

MARKETNEWS ORGANIC OUTLOOK

OCTOBER ORGANIC APPLE PROMOTIONS





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October is shaping up to be an outstanding time to promote new crop **Organic Apples** from Washington. We're expecting excellent supplies and quality. Ask your sales rep or merchandiser about our October Stemilt Artisan Organics Display Contest and promotion.

Washington **Organic Golden Delicious** and **Red Delicious Apples** are now in season, and the transition from imports is complete to new crop **Organic Fuji** and **Granny Smith Apples.** Quality so far has been impressive!

Washington **Organic Gala Apples** continue in peak season. Smaller fruit (100ct and smaller) and bags will have the best promotional opportunities.

Organic Honeycrisp Apples are now in good supply in all sizes and bags. Prices continue to come down on this highly sought after variety.

Organic SweeTango Apples are in their peak season. This apple, with honeycrisp parentage, has outstanding crunch and flavor.

In other apple news, Washington **Organic Rosalynn** and **Smitten Apples** are available in limited supply. **Organic McIntosh Apples** from British Columbia are in season for October. The only **Organic Pink Lady Apples** available continue to be old crop imports since new crop Washington doesn't start until the end of October.

Heirloom varieties from Oregon available for early October: Organic Cox Pippin, Orleans Reinette (10/5 start) Apples.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico continue to have exceptional quality and steady supplies headed into early October.

Expect to see promotional opportunities in early October as we continue to see great quality and steady supplies, creating aggressive price points for stores to take advantage of the increased supplies.

With excellent quality, sharp price points, and steady supplies, early October is a great time for stores to drive extra volume by promoting!



OG FALL & SPECIALTY

Organic Pomegranates are coming into season, and the first early fruit from California will be available to stores starting Sept. 30 in 30/36ct and 24ct case packs.

Organic Black Mission Figs are very limited for early October. There will be a small amount of Organic Brown Turkey Figs available in 12/80z packs.

Organic Kiwi Berries continue in season from Oregon through mid-October. The PA local crop is done for the season.

Organic Green Kiwifruit is out of season and gapping until new crop Italy and California fruit starts in mid to late-October. There is still a little remaining supply of New Zealand Organic Sun-Gold Kiwifruit left for early-October.

Organic Magenta Dragon Fruit will be back in stock for the first week of October. Organic Horned Kiwano Melons and Passion Fruit are available for the first week of October. Expect steady supplies through the fall months.



OG BERRIES

Driscoll's **Organic Blueberries** have transitioned to 6oz packs, and supplies are becoming lighter with prices on their way up. Conditions are not expected to improve for a couple of months until Mexico ramps up. Other brands of **Organic Blueberries** are starting to ship 6 oz packs from Argentina, Peru, and Chile.

ALERT! Driscoll's **Organic Blackberries** out of California and Mexico continue in very firm supply. Other brands are gapping, but supplies are expected in early to mid-October.

Driscoll's **Organic Raspberries** out of Mexico and California are in steady supply. Other brands are gapping out of Mexico due to heat and rain, but will hopefully rebound later in October.

ALERT! Organic Strawberries continue in extremely light supply. Expect prorates as heat and rain has damaged some fields. Pricing has gone up sharply.



OG MANGOS

Organic Mangos from Mexico are winding down. Pricing and availability are rising very quickly with jumbo 4-6ct sizes being the sizes more readily available, with little to no smaller sized fruit.

NOTE: We expect **Organic Mangos** to gap at some point in October until Ecuador starts closer to November.



OG CITRUS

The first few Buck Brand items, **Key Limes**, **Makrut Limes**, and **Pink Lemons** have arrived in limited supply. **Organic Finger Limes** start on 10/2.

California **Organic Valencia Orange** supplies are firming slightly. Expect a gradual increase in pricing. California **Organic Navel Oranges** are expected to begin in November.



OG ROMAINE HEARTS

Organic Romaine Hearts from California are in plentiful supply with excellent quality as September draws to a close. Expect this trend to continue into October with great availability and aggressive price points.

This is a great item to build displays with at store level to drive extra sales and promote to move volume as other organic vegetables are limited or have higher price points.



