

ORGANIC MARKET NEWS

OUTLOOK FOR OCTOBER 1 - OCTOBER 8, 2015

FAIR TRADE ORGANIC HASS AVOCADOS

We are excited to offer the **Equal Exchange Fair Trade Organic Hass Avocado** program again this year! A portion of the proceeds from each case sold goes back to the small farmer co-op and their communities. We should begin to see some new crop Fair Trade Fruit as early as 10/6. For more information on this great program check out www.beyondthepeel.com or contact your Four Seasons sales associate!

Regular Mexican **Organic Hass Avocados** remain in steady supply in 40 and 48 ct sizes. 60 ct however remain very tight in supply and are demanding a premium price. Volumes should start to ramp up in the next week or 2 as new crop fruit becomes available.



OG BERRIES

Organic Raspberry supply has become more snug once again as Driscoll's transitions into some Mexican fruit as well as California.

ALERT! **Organic Blueberries** out of Argentina are in extremely limited supply. A production gap is here, so expect heavy prorates or out-of-stocks until the Chilean begins in mid-October.

Organic Strawberry prices have gone up from Driscoll's with high temps and seasonal quality should be expected. Other brands cost less but show bruising upon arrival.

California **Organic Blackberries** continue in a gap situation with no end in sight. New crop Mexican **Organic Blackberries** are expected to begin the week of October 12th.



OG HARD SQUASH

Organic Green Acorn and **Butternut Squash** are in good supply out of PA. **Organic Spaghetti Squash** is in much tighter supply. More **Organic Spaghetti Squash** is available out of CA and SI, but is much more money.

Also available in PA in limited supplies are **Organic Delicata**, **Kabocha**, **Buttercup**, **Carnival**, and **Pie Pumpkin Squash**.

Available out of NY is a baby variety of **Organic Butternut Squash** called **Honeynut** (pictured).



OG PEARS

Washington **Organic Anjou Pears** supply has improved and is now in steady supply with firm markets. New bags are expected by the weekend.

Washington **Organic Bartlett Pears** continue in extremely firm supply with strong markets. Washington **Organic Red Bartlett Pears** have returned in limited supply.

Washington **Organic Bosc Pears** are back in steady supply.

Washington **Organic Starkrimson (Red) Pears** are arriving with fantastic quality and color. Growers are looking to move the last of their harvest by mid-October.

New Washington **Organic Red Anjou** are expected by the weekend.



OG GREEN BEANS

Organic Green Beans are very limited in supply in PA/MD. Should be another 10 days until they'll be finished. CA is reporting light volume with higher markets than the East Coast.

Microwave packs of **Organic Green Beans** remain in steady supply.



OG EGGPLANT

Organic Eggplant is still in very good quality shipping out of PA, but should end in 10 days.

CA is reporting adequate supplies of **Organic Globe Eggplant** at this time. Florida is about 3 weeks away.



OG CILANTRO

Organic Cilantro is increasing in supply this week has resulted in lower markets. Some product arriving is okay and some is very good. Expect lower markets again next week on this item.



OG ONIONS

Peri & Sons **Organic Sweetie Sweet, Red, and White Onions** have started out of Nevada and quality is very nice. Pricing should come off slightly as well as supplies increase out of the fields.

Organic Yellow Onions will get started out of NV late next week.



OG BUNCH BEETS

Organic Bunch Beets are very tight in supply out of CA. Tops have been bad so a lot of growers are bagging the beets up, leaving little for the fresh with top market. Prices are expected to be fairly high over the next two weeks.



OG POMEGRANATES

California **Organic Pomegranates** are back in good supply with promotional opportunities available.

* **NEW!*** **Organic Pomegranates** in "coffin style bins" are expected from one of our CA growers this week.



OG CRANBERRIES

Canadian **Organic Cranberries** are expected to begin the first week of October. So far the crop is looking excellent in both quality and size.



OG SALADS

Organic Salad supplies should be starting to make a comeback during early October. We still expect a few prorates and shortages yet this week.



OG ASPARAGUS

Organic Asparagus is back in season with limited supply out of Mexico at this time. Demand has been strong despite of the higher pricing since quality has been so good. Really strong volume is at least a month away.



OG GRAPES

California **Organic Black Grape** supply has firmed up with markets on the rise. The Autumn Royal variety has been eating excellent - crisp and sweet!

California **Organic Red** and **Green Grapes** continue to firm as supplies shrink and end of season draws near.

California **Organic Concord** and **Globe Grapes** are expected to continue for a few weeks with limited, sporadic supply.

California **Biodynamic Thompson Grapes** are back in limited supply.



