

ORGANIC MARKET NEWS



OUTLOOK FOR OCTOBER 7 - OCTOBER 14, 2016

PROMOTABLE ORGANIC BROCCOLI

October is shaping up to be a fantastic time to promote **Organic Broccoli** at sharp pricing with big displays since it is in abundant supply out of California.

Both 14ct and crowns are arriving in good quality. Prices will be particularly affordable in mid-October. Quality from Salinas is the best it's been in months!

Pennsylvania local growers expect limited supplies of **Stem Organic Broccoli** this week.

Expect market conditions to change the 3rd or 4th week of October, when growers transition south to desert growing regions for late fall production.



OG HASS AVOCADOS

ALERT!

Organic Hass Avocados continue to be in very tight supply. Striking growers (and other parties blocking production), heavy rain, and seasonal gaps between fruit have caused some all-time high pricing for fruit. It appears this will last at least until mid to late October.

Equal Exchange **Fair Trade Organic Hass Avocados** from Mexico will be limited this week as well.



OG BERRIES

Organic Strawberry supplies are lessening due to loss of product in the field due to heat. **ALERT!** Once the supply chain has sold through the extra product now, prices may go up sharply up for the rest of October.

Organic Blackberry and **Raspberry** supplies are tight but as more shippers begin packing we should be back in decent supply in mid-October.

ALERT! Chilean **Organic Blueberries** are just beginning in very limited supplies, but it is unknown how Hurricane Matthew will affect the distribution channel at this point. Some delays should be expected at the least.



OG LETTUCE

Organic Red and **Green Butter Lettuces** are in good supply out of CA. Quebec reports good supplies of **Organic Red Leaf** and **Green Leaf Lettuces**, as well as **Organic Romaine Lettuce**.

NOTE: All California grown **Organic Lettuce** continues to have some discoloration on the stem areas, while the product from Canada does not. Prices have begun to move up out of CA.

Organic Romaine Hearts are in abundant supply right now out of CA. It's a good time to promote, especially because quality has been very good the last few weeks. Expect prices to shift higher in mid-October.



OG GOLDENBERRIES

Organic GoldenBerries (Cape Gooseberries) are in peak season supply from Colombia. Recent strong demand created some supply gaps here in the US, but moving forward **Organic GoldenBerries** are promotable, especially in the 5 oz. peeled pack.



OG CAULIFLOWER

Organic Cauliflower is in good supply out of Quebec and California. Quality has been good.

Organic Romanesco and **Purple Cauliflower** are limited. **Organic Orange** and **Green Cauliflower** are in good supply. Expect prices to increase by mid-October with lower supplies.



OG POMEGRANATES

California **Organic Pomegranates** are in steady supply and have switched to the "Wonderful" variety. 90lb. Wooden Bins are now available!



OG CRANBERRIES

The first **Organic Cranberries** of the season have arrived and good supplies are expected through Thanksgiving.

The quality from our grower in Quebec, Canada has been fabulous! The packaging is sharp too.



OG ZUCCHINI

Organic Zucchini is in adequate supply. Mexico reports increasing volume, as does CA.

GA is finishing up their harvests this week and FL has good supplies. Prices should begin to moderate later this week out of Mexico.



OG CUCUMBERS

Organic Cucumber are in good supply this week, but even better next week! Mexico has started with decent volume. GA is now finished, while FL is in adequate supply.

Organic Hothouse Cucumbers are in good supply out of Holland and Mexico.

Organic Gherkin Cucumbers are limited from California.



OG ASPARAGUS

Organic Asparagus supplies are coming in steadily from both Mexico and Argentina. Product quality has been very good.

Small quantities of **Organic Asparagus Tips** are available out of Mexico.



OG PINEAPPLES

Organic Pineapples are in steady supply for next week. A glut in the east coast market caused a back-up in fruit the past 2 weeks. There were some shippers offering lower pricing for older fruit. This volume will likely be gone for next week, but pricing should stay lower.



OG GRAPES

California **Organic Green (Autumn King)**, **Black (Autumn Royal)**, and **Red (Scarlett Royal)** Grape supplies are firm, but steady. Quality on these late season varieties has been better than most years.