OG GREENS

Organic Collards, Kales, Chards, and Dandelion from Lady Moon Farms in Chambersburg, PA are increasing in volume. Although the season is a brief and supplies are limited, early October is a great time to take advantage of this excellent local product before the season comes to a close in mid to late October.

Lady Moon began to harvest both **Organic Curly** and **Flat Parsley**, as well as **Organic Fennel** in late September, these will also be great items to add to your Lady Moon line-up.



Washington Organic Bartlett and Starkrimson (Red) Pears are in excellent supply. New crop Organic Anjou and Bosc are back in steady supply.

New Washington **Organic Tosca Pears** will be arriving for the first week of October in limited supply. Tosca pears are a cross between Bartlett and Coscia (a pear from Tuscany) varieties.

Organic Asian Pears are available, but sporadic supplies should be expected between packings.



OG CELERY

Organic Celery from California has seen limited supplies, less than ideal quality, and expensive pricing throughout the month of September and is expected to continue into October. Less than ideal growing conditions, combined with many West Coast growers going through a transition period, has created a lack of supplies that is not strong enough to support the demand.

Expect current conditions to continue in late October or early November.



OG PEPPERS

Organic Color Bell Peppers from Canada and Holland are in excellent supply in late September and early October.

With outstanding quality and aggressive price points in early October, this is an excellent time to promote an item that has been consistently elevated for most of the summer.



OG ASPARAGUS

Organic Asparagus prices will be on the rise some this week as growers are beginning to experience some quality issues due to extremely hot temps. Quality of what is available has been nice as most of the subpar product is being left in Mexico or local to California, fearing it will not make the trip across country. Supplies will be light to possible gapping as we head into October.



OG GRAPES

California **Organic Black**, **Green**, and **Red Seedless Grape** supplies are beginning to tighten, but we are getting covered from our grower partner. Expect prices to begin increasing headed towards mid-October.

NEW! Organic Sweet Carnival Grapes will be available the week of 9/30. Early reports are that this has similar flavor to the famous Cotton Candy variety.



OG HASS AVOCADOS

Organic Hass Avocados from Mexico are in steady supply with good condition. Organic Fairtrade Hass Avocados will continue to be available next week from Equal Exchange.

Organic Smooth Skin Avocados from Florida are available.



OG CAULIFLOWER

Organic Cauliflower from California continues to be in tighter supply. Heat in certain areas is stunting the growth for some suppliers, and the extra demand on the suppliers that do have, is causing prices to rise. The less than ideal growing conditions, combined with many organic growers transitioning to new growing regions, caused prices to spike during September and now into October.

Expect to see this trend continue into mid-October, however, Quebec product is available at a price advantage but extra demand from less than ideal supplies of California **Organic Cauliflower** makes us unable to carry only Canadian product.



OG SQUASH

Organic Zucchini and **Yellow Squash** from Lady Moon Farms in PA is coming to a close here in late September. Although PA supplies are winding down, expect to see increased volumes from Lady Moon in GA and FL starting in early October. Expect to see continued stellar quality and supplies in early October, with opportunities to promote.



OG TOMATOES

Organic Tomatoes from Lady Moon Farms will be coming to a finish this week as the PA season is finished for the year. There will be a gap as Lady Moon transitions from PA to FL. After a great local season, the plants are tired.

Organic Roma Tomatoes from PA continue to come in as well with warmer weather continuing this week. Quality has continued to look good.

Organic Heirloom Tomatoes from PA have come to a finish for the season. We will be transitioning to California product until Mexico begins. Quality looks good and solid these will be available early week.

Organic Grape Tomatoes from Canadian hothouse growers will be promotable this week. Quality has looked good on the first arrivals and taste great.

Organic Beefsteak Tomatoes will be available in steady supply this week as the 2-layer rounds finish for the season. Quality has been nice.



OG HARD SQUASH

We will get started with a couple of fun new varieties of Hard Squash this week! **Organic Buttercup, Red Kuri,** and **Sweet Dumpling Squash** will be added to the product offerings this week.



OG BROCCOLI

Tighter supplies of **Organic Broccoli** and **Broccoli Crowns** from California are expected to continue into October. Price increases should continue, even though quality has been less ideal. Expect to see these conditions improve into October before pricing and quality both begin to improve. October and early November can be a challenge as many West Coast supplies are transitioning into new growing regions.