OG TROPICALS

Organic Formosa Papayas will be limited over the course of the next few weeks. Production has slowed just a bit and fruit is sizing a little smaller than normal. This will not affect quality. The Formosa variety is similar to a Maradol papaya. It will have some streaks of greenish color when full ripe, unlike the Maradol which usually turns full yellow when fully ripe.

Organic Pineapples from Costa Rica will be in good supply through next week. Prices remain higher as conventional pineapples are very tight as well.

Organic Keitt Mangos will be available again in limited supplies out of California next week. Prices are high, but quality is very good.



OG TOMATOES

ALERT! Round **Organic Tomatoes** are in very tight supply. PA is virtually done, and there is no major production from the Southeast just yet. **Organic Cluster Tomatoes** are also in very limited availability during this month.

Mexico growers are reporting very low volume of **Round Organic Tomatoes** at this time. Prices are up over last week on Mexican product by about \$6. Expect tight supplies the next two weeks until there is more volume out of Mexico.

Organic Grape Tomatoes continue to ship out of PA for another 2 weeks. There is also product available out of FL and Mexico.



OG CITRUS

California **Organic Valencia Orange** supply continues to be extremely tight. Expect some gaps in supply until early November when full scale **Organic Navel Oranges** production is expected to begin. We may see sporadic arrivals of early crop navels during October.

Peruvian **Organic Minneola Tangelos** are done for the season.

Organic Lemon supply is slightly better this week, but prices are high. Some opportunities may exist on smaller fruit.

Organic Lime markets continue to be firm and steady.



OG SQUASH

Organic Zucchini is in very tight supply from coast to coast. All East Coast production is done, GA is ending, and Florida has very little volume, but that should increase next week.

Organic Zucchini out of CA is steady, but are seeing declines in quality and increases in price.

Organic Yellow Squash is in good volume out of GA and FL. Prices are steady and quality is very good.



OG GRAPEFRUIT

ALERT! California **Organic Star Ruby Grapefruit** has little to no availability. Whatever fruit we are getting has extremely steep prices. This is expected to improve over the next couple of weeks.

IN OTHER NEWS

- **ALERT!** **Organic Green Peppers** are in very tight supply out of CA. PA is done and FL is about 2-3 weeks away from harvesting.

- Oyster's Organic Farm local **Organic Apple Cider** has begun. Ask about POS material from this great local farm.

- Washington **Organic Pluots** will finish up for the season this week.

- New Zealand **Organic Green Kiwifruit** is in good supply. **Organic Sun-Gold Kiwifruit** continues in good supply and is expected to continue for the next 2 weeks or so, when we should have a seamless transition into Italian fruit.

- Local **Organic Kiwi Berries** continue in very limited supply. Expect these will finish up over the next week or so.

- California **Organic Cantaloupe** will finish up for the season this week.

New!

AT FOUR SEASONS

ORGANIC

- 43122 OG APPLE AMBROSIA WXFP USA 80/88 CT
- 42954 OG APPLE AMBROSIA BCXF CAN 80/88ct
- 42952 OG APPLE AMBROSIA BCXF CAN 100 CT
- 43432 OG APPLE JAZZ WXFP 80/88 CT
- 43380 OG APPLE JAZZ 12/3 LB
- 42971 OG APPLE JONAGOLD WXF USA 80/88 CT
- 42974 OG APPLE JONAGOLD WXFP USA 100 CT
- 42889 OG APPLE KING DAVID ORE 28 LB
- 42883 OG APPLE MUTSU ORE 28 LB
- 43127 OG APPLE NORTHERN SPY 56/78 28 LB
- 43047 OG APPLE PINOVA WXFP USA 72-88 CT
- 43086 OG APPLE PINOVA WXFP USA 100 CT
- 43260 OG PEAR ANJOU RED 40/45 CT 22 LB
- 43607 OG CRANBERRIES CLAM CAN 12-7.5 OZ
- 43701 OG CRANBERRIES BAG CAN 18-8 OZ
- 43605 OG CRANBERRIES BULK 22 LB
- 43197 OG POMEGRANATE BIN 175/210 CT 90 LB
- 40547 OG ROMANESCO 12-16 CT
- 41053 OG SQUASH HONEYNUT 40 LB
- 40852 OG TURNIPS SCARLET ORG 25 LB
- 41547 OG POTATO FINGER BUTTERCREAM 12/2 LB
- 41550 OG POTATO FINGER FRENCH 16/1.5 LB
- 41555 OG POTATO RUSSIAN BANANA 16/1.5 LB
- 41639 OG POTATO CRESCENT AUSTRIAN 16/1.5 LB



CONVENTIONAL



- 06028 CV APPLES PINATA WXF 88 CT
- 05866 CV APPLES SWEETIE 88sz/60ct WXF 27 LB
- 10300 CV CRANBERRIES OCEAN SPRAY 24/12 OZ

