



ORGANIC OUTLOOK

OCTOBER 6 - OCTOBER 13, 2017



WWW.FSPRODUCE.COM 40 LB

ORGANIC SWEET POTATO SEASON

New crop is here for **Organic Sweet Potatoes** on all varieties out of California. Quality is outstanding and pricing has eased down to more promotable levels for fall.

40lb #1 grade **Garnet** and **Jewel** variety **Organic Orange Flesh Sweet Potatoes** remain best sellers. **White Hannah Sweet** and **Japanese Sweet** varieties continue to sell well too.

Organic Stokes Purple Sweet Potatoes are back in season too. Packed with anti-oxidants, this purple-skin, purple-flesh variety has caught the favor of many health-conscious shoppers.



OG PEARS

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

New crop **Organic Concorde** and **Seckel Pears** are now in season.

Pacific Northwest **Organic Starkrimson (Red) Pears** are starting to wind down. **Organic Red Bartlett Pears** will begin in mid-October. Washington **Organic Red Pears**, in high graphic pouches, continue in steady supply.



OG BERRIES

ALERT! Driscoll's **Organic Blackberries** are virtually non-existent, with just a few cases coming in from time to time. Prices are extremely high. Non-Driscoll's **Organic Blackberries** should begin in early October with improving supplies and pricing each week

Driscoll's **Organic Raspberry** supplies are improving weekly with prices starting to slice off slightly.

South American **Organic Blueberries** have begun in very limited supply with high prices. Pacific Northwest **Organic Blueberries** have finished for the season.

ALERT! **Organic Strawberry** volume is dwindling and prices are on the rise. Expect gaps and very high pricing and shortened shelf-life.



OG HASS AVOCADOS

Organic Hass Avocados are in better supply. Expect great quality fruit at that prices that are beginning to ease down from super high markets of September.

We will once again be partnering with the Equal Exchange team to deliver you **Fair Trade Organic Hass Avocados** for the 2017/18 season! We have 48 and 60ct fruit available for next week. Talk to your Four Seasons Produce representative for more details on this great program that gives back to the small farmer!



OG CITRUS

ALERT! California **Organic Valencia Orange** supplies are virtually gapping.

Organic Navel Oranges are expected in mid to late October. Expect high pricing on **Organic Navel Oranges** when they do start. Supplies are expected to be short all season.



OG ASPARAGUS

Organic Asparagus shipments are coming in steadily from Argentina and Mexico. Volume from Mexico is expected to increase significantly here in early October.

Inbound quality has been very good on all regions of **Organic Asparagus**.



OG MANGOS

ALERT! **Organic Keitt Mangos** will be winding down in early October.

There will be a gap in **Organic Mango** supply for the middle of October until Ecuador begins. Fortunately, the gap is looking like it will be less than 2 weeks (until late October).



OG CELERY

ALERT! **Organic Celery** is expected to remain highly priced for early October. There is product in the fields that is not being harvested due to poor quality. NY reports limited supplies of **Organic Celery**.

Organic Celery Root is in adequate supply out of CA.



OG CUCUMBERS

Mexican shippers report increasing supplies of **Organic Cucumbers**.

Organic Hothouse Cucumbers are a little more limited out of Mexico, but Canada is in good supply and priced higher.

Organic Pickle Cucumbers are limited out of Mexico.



OG PEPPERS

Holland, Canada, and Mexico shippers are in good supply of **Organic Red, Yellow, and Orange Bell Peppers**. Now is a good time to promote.

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



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.

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

Organic Concord Grapes will finish for the season in early October.



OG CAULIFLOWER

ALERT! A lot of **Organic Cauliflower** is being left in the fields due to poor quality from the excessive heat. Prices are shooting up and supply has dried out.

This shortage and higher prices may last until mid-October.



OG BROCCOLI

ALERT! **Organic Broccoli** has started to have some quality issues out of CA. The poor coloring is due to the heat. Expect prices to continue to increase. **Organic Broccoli** is also available out of PA and NV. Quality is better out of these regions.

Organic Broccoli Crowns are still in fairly tight supply out of CA.



OG CRANBERRIES

New crop **Organic Cranberries** are expected to start here in early October.



OG PINEAPPLES

Organic Pineapples continue to be promotable with Dole labeled fruit being the best value. There continues to be a good supply of 6 and 7ct fruit from Dole and the quality has been excellent!



OG SALADS

ALERT! **Organic Baby Spinach, Kale, and Arugula** continue to be in tight supply as growers transition crops during October.