Quebec product will be available in early to mid-October with better quality, availability, and pricing. To help keep pricing reasonable with the extra demand from less than ideal conditions in California, we are not able to carry Quebec product only.

Organic Broccoli Rabe continues in season!

OTHER STORIES

• Organic Mini Watermelons out of California are just about finished shipping. Quality on what is coming in has looked great, but sizing is becoming limited. Look for mainly 6 ct to be available.

• Organic Young Thai Coconuts increase in supply heading into fall has created lower pricing. Look for a sizable drop in price!

• Organic Green Beans from Reed Family Farm in Elizabethtown, PA continue to have steady supplies as September comes to a close. Although supplies have been steady and quality has been outstanding, the local season should come to a close in mid-October. Expect to see continued increased volumes and better price points to promote this item until the season comes to a close. As local season winds down, product from various regions (such as Georgia & Florida) should become available.

• Locally grown **Organic Red Onions** will come to an abrupt end this week and we will transition sourcing to our western onion suppliers for the beginning of October. Pricing will be right around the same amount and quality is very nice out of all growing regions in CA and NV. Locally grown Organic Sweet Onions are still going strong and should be available for the next couple weeks, at which time we will transition to Western product. • As we move towards mid to late-October expect to plentiful supplies of Organic Cucumbers.

• Organic European Seedless Cucumbers from Spain will be available during this time to help keep steady supplies but expect pricing to remain slightly elevated with limited supplies from Canada.



ORGANIC APPLE & PEAR DISPLAY CONTEST

September 30 – October 28, 2019

Four Seasons Produce has teamed up with Stemilt Growers to bring you a display contest with a juicy bite to it! Organic apple and pear season is hitting its stride, and this is a GREAT month to promote some super seasonal amazing fruit! With the seasons bounty and beautiful colors, lets show them off in style! Here we go!



CONTEST RULES:

• Build a display of Stemilt label apples and pears in your produce department. Fruit must have been purchased from Four Seasons Produce.

• Displays must include at least five (5) apples and one (1) pear in it. ALL fruit within the display MUST be the Stemilt label.

• Varieties available will be Gold Delicious, Gala, Fuji, Granny Smith, Sweet Tango, Honeycrisp, Bartlett Pears, and Red Pears.

• Displays must include Point of Sale signage provided by Stemilt and Four Seasons. Display bins will also be available.

• Display photos must be sent to Steph Mayer (stephf@fsproduce.com) by Thursday, October 31st.

* Use of social media is not a requirement, but is a great way to get variety information and ideas out to your customers.



CONTEST CATEGORIES & PRIZES

LARGEST DISPLAY

"Stemilt Space Station" 1st - \$500 2nd - \$250 3rd - \$100

MOST CREATIVE "Stemilt Styling" 1st - \$500 2nd - \$250

3rd - \$100

Naturally Farmed

ULTIMATE FLAVOR

Four Seasons Organics

BEST BAGGED DISPLAY "Sack of Stemilts"

1st – \$300 2nd – \$200 3rd – \$100 BEST SWEET TANGO "Apple Astair"

1st - \$300 2nd - \$200 3rd - \$100

Displays should include bags only and must use at least five (5) varieties of apples/pears. Display using Sweet Tango apples only.







Everyone's a winner! Each entry will receive a Stemilt Artisan Organics T-shirt!

FOR MORE DISPLAY TIPS AND IDEAS, PLEASE CONTACT YOUR FOUR SEASONS SALES REP OR MERCHANDISER.







Stemilt Promotion Product Codes ASK YOUR SALES REP FOR MONTH-LONG PRICING!















