimson (Red) Pears** are available.

Organic Seckel Pears out of the Pacific Northwest are in steady supply.



OG APPLES

Washington and Canada are blooming with new crop **Organic Apples**. The following varieties are available:

- OG Ambrosia
- OG Jonagold
- OG Kanzi
- OG McIntosh
- OG Red Delicious
- OG Rosalynn
- OG Smitten

Organic Heirloom Apple varieties available:

- OG Cortland
- OG Cox Pippin

Washington **Organic Fuji, Gala, Gold Delicious, Granny Smith, and Honeycrisp Apples** are in excellent supply with promotional opportunities available on all sizes and bags.



OG BERRIES

Driscoll's **Organic Strawberries** are firmer this week, both in supply and pricing. Other brands continue in a small gap, waiting for quality to improve.

Driscoll's **Organic Blackberries** are now expected to be very light in supply until mid to late October, when Mexican production ramps up. Other brands of **Organic Blackberries** have begun, and supplies will increase as Mexico ramps up. Pricing will begin to decrease on these brands in October.

Driscoll's **Organic Blueberries** will be extremely limited until Mexico will ramp up in mid-October. Expect very high prices and a transition from 6oz to 4.4oz packs this week. We will transition from the Pacific Northwest to South America by mid-October. Expect high prices on air fruit and limited supplies.

Driscoll's **Organic Raspberries** have are not quite as promotable as anticipated for late September, but steady supplies and pricing should be expected.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is in abundant supply out of CA. Prices are down. **Organic Broccoli Crowns** are in good supply out of CA as well.

PA Organic Broccoli will start in early October.

Organic Cauliflower supplies are growing out of both CA and Canada. Lower pricing should last for early October.

Organic Romanesco is in good supply out of CA.



OG AVOCADOS

Organic Hass Avocados supplies are strong out of Mexico. Fruit quality has been excellent. We are done with California fruit for the year.

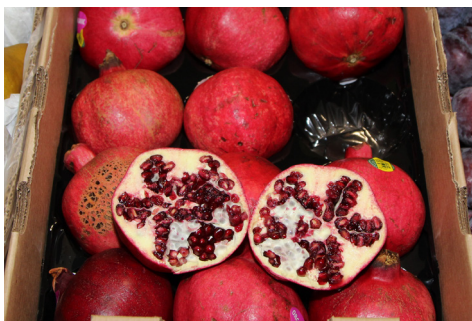
Large **Organic Green Smooth Skin Avocados** from Florida are available again this week. This fruit has been beautiful.



OG BEANS

Organic Green Beans are in adequate supply this week out of CA. PA growers report good supplies for early October. Prices are down slightly.

Organic Edamame Beans in clamshells will be available out of New York.



OG FALL FRUIT

The first early variety of **Organic Pomegranates** has arrived with excellent color and steady supplies.

Organic Cranberries, in both bulk and clamshells, should begin the first week of October.



OG MANGOS

Organic Mangos (Non Hot Water Treated) from Mexico will be finishing in early October. Large sized fruit will be available.

New crop Ecuador fruit will begin the 2nd week of October.



OG ASPARAGUS

Organic Asparagus supplies just started coming in from Argentina this week. Mexico, after a few weeks of steady shipping, seems to have slower harvests this week. Pricing is up.



OG CUCUMBERS

Organic Cucumbers are in adequate supply out of Mexico, particularly on smaller sizes. GA growers report decent supplies, but volumes will drop off for the first week of October. Florida will start in early October.

Supplies of **Organic Hothouse Cucumbers** are limited out of Spain and Canada. **Organic Mini Cucumbers** out of Canada are limited.



OG SQUASH

Supplies of **Organic Zucchini** and **Yellow Squash** out of GA are declining, but FL is starting up on both items this week.

Organic Zucchini is in limited supply out of Mexico, and prices are up. **Organic Yellow Squash** is available, but they are battling wind scarring.



OG EGGPLANT

Organic Eggplant is in limited supply. CA has very little volume, and Mexico has not ramped up yet.

Supplies from PA are decent, but that will probably end in early October, when GA is set to begin.