LIL' SNAPPERS

- 12180 CV LIL SNAPPERS D'ANJOU PEAR 9/3 LB
- 12183 CV LIL SNAPPERS BARTLETT PEAR 9/3 LB
- 12184 CV LIL SNAPPERS BOSCH PEAR 9/3 LB
- 12181 CV LIL SNAPPERS BRAEBURN APPLES 9/3 LB
- 12179 CV LIL SNAPPERS FUJI APPLES 9/3 LB
- 12175 CV LIL SNAPPERS GALA APPLES 9/3 LB
- 12178 CV LIL SNAPPERS GR SMITH APPLES 9/3 LB
- 12176 CV LIL SNAPPERS PINATA APPLES 9/3 LB



CONVENTIONAL MARKET NEWS

OUTLOOK FOR OCTOBER 1 - OCTOBER 8, 2015

FALL ORNAMENTALS UPDATE

Mid to late October could prove a tricky time to meet quality and demand expectations at retail on **Pumpkins** and other **Fall Ornamentals**.

Why? On the East Coast most growers' harvests happened earlier than planned and the product may not all hold until late October.

Hurricane Joaquin is expected to dump inches of rain on many East Coast growing areas, which is likely to damage later plantings as well as cause disease issues that emerge as decay post harvest in **Pumpkins** and **Gourds** that are picked after the heavy rains.

We've stocked up ahead of the storm and many of our growers have picked ahead of the rains, but we recommend that stores and receivers carefully inspect their **Fall Ornamental** arrivals during mid to late October.



CV LEMONS

The supplies of **Lemons** coming out of Yuma, Arizona has finally picked up. With a steady flow from there and fruit available from Mexico, Chile and Florida there is ample fruit. Prices haven't started to reflect the increase in supply but should soon show some price declines.

The size of the fruit coming from Yuma is much better with plenty of 115 counts and larger. The other areas still are predominately running to the smaller sizes which are much cheaper.



CV STRAWBERRIES

The Watsonville/Salinas region is now finished with **Strawberries** for the season. Production will move to Santa Maria and Oxnard. The weather has cooled off in Santa Maria, but the plants are going to take a few days to get back to normal.

With the northern regions ending, the demand has moved south, putting a strain on an already light supply situation. We will also continue to keep a close eye on quality. Look for prices to move up slightly next week with more limited supplies.

It is in everyone's best interest to move the berries through the supply chain as quickly as possible since shelf life is no longer at a peak season level.



CV ORANGES

We will continue to ship California **Valencia Oranges** for another two weeks. Small sizes 88's through 163's will remain very short and getting a two to three dollar premium over the larger sizes. California **Navel Oranges** will begin as early as next week from a handful of growers. Most growers won't get started until the third week of October. Florida could start as early as the 15th of October, but this is pushing the season and it will be the beginning of November before we should venture into this new crop, waiting for better color and eating quality. Florida will be down in volume again this year by 30 to 40%.

Import Navel Oranges are pretty much finished with **Midnight Valencia Oranges** arriving into the Eastern ports this weekend. This should bridge the gap for a seedless orange until California starts.



CV BLUEBERRIES

ALERT! Blueberry supplies will remain limited this week with high pricing. Arrivals out of both Argentina and Peru have not been enough to cover demand or affect markets. Importers are estimating about two more weeks until we see more consistent arrivals.

There are deals out there on 4.4 oz. **Blueberries** from Argentina, but quality has been suspect on those. We are attempting to stick with 6 oz packs sourced from Peru whenever possible.



CV LETTUCE

There is a bit more supply of **Iceberg Lettuce** this week from California. Quality is decent. Pricing will be lower, but it's not completely falling down. This will be the last week of Canadian **Iceberg Lettuce**, with nice quality and lower pricing this week.

We will have **Romaine, Green Leaf, and Red Leaf Lettuces** from CA and NJ this week. Canada is done for the season. Pricing is steady.



CV BLACKBERRIES/RASPBERRIES

California **Raspberries** will benefit from the cooler weather this week. We should see a slight improvement in quality.

Blackberries from Mexico are on the way. We estimate another week before we see more consistent arrivals. Prices will hold steady this week on non Driscoll's fruit.



CV CELERY

There are good supplies of Western 24ct and 30ct **Celery**. Pricing will be lower this week with nice quality from California.

36ct and **Celery Hearts** are limited with steady pricing. We will also continue to have nice Canadian 30ct sleeved **Celery** with lower this pricing this week. 24ct and 30ct are good items to promote.



CV MELONS

The **Melon** transition is underway back to Arizona. Some growers will continue to ship out of California as well for another few weeks. This should improve supply situation and ease markets down slightly over the next few weeks.

Look for promotable volumes through October on AZ **Honeydew and Cantaloupes**.