ORGANIC GOLD DELICIOUS

221754 OG Apples Gold Del. 80/88 ct 40 lb Stemilt Artisan Organics
221755 OG Apples Gold Del. 100 ct 40 lb Stemilt Artisan Organics
221756 OG Apples Gold Del. 2.5" 12/3lb bag Stemilt Artisan Organics

ORGANIC GALA APPLES

221757 OG Apples Gala 80/88 ct 40 lb Stemilt Artisan Organics
221759 OG Apples Gala 100 ct 40 lb Stemilt Artisan Organics
221760 OG Apples Gala 2.5" 12/3 lb bag Stemilt Artisan Organics
221761 OG Apples Gala 2.5" 8/5 lb bag Stemilt Artisan Organics

ORGANIC FUJI APPLES

221762 OG Apples Fuji 80/88 ct 40 lb Stemilt Artisan Organics
221763 OG Apples Fuji 100 ct 40 lb Stemilt Artisan Organics
221764 OG Apples Fuji 2.5" 12/3 lb bag Stemilt Artisan Organics
221765 OG Apples Fuji 2.5" 8/5 lb bag Stemilt Artisan Organics

ORGANIC GRANNY SMITH APPLES

221766 OG Apples Gr. Smith 80/88 ct 40 lb Stemilt Artisan Organics
221767 OG Apples Gr. Smith 100 ct 40 lb Stemilt Artisan Organics
221768 OG Apples Gr. Smith 2.5" 12/3 lb bag Stemilt Artisan Organics
221769 OG Apples Gr. Smith 2.5" 8/5 lb bag Stemilt Artisan Organics

ORGANIC SWEETANGO APPLES

221503 OG Apples SweeTango WXFP 80/88 ct 40 lb Stemilt Artisan Organics
49212 OG Apples SweeTango WXFP 100 ct 40 lb Stemilt Artisan Organics
221788 OG Apples SweeTango 2.5" 12/3 lb bag Stemilt Artisan Organics

ORGANIC HONEYCRISP APPLES

221770 OG Apples Honeycrisp 80/88 ct 40 lb Stemilt Artisan Organics221771 OG Apples Honeycrisp 100 ct 40 lb Stemilt Artisan Organics

- 221772 OG Apples Honeycrisp 2.5" 12/3 lb bag Stemilt Artisan Organics

ORGANIC BARTLETT & RED PEARS

221773 OG Pears Bartlett 80/88 ct 40 lb Stemilt Artisan Organics
221774 OG Pears Bartlett 100 ct 40 lb Stemilt Artisan Organics
221775 OG Pears Bartlett 12/3 lb bag Stemilt Artisan Organics
221776 OG Pears Bartlett 12/2 lb bag Stemilt Artisan Organics
221781 OG Pears Red 40/45 ct 40 lb Stemilt Artisan Organics
221784 OG Pears Red 50 ct 40 lb Stemilt Artisan Organics
221785 OG Pears Red 12/3 lb bag Stemilt Artisan Organics
221786 OG Pears Red 12/2 lb bag Stemilt Artisan Organics







NEW! HOPE ORGANIC HUMMUS

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TALK TO YOUR SALES REP TO PLACE AN ORDER!



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MARKET NEWS CONVENTIONAL OUTLOOK

EASTERN "CAULI-PALOOZA"



Our local PA **Cauliflower** program is ramping up this week, and we'll be in peak supplies for much of October. Look for plenty of 9ct jacket-cut cartons as well as 60ct jacket-cut display bins going forward. Quality is excellent!

Quebec-grown jacket-cut **Purple** and **Orange Cauliflower**, as well as Romanesco, will remain in peak season through early October.

California **Cello Cauliflower** will be in steady supply this week, with occasional spot-buys available for early October.





CV BROCCOLI

PA local **Bin Stem Broccoli** is now in peak season for October promotion.

Broccoli Crown supplies are definitely beginning to increase. California is starting to harvest more volume this week after being extremely short over the past couple weeks, and Eastern supplies are also increasing.

We have product available from Maine, New York, and now Virginia, and the quality has been excellent. Look for pricing to slide slightly over the course of this week.



CV TOMATOES

Beefsteak and Cluster Tomato prices will be very promotable this week. Greenhouses are flushing, while demand remains low, with local growers still producing. Quality has looked great from Canada and Mexico.

Grape Tomato prices will also be extremely promotable this week. Quality has looked great from Canadian hothouse growers as their flush continues. Continue to promote!

Roma Tomatoes are also very promotable as great weather across the country is producing excellent volume and quality.



CV HARD SQUASH

Come and get your fresh arrivals of some new and fun varieties of **Hard Squash** to increase your big, bountiful fall displays.