OG HARD SQUASH

Organic Green Acorn, Buttercup, Butternut, Delicata, Pie Pumpkins, Red Kuri, and Spaghetti Squash are available out of PA, OH, NY, and WI.

Organic Honeynut and Sweet Dumpling Squash will be available the first week of October.



OG SPECIALTY FRUIT

Organic Dragonfruit, Kiwano, Passion Fruit, and Starfruit will be available again for the beginning of October!



OG PINEAPPLES

Organic Pineapple quality has been excellent, and supplies are great!



OG LETTUCE

ALERT! **Organic Lettuce** is in very limited supplies out of CA. All **Organic Lettuce**, especially Romaine, have shortages. This situation is expected to last through early October. **Organic Romaine Lettuce** is also limited from Canada. Expect tight markets for early October.

Organic Romaine Hearts are also in tighter supply out of CA. Expect prices to be on the higher side through mid-October. Quality looks good.



OG TOMATOES

Organic Round Tomatoes will finish up this week out of PA and OH.

Organic Cherry and Grape Tomatoes are in limited supply out of PA and Canada. **Organic Rainbow Cherry Tomatoes** have finished harvesting. CA growers have good supplies of **Organic Cherry Tomatoes**, and Mexico has good supplies of **Organic Grape Tomatoes**.

Organic Cluster Tomatoes are in decent supply. Pricing is steady.

Organic Roma Tomatoes are finishing this week from PA and Mexico is limited.



OG POTATOES & SWEET POTATOES

ORGANIC POTATOES:

Organic Fingerling Potatoes have started out of Colorado in the Cinacia label. **Organic Russet Potatoes** are currently available out of various regions and pricing seems to remain steady for the time being.

ORGANIC SWEET POTATOES:

Now is a great time to start thinking about BIG fall **Sweet Potato** displays! All varieties are now new crop out of California and in plentiful supply!

OTHER STORIES:

- **Organic Green Peppers** are in limited supply out of OH, NY, and PA. Smaller **Organic Red Peppers** and **Organic Green Bell Peppers** from Mexico are in good supply.

- The **Organic Mini Watermelon** season is wrapping up for the season. This will last for early October, and then product will be sporadic heading into the winter months.

- **Organic Broccoli Rabe** will be more limited in supply for early October. Aphid pressure in the fields have reduced harvests.

- **Organic Spinach** is in decent supply out of CA, but beetle damage is on some of the leaves. Prices are up.

- **Organic Golden Berries** out of Columbia have begun in a light way and supplies continue to improve weekly.

- **Organic Kiwi Berries** are steady out of the Pacific Northwest. PA finished unexpectedly for the season.

- **Organic Black Mission Figs** are winding down. Supplies will be limited for the beginning of October.

- **ALERT!** Olivia's **Organic Baby Butter Lettuce** will continue to be out of stock for a few more weeks.

- **Organic Cantaloupe** and **Honeydew** supplies are firm but steady this week with the end of the season right around the corner.

- The last couple of varieties of **Organic Black** and **Red Plums** have arrived and will continue to trickle in during early October. **Organic Pluots** are available in steady supply for the next few weeks out of CA and WA.

- **Organic Valencia Orange** supplies continue to

be extremely firm on all sizes due to excessive heat. Prices are high and rising. We expect a gap before Organic Navel Oranges begin later than expected in early November.

- New crop **Organic Grapefruit** have begun out District 3 in Southern California. Supplies will be limited for the first few weeks with high pricing.

- **Organic Lemon** supplies have ramped up out of Mexico and California. Expect prices to lower. Nice fruit should be expected. **Organic Lime** supplies have tightened this week due to rain. Prices should improve for the beginning of October.



Sage Apple & Pear Display Contest

October 1 - November 4, 2018

Four Seasons Produce will run a display contest for Organic Apples and Pears. Varieties will include Organic Honeycrisp, Gala, Fuji, and Granny Smith Apples, and Bartlett Pears, in both loose and bagged fruit. The contest is sponsored by Sage Organics.

10 stores will be awarded prizes based off of display creativity, product sampling, use of Sage POS material, and social media.