OG CARROTS

ALERT! CA shippers continue to be limited on larger sized **Organic Carrots** because of the extreme heat. This has resulted in limits on **Organic Cello** and **Jumbo Carrots**. Prices are up. This situation with CA **Organic Carrots** will last for October.

Canadian growers report adequate supplies of **Organic 5lb & 2 lb Carrots**. The market is steady for the time being, but is poised to move up.

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

ALERT! **Organic Orange Bunch Carrots** are very limited in supply.



OG APPLES

Washington **Organic Lady Alice** and **Pinova Apples** are expected to arrive here in early October.

Washington **Organic Gala Apples** are in good supply. Promotional opportunities continue.

Washington **Organic Honeycrisp Apples** are in good supply with prices continuing to ease down slightly each week.

Organic Granny Smith Apples out of California and Washington have arrived. Smaller sizing, in bulk and bags, is expected to prevail all season.

Washington **Organic Golden Delicious Apples** are back in decent supply this week. Some Local PA **Organic Gold Supreme Apples** are available.

Next varieties from Heirloom Orchards: **Organic Orleans Reinette & King David**.



OG TOMATOES

The PA **Organic Round Tomato** harvests will end this week at Lady Moon Farms. Mexican **Organic 2-layer Tomatoes** will begin to ship in early October.

Organic Hothouse Tomatoes out of Canada and Mexico are in good supply.

Organic Heirloom Tomatoes from NY are limited.

Organic Roma Tomatoes are in decent supply out of Mexico, but NY and PA product is winding down.

Organic Cluster Tomatoes are priced higher out of Canada and Mexico this week. Good supplies are still available out of PA at lower prices.

OTHER STORIES:

- Florida **Organic Yellow** and **Zucchini Squash** harvests will begin in mid to late October, and supplies will likely be light. Mexican supplies are finally beginning to increase for some shippers, but declining for others. **Organic Yellow Squash** is in adequate supply, but continues to arrive with scarring and discoloration.

- While quality has improved on **Organic Formosa Papayas** supply has become a little tricky. Fruit is sizing larger and is very nice. There will be better supplies for mid-October.

- Organic Hard Squash** season is now in full swing from NY, PA, MD, ME, CA, NM, and WI!

- Organic Green** and **Red Cabbage** are available out of PA, NY, NC, and OH. Organic Savoy Cabbage is in limited availability out of PA, and Organic Napa is limited from CA.

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

- Peruvian **Organic Ginger** is becoming lower in price this week. **Organic Turmeric** from Hawaii is finished until late November. **"Wild" Turmeric** out of Jamaica is in good supply.

- Organic Spinach** is limited out of CA, while NV is in adequate supply. Product has looked very good out of Nevada – very clean.

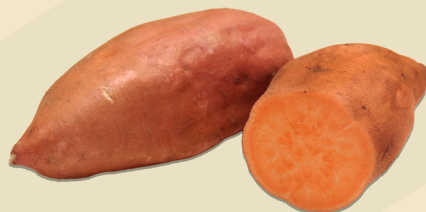
- Organic Lemon** supplies out of Mexico and California are improving weekly with prices sliding down. Excellent quality should be expected out of both regions.

GUIDE TO SWEET POTATOES



PURPLE STOKES

- Purple skin, deep purple flesh
- Rich with antioxidants and phyto-nutrients
- Flesh is slightly more waxy and drier than orange-flesh sweet potatoes
- The flavor is a rich balance of sweet flavor and yam-like earthiness
- A longer baking time is required to bring out the best flavor



JEWEL

- Orange-red skin
- Deep orange, moist flesh
- Ideal for boiling, whipping, roasting, casseroles, fries, & baking



GARNET

- Ever-popular variety, all-purpose
- Reddish-purple skin
- Vivid orange flesh, moist texture, sweet flavor



JAPANESE (ORIENTAL)

- Purple skin, white flesh
- Feature a very sweet flavor
- Firm, dry texture
- Holds shape even after cooked, ideal for baking & roasting



COVINGTON

- Grown prominently in North Carolina
- All-purpose
- Red-tan skin
- Moist orange flesh



WHITE HAMON

- Cream-tan color skin
- Off-white flesh
- Moist and sweet
- Primarily grown in New Jersey



HANNAH

- Light yellow to tan skin
- White flesh
- Has a mild flavor and excellent sweetness
- Primarily grown in California

SWEET POTATO TIPS:

Orange-flesh Sweet Potatoes are ideal for boiling, whipping, roasting, casseroles, fries and baking.