Organic Concord Grapes are expected to have their last arrival of the season this week. Get them before they're gone!



OG TOMATOES

Organic Round Tomatoes are in adequate supply out of Mexico on field run hothouse product. PA is completely finished for the year.

ALERT! **Organic Grape Tomatoes** out of PA will finish out next week. Mexico reports good supplies.

ALERT! **Organic Cherry Tomatoes** are finished out of PA. Due to an earlier hurricane, Mexico has limited supplies, prices are high, and quality is fair.

Organic Rainbow Cherry Tomatoes are in limited supply out of PA.

Organic Heirloom Tomatoes out of CA are in adequate supply. PA is finished.

Organic Roma Tomatoes are in adequate supply out of Mexico and prices are tight. PA is finished.



OG APPLES

Organic Fuji Apples are now in excellent supply out of Washington. Volume and quality is allowing for fall promotion on this variety.

Organic Gala Apples are in excellent supply out of Washington and are expected to be in great supply all season. Promotional opportunities are now available.

New crop Washington **Organic Jazz Apples** are expected before the weekend in limited supply.

Heirloom Orchards in Oregon currently have **Organic Spitzenburg** and **White Permaine Apple** varieties. Next week **Organic Caville Blanc** and **Northern Spy Apple** varieties will be available.



OG PEARS

Washington **Organic Anjou, Bartlett, and Bosc Pears** are in peak season supply, but are commanding firm prices due to steady demand.

Washington **Concorde** and California **Seckel Pears** are in limited supply.

Organic Starkrimson, Red Bartlett, and Red Anjou Pears out of Washington are in good supply.

Stemilt Lil' Snappers Organic Red and Green Pears continue to be limited in supply.

Washington **Organic Asian Pears** continue in excellent supply.

OTHER STORIES:

- **Organic Kale, Lacinato Kale, Red Kale, Collards,** and **Dandelion** are more limited out of PA. All varieties of **Organic Chard, Bunch Beets,** and **Fennel** are in good supply.

- **Organic Spinach** is in very good supply this week out of Nevada and California. There are multiple shippers at this point of the season.

- **Organic Eggplant** out of CA reports very light supplies, NY is all but done, and PA is finished. FL will start in mid-October.

- California **Organic Grapefruit** supplies continue in extremely firm supply with very high prices and only smaller sizes are available during this seasonal crop transition. This is expected to improve soon.

- **ALERT!** **Organic Green Beans** are in limited supply out of PA. The 2X a week harvest may now be interrupted. CA reports low volume and high prices on **Organic Green Beans**.

HURRICANE MATTHEW:

Organic Florida Citrus crop may experience heavy damage from this powerful storm hitting the eastern coast of Florida. Stay tune for more updates.

Lady Moon Farms is reporting that most of their crops in Central and Western Florida are expected to survive Hurricane Matthew with perhaps some wind scaring and other minor damage. We'll have more updates in coming weeks.