CONTEST RULES:

- You **MUST** use Sage POS signage and/or Sage bins (Organic Bin - code 32091, Generic Bin - code 32092).
- ****Sage Organics Fruit MUST be purchased from Four Seasons****
- Just for entering the contest, all stores will receive a **Sage Organics hat**.
- Please email your display contest photos to Steph Fleetman (stephf@fsproduce.com) by Friday, November 9th.



Generic Bin - 32091

TOP 5 WINNERS WILL CHOOSE FROM ONE OF THESE GREAT PRIZES



Oculus Virtual Reality Set



Xbox One S 1TB Console Starter Set



GoPro HERO6 Black



Bose SoundLink Revolve Portable Speaker + Echo Dot + \$50 iTunes Gift Card



iPad Wi-Fi 32 GB + Apple Pencil

5 HONORABLE MENTION DISPLAYS WILL RECEIVE A SAGE GIFT & \$25 GIFT CARD!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



Sage Organics October Promotion Product Codes:



OG Gala Apples

CODE: 45056
Organic Gala Apples 100 ct

CODE: 45054
Organic Gala Apples 12/3lb



OG Fuji Apples

CODE: 213731
Organic Fuji Apples 100 ct



OG Granny Smith Apples

CODE: 45059
Organic Granny Smith Apples 100 ct

CODE: 45057
Organic Granny Smith Apples 12/3 lb



OG Honeycrisp Apples

CODE: 45062
Organic Honeycrisp Apples 100 ct

CODE: 213730
Organic Honeycrisp Apples 12/3 lb



OG Bartlett Pears

CODE: 213732
Organic Bartlett Pears US #1

NEW OR BACK IN SEASON

ORGANIC



43122	OG Apples Ambrosia WXFP	80/88 ct	43600	OG Pears Concorde US #1	22 lb 40/50 ct
43125	OG Apples Ambrosia WXFP	100 ct	49233	OG Pears Red	12/2 lb Lil Snappers
42832	OG Apples Ambrosia WXF	12/2 lb Pouch Bag	43547	OG Pears Seckel 2 1/8"	20 lb 100 ct
42887	OG Apples Cortland	28 lb	43132	OG Avocados Hass MEX	48 ct Equal Exchange Fair Trade
42874	OG Apples Cox Pippin	28 lb	43179	OG Avocados Hass MEX	60 ct Equal Exchange Fair Trade
43035	OG Apples Gold Del. WXFP	40 lb 80/88 ct	43537	OG Dragon Fruit Magenta	8-9 ct
43011	OG Apples Gold Del. WXFP	40 lb 100/105 ct	214087	OG Mangoes MEX NHWT	4 ct
42944	OG Apples Honeycrisp	27 lb 50 ct	212446	OG Melon Kiwano Horned	12/14 ct
45060	OG Apples Honeycrisp WXF	12/2 lb	46110	OG Passion Fruit	20-36 ct
42971	OG Apples Jonagold WXFP	40 lb 80/88 ct	43191	OG Pomegranates	30-36 ct
42974	OG Apples Jonagold WXFP	40 lb 100 ct	43815	OG Starfruit	5 lb
44560	OG Apples Kanzi WXFP	80/88 ct	40145	OG Artichokes	18 ct
44561	OG Apples Kanzi WXF	12/2 lb Pouch Bag	213349	OG Beans Edamame In Shell	10/1 lb
42956	OG Apples McIntosh CAN	40 lb 80/88 ct	40585	OG Brussels Sprouts	12/1 pt Clamshell
43036	OG Apples McIntosh CAN	40 lb 100 ct	41070	OG Celeriac (Celery Root)	25 lb
43000	OG Apples McIntosh CAN	12/3 lb	41084	OG Celeriac (Celery Root)	12 ct w/ Tops
43047	OG Apples Pinova WXFP	80/88 ct	40893	OG Dandelion Red	24 ct
43086	OG Apples Pinova WXFP	100 ct	40951	OG Jicama	20 lb
43083	OG Apples Red Del. WXFP	40 lb 80/88 ct	40857	OG Kohlrabi Purple Bunched	12 ct
43087	OG Apples Red Del. WXFP	40 lb 100 ct	41163	OG Lettuce Iceberg	12 ct Cello
43076	OG Apples Red Del. WXF	12/3 lb Bag	40583	OG Parsnips	25 lb
43539	OG Apples Rosalynn WXFP	40 lb 72/80 ct	40880	OG Radishes Black	10 lb
42833	OG Apples Rosalynn WXF	12/2 lb Pouch Bag	40868	OG Radishes Watermelon	10 lb
213733	OG Apples Smitten	80/88 ct Daisy Girl	40135	OG Romanesco	12 ct 20 lb
213734	OG Apples Smitten	100 ct Daisy Girl	40616	OG Rutabagas	25 lb
213735	OG Apples Smitten 2 3/8"	12/2 lb Daisy Girl Pouch Bag	41030	OG Squash Buttercup	35 lb
44904	OG Blueberries	12/4.4 oz Driscoll's	41053	OG Squash Honeynut	40 lb
42182	OG Golden Berry With Husk	12-3.5 oz	41055	OG Squash Red Kuri	35 lb
43701	OG Cranberries CAN	18/8 oz Bag - - 10/04	41073	OG Squash Sweet Dumpling	20 lb
213698	OG Mandarins Murcott Import	20 lb	213845	OG Garlic Bulbs in Sleeve	24/3 ct Christopher Ranch
213697	OG Mandarins Murcott Import	12/2 lb Pouch Bag	41693	OG Potatoes Fingerling	16/1.5 lb Chef's Blend Cinacia
43877	OG Grapes Green Biodynamic	17 lb Marian Farms	41555	OG Potatoes Fingerling Banana	16/1.5 lb Russian Cinacia
43271	OG Pears Asian	18 lb 30-36 ct 2-Layer	41550	OG Potatoes Fingerling French	16/1.5 lb Cinacia