White-flesh Sweet Potatoes have a drier texture and are excellent for baking, roasting or pan frying.

At home, do not store Sweet Potatoes in the refrigerator. Simply, keep them in a cool, dry place like the bottom of your pantry.

Do not seal uncooked Sweet Potatoes inside a plastic bag during storage. Some ventilation is best.

What we often call "Yams" in the United States are actually Sweet Potato varieties.



NEW! or BACK IN SEASON

ORGANIC

- 42329 - OG Endive 3 PK Tray 6 ct
- 42339 - OG Squash Stripetti 30 lb
- 43122 - OG Apple Ambrosia WSFP USA 80/88ct
- 43125 - OG Apple Ambrosia WXFP 100 ct
- 43120 - OG Apple Braeburn USXFP 80/88 ct
- 42683 - OG Apple Braeburn USXFP 100 ct
- 44565 - OG Apple Golden WXF 12/2 lb
- 42971 - OG Apple Jonagold WSFP 80/88 ct
- 42974 - OG Apple Jonagold WXFP 100 ct
- 42888 - OG Apple Orleans Reinette Oregon 28 lb
- 43047 - OG Apple Pinova WXFP USA 80/88 ct
- 43086 - OG Apple Pinova WXFP USA 100 ct
- 42829 - OG Apple Red WXF 12/2 lb
- 42833 - OG Apple Rosalynn WXF 12/2 lb
- 43701 - OG Cranberries Bag Canada 18/8 oz
- 43132 - OG Avocado Hass Fair Trade Equal Exchange 48 ct
- 43179 - OG Avocado Hass Fair Trade Equal Exchange 60 ct
- 43197 - OG Pomegranate Bin 175/210 ct 90 lb
- 42299 - OG Celery Tango NY 24 ct
- 40987 - OG Peppers Cherry Bomb 10 lb
- 40577 - OG Broccoli PA w/ Stalk 14 ct
- 40547 - OG Romanesco 16 ct
- 43534 - OG Okra 8 lb
- 42298 - OG Okra Red 8 lb
- 41550 - OG Potato Fingerling French 16/15 lb
- 41555 - OG Potato Russian Banana 16/1.5 lb



CONVENTIONAL

- 05491 - CV Apple Fuji Eastern 88/100 ct
- 05090 - CV Apples Fuji Eastern 2-1/2" 12/3 lb
- 05142 - CV Apples Fuji Tote Eastern 8 ct 38 lb
- 05509 - CV Apples Jonagold 80/88ct Eastern 40 lb
- 05063 - CV Apples Jonagold Eastern 2-1/2" 12/3 lb
- 05250 - CV Apples Macoun Eastern 72/88 ct 40 lb
- 05118 - CV Apples Snap Dragon 27 lb
- 05119 - CV Apples Snap Dragon Pouch Bag 12/2 lb
- 05053 - CV Apples Sweet Tango 88/100 ct 40 lb
- 12180 - CV Lil' Snappers D'Anjou Pears 9/3 lb
- 12183 - CV Lil' Snappers Bartlett Pears 9/3 lb
- 12184 - CV Lil' Snappers Bosc Pears 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 Granny Smith Apples 9/3 lb
- 12192 - CV Lil' Snappers Red Delicious Apples 9/3 lb
- 13415 - CV Oranges Navel Florida Premium 80 ct
- 13340 - CV Oranges Navel Florida 10/4 lb
- 14065 - CV Tangerines Fall Glo Florida 80 ct
- 14047 - CV Tangerines Fall Glo Florida Bags 12/3 lb
- 17677 - CV Pomegranates 24 ct
- 17682 - CV Pomegranates 26 ct
- 00686 - CV Brussels Sprouts Microwaveable 12/1 lb
- 03262 - CV Brussels Sprouts Supershreds 12/12 oz
- 00999 - CV Cauliflower Jacket Bin PA 60 ct
- 00989 - CV Cauliflower Orange Naked 9 ct
- 00958 - CV Cauliflower Purple Naked 9 ct
- 04117 - CV Onions Sweet Jumbo 40 lb
- 04718 - CV Potatoes B White Huntsinger 12/3 lb
- 04719 - CV Potatoes B Gold Huntsinger 12/3 lb
- 03401 - CV Attitude Salad Half n' Half Clamshell 9/11 oz



SAGE FRUIT ORGANIC APPLE DISPLAY CONTEST



OCTOBER 5 - NOVEMBER 5

Four Seasons Produce will run a display contest during the month of October for Organic Apples. Varieties will include Honeycrisp, Gala, and Granny Smith, in both loose and bagged fruit. The contest is sponsored by Sage Fruit Company.