NEW ITEMS OR BACK IN SEASON

IN STOCK NOW OR ARRIVING THIS WEEK

ORGANIC

42954 - OG Apple Ambrosia Bcxf Can	80/88 ct
42952 - OG Apple Ambrosia Bcxf Can	100 ct
43120 - OG Apple Braeburn Wxfp	80/88 ct
43067 - OG Apple Braeburn Wxfp	100 ct
43097 - OG Apple Calville Blanc 56/78	28 lb
43432 - OG Apple Jazz Wxfp	80/88 ct
43127 - OG Apple Northern Spy 56/78	28 lb
43539 - OG Apple Rosalynn USA	80 ct
43600 - OG Pear Concorde 40/50Ct Us#1	22 lb
43701 - OG Cranberries Bag Can	18/8 oz
43605 - OG Cranberries Bulk	22 lb
44698 - OG Figs Dried Mission	24/8 oz
44699 - OG Figs Dried Golden	24/8 oz
44697 - OG Dates Pitted Deglet Noor	24/1 lb
44656 - OG Bananas Apple	15 lb
44657 - OG Bananas Thai	15 lb
44658 - OG Bananas Cheeky	15 lb
43815 - OG Starfruit	5 lb
44655 - OG Coconuts Loco 4 Coco	12 ct
43197 - OG Pomegranate Bin 175/210 ct	90 lb
40121 - OG Cucumber Gherkins	5 lb
40866 - OG Radish Purple	24 ct
40587 - OG Radish Sparkle(Pink)	24 ct
40382 - OG Beans Purple	10 lb
40478 - OG Soup Mix Veg	8/3 lb
40494 - OG Horseradish	10 lb
40857 - OG Kohlrabi Bu Purple	12 ct
41279 - OG Radish Daikon Purple	10 lb
44468 - OG Tomato Cherry Black	12/1 pt
41140 - OG Squash Blue Hubbard	35 lb
40244 - OG Squash Hubbard	35 lb
40246 - OG Squash Long Island Cheese	35 lb
40768 - OG Peppers Habanero	24-1/2 pt
46815 - OG Squash Jack B Lit	20 lb
46046 - Larry's Coffee Nitro Black Can	12/12 oz



NEW ORGANIC CHOPPED SALAD KITS - AVAILABLE 10/17



45111 - Taylor Organics Asian Ginger Chop Salad	6/13.3 oz
45112 - Taylor Organics Siracha Ranch Chop Salad	6/12.8 oz
45113 - Taylor Organics Toasted Sesame Chop Salad	6/12.8 oz



44637 - Earthbound BBQ Ranch Chop Salad Kit	6/11 oz
44638 - Earthbound Asian Chop Salad Kit	6/11 oz
44639 - Earthbound Southwest Chop Salad Kit	6/11 oz

NEW ITEMS OR BACK IN SEASON

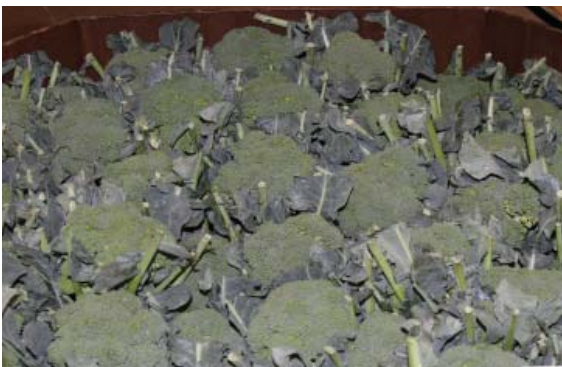
IN STOCK NOW OR ARRIVING THIS WEEK

CONVENTIONAL

04980 - CV Pumpkin Fall Fantasy Bin	35 ct
04968 - CV Pumpkin Autumn Mix Bin	35 ct
07386 - CV Pumpkin Mixed Bin	50 ct
07335 - CV Gourds Lunch Lady Bin	105 ct
07302 - CV Pumpkin Fairytale Bin	40 ct
07376 - CV Pumpkin Ironside Bin	450 ct
04995 - CV Pumpkin 150-200# Prize Winner	1 ct
05432 - CV Apples Empire East 72/88 ct	40 lb
05060 - CV Apples Empire East 2-1/2	12/3 lb
05171 - CV Apples Empire Tote 8 ct	38 lb
05305 - CV Apples Gold Del East 80/88 ct	40 lb
05310 - CV Apples Gold Del East 100 ct	40 lb
05020 - CV Apples Gold Del East 2-1/2	12/3 lb
05173 - CV Apples Gold Del Tote 8 ct	38 lb
05715 - CV Apples Honeycrisp 48Sz USXFCY	40 lb
05717 - CV Apples Honeycrisp 56Sz USXFCY	40 lb
05054 - CV Apples Sweetango 88/100 ct	40 lb
05082 - CV Apples Sweetango	12/3 lb
12510 - CV Grapefruit Red Florida Prem	27 ct
12515 - CV Grapefruit Red Florida Prem	32 ct
12520 - CV Grapefruit Red Florida	36 ct
12425 - CV Grapefruit Red Florida	40 ct
12435 - CV Grapefruit Red Florida	56 ct
12540 - CV Grapefruit Red Bag	8/5 lb
14065 - CV Tangerines Fall Glo Florida	80 ct
14070 - CV Tangerines Fall Glo Florida	100 ct
14047 - CV Tangerines Fall Glo Bags	12/3 lb
10696 - CV Grapes Holiday Seedless	16 lb
17904 - CV Pineapple Golden Ripe	5 ct
19251 - CV Turmeric Root	6/8 oz
00310 - CV Asparagus Tips	15 lb
00690 - CV Brussels Sprouts On Stalk	9 ct
00679 - CV Brussels Sprouts Mesh Bag	24/1 lb
00631 - CV Broccoli Bin w/Stem PA	110 ct
00758 - CV Cabbage Green Bin	60 ct