NEW OR BACK IN SEASON



MAYER BROTHERS FRESH PRESSED CIDER

In Buffalo, NY Mayer Bros press their delicious Organic Apple Cider. It is 100% organic, while also not containing any GMOs and preservatives. Be sure to find out more info with your sales rep and add cider to your next order!

CODE: 46007
Organic Cider Apple 9/59 oz



NATALIE'S ORGANIC ORANGE JUICE

- Women Owned & Family Operated
- Squeezed Fresh
- Honestly Sourced
- Minimally Processed
- No Preservatives
- No Artificial Ingredients
- No Added Sugar
- No GMOs

CODE: 213880
Organic Juice Orange 6/16 oz

CODE: 213881
Organic Juice Orange 6/32 oz

CONVENTIONAL



213643	CV Apples Honeycrisp Local US1	72/88 ct 40 lb
5715	CV Apples Honeycrisp USXF	36 lb 36 size
5721	CV Apples Honeycrisp WXF	40 lb 72/88 ct
5053	CV Apples Sweetango	40 lb 88 ct
10300	CV Cranberries	24/12 oz Ocean Spray
10315	CV Cranberries	24/12 oz Paradise Meadows
10879	CV Grapes Black	18 lb Hobgoblin
10878	CV Grapes Green	18 lb Hobgoblin
10877	CV Grapes Red	18 lb Hobgoblin
6425	POS Display Bin Hobgoblin	1 ea Hobgoblin
7040	CV Pears Seckel	20 lb
212176	CV Pears Asian Brown	40 ct 2-Layer
7065	CV Pears Cactus Red	30 ct Andy Boy
213829	CV Kiwi Fruit	16/1 lb Mighties Clamshell
213191	CV Pomegranates	32 ct
9411	CV Pomegranates Arils	12/4.4 oz
3262	CV Brussels Sprouts Supershrd	12/12 oz Ocean Mist Pouch
999	CV Cauliflower Jacket PA	60 ct Bin
995	CV Cauliflower Green	12 ct
996	CV Cauliflower Orange	12 ct
998	CV Cauliflower Purple	12 ct
17448	CV Olives Fresh Super Colossal	16 lb
2530	CV Wraps Wonton	6/12 oz Wing Hing
2432	CV Squash Turban	35 lb
210132	CV Garlic Black	12/2 ct Christopher Ranch
213693	CV Garlic Colossal CA Halloween	30 lb Display Box Bulk
23199	CV Tomatoes Roma	12/2 lb Pouch Bag
208775	CV Tomatoes Twilight	12/10 oz Bowls NatureSweet
213831	CV Mushroom Portabella Sliced	8/8 oz (replacing 1517)
213073	CV Potatoes Blushing Belle	16/1.5 lb Little Potato Co
213062	CV Potatoes Boomer Gold	16/1.5 lb Little Potato Co
213075	CV Potatoes Dynamic Duo	16/1.5 lb Little Potato Co
213076	CV Potatoes Fingerlings	16/1.5 lb Little Potato Co
213074	CV Potatoes Terrific Trio	16/1.5 lb Little Potato Co