At the end of the contest, stores will be awarded prizes based on the creativeness of their displays, Sage signage, use of bins, ads, and social media.

- You **MUST** use Sage POS signage and/or Sage bins and use all 3 apple varieties in your display to be considered for prizes.
- All stores that enter the contest will win a Sage Fruit hat.
- Please email your display contest photos to Steph Fleetman (stephf@fsproduce.com) by Tuesday, November 7th.

****Sage Organic Apples must be purchased from Four Seasons Produce, Inc.****



*****TOP 5 ENTRIES WILL BE AWARDED PRIZES!!*****

****GRAND PRIZE****

Sage Fruit Nike Jacket, Produce Knife, and \$200 Gift Card

2ND PLACE

Sage Fruit Nike Jacket, Produce Knife, and \$150 Gift Card

3RD PLACE

Sage Fruit Nike Golf Shirt, Produce Knife, and \$50 Gift Card

4TH PLACE

Sage Fruit Nike Golf Shirt, and \$25 Gift Card

5TH PLACE

2 Sage Fruit t-shirts, Sage Fruit Produce Knife, and \$25 Gift Card



PHONE: 1.800.422.8384 FAX: 1.717.721.2597 www.fsproduce.com



SAGE FRUIT ORGANIC APPLE VARIETIES AVAILABLE:

GALA



CODE: 45054

ORGANIC GALA APPLES 12/3 LB

UPC: 0-33383 00960-5

CODE: 45055

ORGANIC GALA APPLES 88 CT

CODE: 45056

ORGANIC GALA APPLES 100 CT

GRANNY SMITH



CODE: 45057

ORGANIC GRANNY SMITH APPLES 12/3 LB

UPC: 0-33383 00988-9

CODE: 45059

ORGANIC GRANNY SMITH APPLES 100 CT

HONEYCRISP



CODE: 45060

ORGANIC HONEYCRISP APPLES 12/2 LB

UPC: 8-12333 01192-5

CODE: 45061

ORGANIC HONEYCRISP APPLES 88 CT

CODE: 45062

ORGANIC HONEYCRISP APPLES 100 CT



CONVENTIONAL OUTLOOK

OCTOBER 6 - OCTOBER 13, 2017

WWW.FSPRODUCE.COM 11 LB

PROMOTABLE PEPPERS



Thanks to the overlapping harvest production on field-grown and greenhouse grown peppers, October will be a great time to promote **Bell Peppers** of all colors!

11 lb Red, Yellow, and Orange Peppers are plentiful from Mexico and Canada, and priced to sell.

Also, there are great deals on **8/3ct Rainbow Peppers** for mid-October.

Green Peppers are abundant from California and southern states.

15 lb Elongated Red Peppers are peak season from California.



CV LETTUCE

Leaf Lettuce quality and pricing is steady from California. There will be New Jersey **Romaine Lettuce** this week.

Romaine Heart quality is very nice from California with steady pricing.

Iceberg Lettuce is still limited in supply with higher pricing. Canadian supply is finishing up this week. Quality is expected to be just okay. New Mexican **Iceberg Lettuce** is expected to start at the end of October.



CV TOMATOES

15lb Beef and **11lb Cluster Tomatoes** have good volume and lower pricing. It's a good time to promote.

Volume is increasing on **25lb** and **2-layer Vine Ripe Tomatoes**. Pricing should lower, and quality has been nice.

Roma, Grape, and Cherry Tomatoes are all steady.

Cocktail Tomatoes are lowering in price this week as volume is increasing.



FREIGHT RATES

Dramatically higher freight rates are influencing the cost of goods on many commodities this October.

FEMA Relief Hurricane rebuilding goods must make their way to Florida and Texas, yet there is not enough loads to ship back out of those areas. This causes big increases in costs.

Additionally, some drivers have been striking in early October to bring attention to new regulations coming in 2018, including required e-logs for their trucks.



CV HASS AVOCADOS

The **Hass Avocado** market continues to adjust as growers, importers, and shippers are working hard to get **Hass Avocados** back to promotable volumes and prices after some challenges in recent months.



CV BRUSSELS SPROUTS

Brussels Sprouts remain very limited, but with good quality. Pricing will be steady to higher. Brussels Sprouts on the Stalk are currently not available, but will come into peak season later in fall.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns remain limited, and our main supply continues to be eastern product. PA Local **Broccoli Bins** continue to be available.