The following varieties just arrived: Golden Acorn, White Acorn, Blue Hubbard, Sweet Dumpling, and Turban Squash.

Call your sales rep today to get these on your orders!



CV LETTUCE

Romaine Hearts will be in excellent supply this week from both California and Quebec. Quality has been very nice, and now is a great time to promote hearts.

Leaf Lettuces will begin to wind down from Quebec in early October, and we'll begin to transition back in New Jersey grown lettuces. Flaim Farms and Nardelli in NJ are both set to begin harvesting by the end of this week. Look for good supplies on all local Green Leaf, Red Leaf, and Romaine Lettuce.



CV WATERMELONS

Watermelon prices will be up some this week. Weather continues to be more of a summer-feel, keeping the demand for bin **Watermelons** going. Delaware growers will be finishing up their crop for the season and we will be transitioning back down to North and South Carolina new crop harvests. Quality looks great.



CV ORANGES

Import **Navel Oranges** are winding down and prices are getting higher. California **Navel Oranges** are now looking like they won't start until late October or early November.

We will probably have a gap, there are plenty of California **Valencia Oranges** available, mostly 88 counts and larger.



CV LEMONS

Most importers are finished with Chilean and Argentinian **Lemons** for the season. Mexico is now crossing with good volume to pick up the slack. California is packing in Southern California and Yuma, Arizona. Problems with the market on areas are very little of the larger sizes.

What's left on Chilean fruit is all 165ct and 200ct or smaller counts. Mexico, California, and Arizona are heavy to 140 cy and smaller with very few pallets of the larger sizes.



CV PEPPERS

Pepper markets continue to flush on all colors and sizes. Promote all **Peppers** this week.

Overall prices remain very weak on **Green**, **Red**, **Yellow**, and **Orange Peppers** due to many regions harvesting high numbers and markets continue to be flooded with product. **Aloha Peppers** are available as an everyday item.



CV BLUEBERRIES

Blueberries are in excellent supply from Peru. We'll see plenty of supply on all 6 oz and pints the first week of October, and supplies will only increase as we head further into October. Quality and sizing of all fruit has been very nice.

A "Limited Edition" 11oz pack will be available during October from Driscoll's, with excellent flavor expected. Naturipe will have some 9.8oz jumbo **Blueberries** available too.



CV BRUSSELS SPROUTS

Brussels Sprouts continue to be promotable for California as they're in peak harvest.

We have our first **Stalk Brussels Sprouts** of the year arriving this week, and we'll keep them in steady supply as we head into Thanksgiving. Quality has been very nice on all sprouts.



CV SQUASH

Green and **Yellow Squash** remain very promotable this week as new fields in GA and NC continue to produce strong numbers.

PA and NJ farmers are also continuing harvests as well.

Quality has looked great from all growing regions.



CV TROPICALS

Pineapple supplies have tightened a bit this week. Market pricing is up. Deals are still available in 8ct fruit!

Hass Avocados from Mexico are in steady supply with good condition.

Tommy Atkins Mangos from Brazil have started to see volume pick up a bit. Pricing should start dropping as early as next week.



CV ASPARAGUS

Asparagus prices will remain promotable this week. Quality should continue to be excellent from Peru and Mexico. Continue to promote!



CV STRAWBERRIES

ALERT! Strawberries will be in tighter supply for early October from California. Salinas and Watsonville areas continue to struggle with quality, and we're beginning to close out the season from this region.

We've begun the transition to Santa Maria and Oxnard, and volumes will continue to increase over the next couple weeks.

We're also sourcing hothouse grown Strawberries from Ontario due to the quality challenges from California. These berries are packed as 10/12 oz clamshells, and the quality is very good.



CV GRAPEFRUIT

We will continue with California **Red Grapefruit** until we start with Texas **Rio Star Grapefruit**. The new season could start as early as October 15th, but more than likely it will be the third week of October.

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CV CELERY

Celery will remain in excellent supply all week from California. Look for great opportunities to promote on all sizes, from 24's to 36's, as well as hearts.



CV CUCUMBERS

European Seedless Cucumber prices will be coming off some this week. Harvests are beginning to pick up, and low demand has backed markets down. Quality has looked great.