CONVENTIONAL OUTLOOK SEPTEMBER 28 - OCTOBER 5, 2018

WWW.FSPRODUCE.COM 40 LB

PREMIUM TEXTURE APPLES UPDATE

HONEYCRISP



Honeycrisp Apples are in peak season from PA and NY, as well as from Washington state. October and into November will be an excellent time to promote. Out of Washington, there is a large price spread between extra-fancy/premium grade fruit with high color vs US extra-fancy grade with more green coloring. Both taste great!

What are some other premium variety apples your customers might be drawn to?

- **SweetTango Apples (NY)** have Honeycrisp parentage and are even sweeter and juicier! Available now!

- **Snap Dragon Apples (NY)** also have Honeycrisp parentage and feature a huge crunch, big apple flavor, and bright red color. Starting in early Oct.



CV LETTUCE

CA **Leaf Lettuce**, including **Romaine**, is in adequate supply this week. **Green** and **Red Leaf Lettuces** are up sharply with little relief expected until mid-October. **Iceberg Lettuce** supplies are extremely tight.

Canadian **Leaf** and **Iceberg Lettuce** supplies are lighter this week, especially on **Red Leaf**. Most Canadian shippers expect to finish their deals in a few weeks.

New Jersey-grown **Leaf Lettuce** is on track to start the first week of October.



CV BERRIES

Strawberries have moved into new growing areas in Oxnard, CA, but harvests are still on the lighter side. Look for pricing to remain steady again this week. Please know that **2 lb. clamshells**, along with **Stem Berries**, are available for special order if needed. Quality has been very nice.

Blackberries and **Raspberries** are finishing September in lighter supply than expected. Growers expect harvests to improve in Mexico in early October, allowing for better promotion.

Storage crop **Blueberries** are in tighter supply this week, causing pricing to jump significantly.

We'll transition in early October to new crop Peruvian and Mexican **Blueberries**. Quality on all new import **Blueberries** has been beautiful.



CV CAULIFLOWER

Most CA shippers report abundant supplies of 12ct **Cauliflower** this week and are making deals. Now is the time to promote!

We expect this oversupply to continue through early October before the market contracts and prices move back up.

Local PA-grown **Jacket Cauliflower** harvests and quality have been impacted by the wet weather. Bins will be out through early October and replaced by small volumes of 12 & 9ct cases.



CV BRUSSELS SPROUTS

CA **Brussels Sprouts** volume continues to rise, and thanks to increasing demand, prices are also on the way up. Quality is good overall but varies wildly between shippers.

Canadian crop quality is outstanding, and prices offer a slight advantage over CA. We expect this price advantage to increase in October.



CV CRANBERRIES

Cranberries are now in good supply! We have opportunities on an Ocean Spray program, along with Paradise Meadows out of New England.



CV BROCCOLI

CA **Broccoli Crown** availability is tighter this week. Pricing has stabilized but may still come up slightly early next week.

Eastern Broccoli Crowns (code 615) are tighter this week as continued heavy rains impede harvest. Stauffer Huling Farms expects to ship their next round of **PA-grown bin Stem Broccoli** around the first week of October.