Cauliflower supplies are more available with pricing easing on the 12ct. PA Local **Cauliflower Bins** continue to be available.



CV BLUEBERRIES

Blueberry supply levels will increase this week out of both Peru and Argentina. Prices will adjust down slightly with the increased volume.



CV CUCUMBERS

Super Cucumbers remain plentiful, from NJ so continue to promote for early October. Mexican growers are now harvesting their fall crop **Cucumbers** too.

12/6ct Mini Seedless Cucumbers are more limited with higher pricing.

Cello-wrapped Cucumbers are steady.



CV MELONS

California will wrap up this week on both **Cantaloupes** and **Honeydews**. We will start to see fruit coming from Arizona in a limited way.

Look for prices to increase with the transition to the desert region.



CV STRAWBERRIES

Strawberry prices are steady for early October, however those prices are not allowing for good retail price-points or ad promotions.

This, plus the weaker quality and shorter shelf-life this time of year on berries, makes it a tricky time. Retailers should focus on smaller berry displays and quick turns.



CV POTATOES

Pricing on the larger-sized **Russet Potatoes** has experienced a drop recently, but truck rates out of Idaho are so high it which has caused a little bit of increase in price this week instead.

New crop premium-grade **Red, Gold, and White Potatoes** are coming into peak season from the Skagit Valley of Washington. Quality is typically exceptional from this region during October and November.



CV ONIONS

Onion pricing continues to be high. Every shipping area is experiencing a truck shortage, which has limited shippers across the country and driven prices higher.

The **White Onion** market continues to show its strength. This trend is expected to continue for the time being.



CV ASPARAGUS

Asparagus volumes out of Peru will continue to increase this week. Look for pricing to continue downward with the improvement in supplies.



CV TANGERINES

Florida started shipping this week with the first arrival this weekend on **Fall Glo Tangerines**. Color looks good on this early fruit and flavor should be nice with a good sugar and low acid ratio.



CV CLEMENTINES

With adequate supplies of **Clementines** from Chile, Peru and South Africa, we should have fruit through the begin of the California season set to start in November.

Imports from Morocco and Spain should begin in early November, with Moroccan fruit already being put on the water.



CV ORANGES

The Import **Navel Orange** season is winding down rapidly with just a handful of fresh arrivals hitting this weekend. Probably not enough to carry us through until California comes in, so Florida and Texas **Oranges** may be the only options for a week or two.

The remainder of **Valencia Oranges** continue to dwindle and prices on all sizes are high. With the start of the **Navel Orange** season about three weeks off, we may see a gap on California fruit. Expect prices on **Navel Oranges** to be as strong, if not higher than where Valencias are. Look for higher prices through the Navel season with a much smaller crop this year.

Florida **Navel Oranges** have begun, with the first shipments loading this week. Prices will be high and expect light color as usual on the early fruit.



CV GRAPEFRUIT

Texas will be the main player this fall and winter for **Grapefruit** promotions.

We will wind down next week with California **Grapefruit** as we ship through the last arrivals hitting this weekend. Florida is shipping a small volume and we shall see how the markets do after the damage from Hurricane Irma. Fruit will be small at first and prices much higher due to the smaller volume of fruit left on the trees after the hurricane. There will be better volume in the Vero Beach area where the damage was far less.

Texas **Grapefruit** will start next week with our first order scheduled to load next Tuesday if all goes well. Prices again will be strong, even higher than we saw in California, but should work its way down as volume increases. Still expect a stronger than usual market through the season due to the losses in Florida.



CV MANGOS

Mangos from Brazil are in the peak arrival weeks until late October. Sizes are peaking on 9s & 10s.

Ecuador has started packing **Honey (Ataulfo) Mangos**. **Round Mangos** are more delayed from Ecuador. Growers will need volume promotions on Ecuador **Mangos** from the week of Thanksgiving through December. Peak sizing is expected to be 10s/12s/9s. There will be **Tommy, Kent,** and **Honey Mangos** available for promotion.

OTHER STORIES:

- There are still good supplies of California and Canadian Celery. Continue to promote.
- **Sweet Corn** is steady. New crop out of Georgia has started.
- **Green Onions (Scallions)** are plentiful with lower pricing this week.

- All **Hard Squashes** are plentiful and promotable.
- **Zucchini** is plentiful – promote! **Yellow Squash** is steady.
- **Lime** prices have dropped for October as supplies are improving from Mexico.