ARRIVING 10/12:

00999 - CV Cauliflower Jacket Bin PA	60 ct
03171 - CV Frisee	12 ct

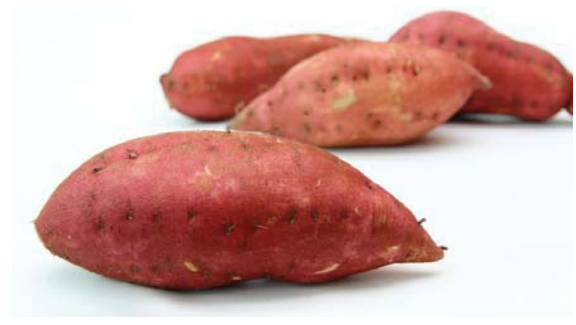


AUTUMN SEASON ORGANIC TOP 40 OCTOBER - DECEMBER



Based on Four Seasons Produce, Inc. historical case volume data from 2015. This reflects availability and market conditions from last October - December.

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



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
Dan Quier (Retail Sales Manager) - danielq@fsproduce.com
Ray Tagliatela (Merchandising Manager) - raymond@fsproduce.com
Wayne Hendrickson - (Wholesale Sales Manager) josephh@fsproduce.com



CONVENTIONAL MARKET NEWS

OUTLOOK FOR OCTOBER 7 - OCTOBER 14, 2016

IMPACT OF HURRICANE MATTHEW

As Hurricane Matthew hits the East Coast of Florida at Cape Canaveral as a Category 3 storm, at the time of publishing, our thoughts and prayers are with all of those in the path of this storm. We also are thinking about the farmers and growers that will be impacted by the heavy rains, high winds, and flooding.

Here are some initial expected impacts from Hurricane Matthew:

GRAPEFRUIT:

The Indian River growing area right along Florida's central coast is a prime area for Grapefruit. Because Grapefruit is so large and easily blown from the trees during high winds, this crop is at the highest risk. We may rely much more heavily on Texas Grapefruit this fall and winter.

OTHER CITRUS:

The Florida Citrus industry has been struggling with disease and yield issues for several years now, the hurricane certainly won't help production, so we expect high pricing throughout the 2016-2017 season.

VEG & TOMATOES:

There has been a lot of rain the past 3 weeks in many parts of Florida and Georgia. With more rain from the hurricane, there will be an impact on near-term production. Until the storm is over, we won't know the full affect. Growers in South Florida and on the western coast are escaping with less damage than expected (so far).

SWEET POTATOES (YAMS):

North Carolina growers of Sweet Potatoes are expected to get 10-15" of rain from this storm. Much of the 2016-2017 harvest is still in the ground and flooding could be devastating to the yield. Even if the storm's path changes and NC growers don't get as much rain, we're expecting a higher priced North Carolina Sweet Potato crop this year and plan to supplement from other regions like California.



CV STRAWBERRIES

Look for **Strawberry** markets to strengthen and supplies to tighten up slightly this week. Some growers in the northern region will be finishing for the year. This will put pressure on the southern growing regions.



CV BLUEBERRIES

ALERT! We are starting to see some **Blueberries** from Argentina. Peruvian arrivals continue to be sporadic. Both growing regions are shipping only by air and aren't expected to start vessel fruit for another few weeks. Look for prices to remain high until the vessels arrive.