CV BROCCOLI

The **Broccoli** market is firm.

California supplies remain limited. The Maine season is winding down, and although Virginia has started volume is too light to change the market at all. Quality should be nice with steady to higher pricing.

Local PA Broccoli bins remain in peak season.



CV GRAPEFRUIT

We will be in California **Grapefruit** for another two weeks. Although there are one or two growers just starting to pick volume will be very limited until the majority of growers start by the second week of October with ad volume around 10/23. Texas will start with their season about the same time with the Rio Stars.



CV SQUASH

Green and Yellow Squash are abundant and are great items to promote.

Butternut Squash is more limited than usual for early October. **Acorn and Spaghetti Squash** however are in good supply.



CV ONIONS

The **Onion** market continues to show some signs of strengthening this week as all colors have seen pricing increase this week out of all growing regions. There have been some significant reports of quality issues in the Pacific Northwest that has cause growers to increase pricing.



CV TOMATOES

Cluster Tomatoes are steady. We will continue to have nice Canadian product. Mexico has started.

Beef and Roma Tomatoes are steady.

Two layer and **25lb Vine Ripe Tomatoes** remain limited.

Grape and **Cherry Tomatoes** have started from Florida. We will still have some local grapes, but limited.



CV POTATOES

Look for some sharp deals on local PA 10/5 lb. **White Potatoes** during October.

We will see our first arrival of **Idaho Burbank Russet Potatoes** onwards the middle of next week. Supply on **Idaho Potatoes** is improving.

Our 10/5 lb. **Green Giant Red Potatoes** are now from North Dakota with excellent quality. 10/5 lb. **Green Giant Gold Potatoes** from PA are now promoted.



CV CAULIFLOWER

Cauliflower remains abundant. It is a great time to promote. We will have several options again - 9ct bikini Canadian, 12ct cello wrapped California, and 60ct jacket bins from Pennsylvania.



CV GREEN ONIONS

Green Onions remain limited from California and Canada. We will continue to carry Canadian this week, with nice quality and less expensive than Western.

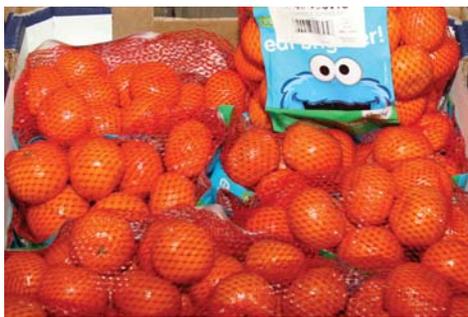


CV PEPPERS

Green Peppers are limited. Quality is nice from California, South Carolina, and the last of PA product. Pricing will be steady to higher. California supplies are expected to end before Mexico starts in late October/Early November. Northeast rain is expected to slow production of that product.

11lb. Red, Yellow, and Orange Peppers are in good supply from Canada and Mexico. Pricing will be lower this week and these are good items to promote. **15lb. Red Peppers** are trending upwards in price with nice quality from California.

Mini Mixed Sweet Peppers are limited.



CV CLEMENTINES

There's a good supply of **Clementines** from Chile. The market is strong on 10/3 lb. bags, 28 size and larger. The 36 and 40 size bags are running four to five dollars less. There should be enough fruit to carry through until the start of California **Clementines**. The projected start for that season is around 10/19 with good volume by the first of November.

Moroccan fruit should be arriving into the piers in the Northeast by the first of November with most importers not bringing Spanish fruit in until the middle of November, staying away from the troubles of the early varieties. The volume from Spain should be in good for Thanksgiving and Christmas promotions.

IN OTHER NEWS:

CV ROMAINE HEARTS

Canada is finished on **Romaine Hearts**. Our main supply will be from California with nice quality and steady pricing.

CV EGGPLANT

Eggplant is in good supply. We will continue with New Jersey product for another few weeks. They are expected to go until first frost.

CV SWEET POTATOES

Cured new crop North Carolina **Sweet Potatoes** will get started in mid-October. There is no gap in supply expected between old crop and new crop.

CV WATERMELONS

New **Watermelon** fields in South Carolina have started. Look for good supplies and steady markets this week (pening major storm damage from Joaquin). As the bin displays are replaced with pumpkins, focus more on cut fruit.

CV CUCUMBERS

The season is finishing on local **Cucumbers**. We will be switching to premium grade Mexican product.

ALERT! Cello Wrapped Cucumbers and Mini Seedless Cucumbers have become more limited and pricing is up.

CV GREEN BEANS

This will be the last week of PA **Green Beans**, still pricing will be lower since there are good supplies out of the south.

CV ARTICHOKEs

Artichokes are limited with higher pricing this week on all sizes.

ProduceGeek

For more info on what's in season, check out producegeek.com!