CV PEPPERS

15lb XL Red Peppers (code 1850) prices are up sharply this week. Look for prices to continue rising into the first week of October as supplies tighten.

Canadian **Bell Pepper** pricing and availability are steady. **Mini Mixed Peppers** supplies are slowly improving, but will remain tight until mid-October.



CV SQUASH

Local production of **Green and Yellow Squash** is finished.

Canadian and Midwestern volume is minimal.

GA and Mexico are off to a slow start, but quality is very good.



CV FLORIDA CITRUS

The new Florida **Citrus** season starts up in a small way the first week of October. A small amount of **Grapefruit** and **Juice Oranges** will be available, along with **Fal Glo Tangerines**.

We will stay away from the early **Grapefruit** and **Juice Oranges** and wait for better maturity, but the Tangerines have good color and sugar, and we should have them in the beginning of October.



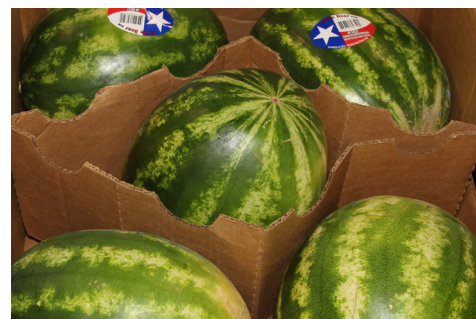
CV ASPARAGUS

Asparagus will be promotable this week. Prices will remain steady, as quality from Peru is still excellent. Product from Mexico will begin to ramp up in the coming weeks.



CV SWEET CORN

Sweet Corn will be available as a late deal from Georgia is beginning. Prices will rise as all the local growers begin to finish for the season.



CV WATERMELONS

New crop **Watermelons** will be available in 4ct and 5ct cartons - some weighing close to 70 lb. New fields in Texas and Mexico will be producing excellent size and quality. Push those cuts!



CV IMPORT CITRUS

Mandarins from South America will go strong through October.

Import **Navel Oranges** will wind down and finish in two weeks, and **Minneola Tangelos** and **Cara Cara Oranges** before October.



CV ONIONS

Due to poor weather across many regions that grow storage variety **Onions**, shippers are finding themselves behind in harvesting their **Onions**. This could potentially cause a surplus of supplies and an immediate need to move large volumes.

A flooded market will mean pricing will likely be low across all varieties of **Onions** in most shipping regions through the holidays.



CV POTATOES

Idaho Russet Potatoes continue to feel market pressure from the large-size product available from growers in Colorado and Idaho. Demand remains fairly steady to moderate.

We will make the switch up to Skagit Valley Washington grown **Red, Yellow, White, and Purple Potatoes** this week. Pricing will be slightly higher than what we have been seeing out of California, but quality will be very nice.



CV TOMATOES

There will also be some opportunities to promote Nature Sweet **Sunburts, Glory's, and Twilights (Mini Brown) Tomatoes**. Quality is always excellent on this premium name.

Grape Tomatoes are transitioning from local PA and VA into Florida and Mexico. Supplies and quality will be very promotable.

Local **Tomato** yields are beginning to come to an end, but we will have **Vine Ripe Tomatoes** from Alabama. Product will be very promotable, with excellent size and quality.



CV HASS AVOCADOS

Hass Avocado prices continued to drop this week.

Growers in Mexico stopped harvesting in 3 areas today which will slow down supply by 35%. The market remains weak on size 40/48's but the other sizes are doing well. With less volume, this week expect the market to stabilize.

If the stoppage from Mexico only lasts a couple days, it will become firmer very quickly. If it last longer than a few days, prices could go up the first week of October.



CV SWEET POTATOES

The effects of Hurricane Florence are still being assessed in the NC **Sweet Potato** growing region.

What we do know is that there was a lot of rain dumped on all growing region and that will delay growers in their harvesting efforts. There has already been some upward pressure in regard to pricing this week and we could see another couple dollar increase through the fall months on **Sweet Potatoes**.

The thing that we don't know at the moment is how this much rain so late in the growing season will affect the ability to store **Sweet Potatoes** throughout the entire shipping season into 2019.