CV RASPBERRIES & BLACKBERRIES

Mexican production of **Raspberries** and **Blackberries** is expected to increase this week and continue upward. We will see better supplies and better pricing on both berries. This will continue for the coming weeks.



CV BRUSSELS SPROUTS

We have it all – **Loose, Stalks, Package Options,** and **Mesh Bags** of **Brussels Sprouts!** Pricing is steady with excellent quality right now.



CV CABBAGE

Cabbage is abundant with good quality and steady pricing.

PA Local **Bin Cabbage** with wrapper leaves is in peak season.



CV CUCUMBERS

We are transitioning out of local Cucumbers and into fresh crop Mexican **Super Select Cucumbers.** Quality should be very nice.

ALERT! **Cello Wrapped Cucumbers** are very limited from Canada and pricing has gone up.



CV ASPARAGUS

Asparagus supplies out of Peru will remain steady this week. We could see some disruptions in the supply chain (port of Miami) depending on the severity of Hurricane Matthew. Mexico is also in good supply.

We will see prices remain steady unless there is a significant disruption in southern Florida where a lot of the **Asparagus** is received.



CV MELONS

California **Cantaloupe** and **Honeydew** production is on the decline. Mexican fruit is still a few weeks away.

We don't expect any gaps in supply, but we will see supplies get tighter and markets strengthen.



CV SQUASH

Green Zucchini is abundant from Mexico with lower pricing this week.

Yellow Squash is steady from the East Coast.

All **Hard Squashes** are in peak season supply.



CV TOMATOES

Cluster and **Beef Tomatoes** are running nice right from Mexico with steady to lower pricing.

Vine Ripe Tomatoes are steady from Mexico with nice quality.

Roma Tomatoes are steady in price.

Grape and **Cherry Tomatoes** remain limited. Production is down on both of these snacking tomatoes, driving up the price.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns will be lower in price from California this week. Quality has been nice.

PA **Stem Broccoli Bins** are available in good supply.

California 12ct **Cauliflower** is in good supply with promotable volumes this week.

PA **Cauliflower Bins** are still not quite ready, but once they're ready there will be a lot. We don't expect to have arrivals this week, but next week. The first planting is later and will come together with the second and third plantings.



CV PEPPERS

15lb Red and **Yellow Peppers** are steady and great to promote.

11lb Red, Yellow, and **Orange Peppers** are lower in pricing this week with nice quality.

Mini Mixed Sweet Peppers will be higher in price the second half of the week as the big flush is over. Quality is nice.

Green Peppers are limited from multiple growing regions so pricing will be steady to higher.



CV LETTUCE

There is ample supply of California **Iceberg Lettuce**. Pricing will be steady to lower, so promote!

Romaine, Green Leaf, and Red Leaf Lettuce supplies are steady from California.

New Jersey Green Leaf and Red Leaf Lettuces are steady. **Romaine Lettuce** is starting.

Romaine Hearts from California are in very good supply with excellent quality. Pricing is steady, so it's great to promote.



CV HASS AVOCADOS

ALERT!

Hass Avocados are going up even further in price here in the US as the supply chain has been choked to a halt by work stoppages in Mexico.

Reports are emerging that road blocks located along key distribution routes have been put in place in order to discourage growers from trying to send fruit to packing houses.

The outlook is unclear to those of us removed from the situation, but what is clear is that supplies are extremely short, driving prices much higher.



CV MANGOS

The backlog of Mexican **Mango** volume is starting to clean out of the system but they are still crossing a few loads daily. This is expected to continue into next week and potentially the following. This is primarily **Keitt 5** counts.

The market for large size Brazilian **Mangos** (9s and larger) has firmed up this week. Sizes 10s, 12s, 14s have lagged behind and with the arrival of Ecuadorian Mangos, the small sizes will likely stay under pressure and remain a great item for promotions.

Record volumes, late Mexican crop, early Brazil and early Ecuador seasons and an abundance of most commodities in the market have kept the prices in check. Brazilian **Ataulfo Mangos** will end with arrivals next week and Ecuador boat **Ataulfo Mangos** will start with arrivals to the US this week.

Displays of the Week!