Mini Cucumber prices will be rising this week as Canadian growers begin to finish their season. Mexico is not quite ready to bridge the gap, so expect pricing to rise and supplies to become short in the coming weeks.

Super Select Cucumber prices will rise some this week as demand is starting to exceed supplies. The rise in prices will be short lived as a few chain retailers will be coming off of ads. Quality out of North Carolina and Georgia have been excellent as we begin our transition back south for the fall deal.



CV MANDARINS

Mandarins are very short as demand far exceeds supplies. At first, we were hoping to go until new crop California fruit starts, but it now appears we will have a gap. California will not start until at least the first week of November and maybe as late as the second week.



CV GREEN BEANS

Green Beans remain promotable this week. Quality has been excellent out of PA, and also new crop Maryland and Virginia.



CV ONIONS & POTATOES

Russet Potato demand has been pretty weak nationwide this week and has caused the price on Count Russet Potatoes in particular to decrease in price this week.

10/5lb Jersey Fresh **White Potatoes** are still in promotable supply and quality has looked very nice.

The **Onion** market in general has remained pretty steady this week. Pricing is sharp and quality in all growing regions is very nice!

We have completed the transition over to Nevada grown **Sweetie Sweet Onions** this week on both 40lb cartons, as well as 16/3 high graphic bags. Pricing is very attractive, and the quality is outstanding!



CV BLACKBERRIES & RASPBERRIES

Blackberries and **Raspberries** will be in better supply as we move forward. We're beginning to see more fruit cross from Central Mexico, and volumes will only increase as we head into late October and November. We're expected to hit peak supplies on both in November. Quality has been very nice.

NEW PRODUCTS AVAILABLE AT FOUR SEASONS PRODUCE!



NEW SALADS FROM FRESH EXPRESS Available now!

CHOPPED SALAD KITS



221451





PK/SZ

6/11.7 oz

6/9.7 oz

6/9.3 oz

6/9.6 oz



CODE DESCRIPTION 221449 CV Chopped Thai 'N' Cashews Salad 221450

CV Chopped Avocado Caesar Salad CV Chopped Greek Caesar Salad 221452 CV Chopped Asian Caesar Salad

UPC 0-71279-30924-8 0-71279-30921-7 0-71279-30922-4 0-71279-30923-1





CHOPPED SALAD BOWLS



CODE DESCRIPTION 221449 CV Chopped Thai 'N' Cashews Salad CV Chopped Avocado Caesar Salad 221450 CV Chopped Greek Caesar Salad 221451 221452 CV Chopped Asian Caesar Salad

PK/SZ 6/11.7 oz 6/9.7 oz 6/9.3 oz 6/9.6 oz

UPC 0-71279-30924-8 0-71279-30921-7 0-71279-30922-4 0-71279-30923-1



NOW AVAILABLE Chiquita Apple Bites & Snacks

© Bites	Bites	Bites	Bites	Bites

CODE	DESCRIPTION	PK/SZ	UPC
221860 221861 221862	Chiquita Apple/Cheddar/Pretzel Chiquita Apple/Cheddar/Grapes Chiquita Apple/Cheddar/Cracker Chiquita Apple/Monterey Jack Cheese/Cranberry/Raisin Chiquita Apple/Monterey Jack Cheese/Cranberry/Cashew		74904-20211 74904-20212 74904-20213 74904-20214 74904-20215





CODE	DESCRIPTION	PK/SZ	UPC
	Chiquita Red Apple Bites Multipack Chiquita Apple Bites w/ Caramel		74904-20171 74904-20172
221852	Chiquita Apple Grape Bites	6/5-2.2 oz	74904-20170
	Chiquita Peeled Apple Bites Chiquita Sticks		74904-20157 74904-20210

CODE	DESCRIPTION	PK/SZ	UPC
221855	Chiquita Red Apple Bites Family Pack Chiquita Green Apple Bites Family Pack	6/14 oz 6/14 oz	74904-20071 74904-20072
221857	Chiquita Red and Green Apple Bites	6/14 oz	74904-20073
221858	Chiquita Peeled Apple Bites	6/12 oz	74904-20158

CONTACT YOUR SALES REP OR MERCHANDISER FOR MORE INFO!