



ORGANIC OUTLOOK

OCTOBER 5 - OCTOBER 12, 2018



WWW.FSPRODUCE.COM 48 CT

ORGANIC AVOCADOS FALL OUTLOOK

Organic Hass Avocado pricing continues to drop slowly as fruit volume is up from Mexico. Pricing is becoming more promotable.

Large, green smooth-skin **Organic Avocados** from Florida are in stock again this week. This fruit has been beautiful.

EQUAL EXCHANGE FAIR TRADE ORGANIC HASS AVOCADOS: **Organic Fair Trade Hass Avocados** from Equal Exchange are now back in season on both 48 and 60ct sizes! Equal Exchange partners with Prager, a company that was organized to represent small farmers in Mexico. They are providing an alternative model to the larger shippers in Michoacán, Mexico by providing a fair price and opportunity for these small farmers!

We will begin offering these Equal Exchange **Organic Fair Trade Avocados** in our pre-conditioned line starting next week as well!



OG BANANAS

October is CO-OP Month!

Celebrate cooperative values with **Equal Exchange Organic Fair Trade Bananas** that are grown by small farmer cooperatives in Ecuador and Peru.

New co-op month display materials, videos and articles are available for store use - for more information, email info@okeusa.com.

BeyondthePeel.com

Happy Co-op Month!



OG BERRIES

Driscoll's **Organic Strawberries** and **Raspberries** are in steady supply for October.

Driscoll's **Organic Blackberries** have turned the corner and are now expected to be very tight for mid-October, until Mexican production ramps up.

Other brands of **Organic Blackberries** have begun, and supplies will increase as Mexico ramps up and pricing will begin to ease over the next few weeks.

Driscoll's **Organic Blueberries** will be limited until mid-October when supplies out of Mexico increase. Expect very strong prices and a transition to 4.4oz this week.

New crop **Organic Blueberries** from Chile should start in mid-October. Expect very high prices on air fruit for the first couple of weeks and then easing as supplies ramp up.



OG APPLES & PEARS

Pacific Northwest **Organic Apples** are plentiful this week with more varieties than we have ever seen:

- | | |
|--------------------------|-----------------------------|
| OG Ambrosia | OG Jonagold |
| OG Cortland | OG Kanzi |
| OG Cox Pippin | OG Lady Alice |
| OG Fuji | OG McIntosh (Canada) |
| OG Gala | OG Pinova |
| OG Gold Delicious | OG Red Delicious |
| OG Granny Smith | OG Rosalynn |
| OG Honeycrisp | OG Smitten |
| OG Jazz | OG Sweetango |

Make sure you try all varieties and promote your favorites!

Washington **Organic Anjou, Bartlett, Bosc, Concord, Seckel, and Starkrimson Pears** are in excellent supply. California and Washington **Organic Asian Pears** are in steady supply.



OG BEANS

Organic Green Beans are in adequate supply this week out of CA. PA reports limited supplies until mid-October. Prices are down slightly on Eastern product, but still high out West in California.

Fresh **Organic Edamame Beans** are available out of New York.



OG LETTUCE

ALERT! **Organic Lettuce** is in very limited supply out of California and Quebec. There are shortages on all **Organic Lettuce**, but especially **Organic Romaine**. The situation is expected to last until mid to late October.

Expect higher prices and tighter supplies of **Organic Romaine Hearts** from CA. Quality looks good.



OG SALADS

Organic Kale-Italia Salad from Earthbound Farms is now called **Organic Kale Arugula Salad**.

This item has a name change, but no change to PLU/UPC information. Code 41190.



OG FALL FRUIT

2018 **Organic Cranberries** packs will begin in early October. Bulk will start in the 3rd week of October.

Organic Pomegranates continue with excellent color and steady supplies.



OG MANGOS

ALERT! **Organic Mangos** will be gapping until late October!

In the meantime, limited supplies of huge **4ct Organic Mangos** (non-hot water treated) will be available while supplies last!

Organic Ataulfo Mangos will be the first fruit out of Ecuador. They will begin the 3rd week of October. **Tommy Atkins** fruit will start slowly by the end of the month. Expect elevated pricing for a while due to low volume.



OG POTATOES

Organic Russet Potatoes are now shipping out of Washington, New Mexico, Colorado, and Idaho. Good availability out of all regions is causing some very aggressive prices. Quality is very nice so far this season out of all growing regions.

Cinacia **Organic Buttercream Fingerling Potatoes** will get started by the second week of October.



OG BROCCOLI

Organic Broccoli and **Broccoli Crowns** are in good supply out of CA. Prices are down.

PA **Organic Stem Broccoli** will start in mid-October.



OG CUCUMBERS

Organic Cucumbers are available out of Mexico, particularly smaller sizes. GA has finished, and FL is having a slow start.

Limited supplies of **Organic Hothouse Cucumbers** are available out of Spain and Canada. **Organic Mini Cucumbers** are available out of Canada.



OG CAULIFLOWER

Both CA and Canada growers report increasing supplies of **Organic Cauliflower**. Lower pricing should continue until mid-October.

Organic Romanesco is in good supply out of CA



OG KALE

Organic Green Kale is in good supply out of OH, NY, WI, PA, and CA. **Organic Lacinato Kale** is in good supply out of CA.

PA growers have just started harvesting **Organic Red** and **Lacinato Kale** in limited amounts.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in good supply out of CA, WI, and NY. Supplies should be fairly steady through October.



OG GRAPEFRUIT

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



OG PEPPERS

Mexican shippers have abundant supplies of large-sized **Organic Red Peppers**, and good supplies of **Organic Green Bell Peppers**.

Supplies are decent on **Organic Mini Mix Sweet Peppers**.

Organic Jalapeño, Habanero, Anaheim, Cayenne, and Poblano Peppers are in good supply out of NY.



OG GRAPES

Supplies are excellent on **Organic Green, Red, and Black Seedless Grapes** out of California. Promotional opportunities continue. Expect **Organic Green Grape (Autumn Crisp)** prices to begin rising here in October. Quality remains excellent.

Organic Thompson Grapes continue with excellent quality and supply.

Marian Farms **Bio-Dynamic Thompson Grapes** are available. Sporadic supplies are expected for the next couple of months.



OG TOMATOES

The last **Organic Vine Ripe Tomatoes** out of PA have been harvested. Mexican shippers report limited supplies.

15lb Organic Hothouse Tomatoes are limited, and **Organic Cluster Tomatoes** are in adequate supply with steady prices.

Organic Grape and Cherry Tomatoes are finished out of PA but are in good supply out of Mexico. **Organic Cherry Tomatoes** are in good supply out of Mexico but limited from Canada. FL **Organic Grape Tomatoes** will begin in November.

Organic Heirloom Tomatoes are finished from PA and NY. CA still has availability, but it's limited due to the impact of rain.

ALERT! Organic Roma Tomatoes are scarce – PA/NY is finished, and we're waiting on Mexican shipments to begin.

OTHER STORIES:

- **Organic Yellow Squash** is available out of Mexico, but they are battling wind scarring.

- **Organic Black Mission Figs** will be finished in early October.

- **ALERT! Organic Turmeric** will be unavailable until later in October from Jamaica and Hawaii.

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

- **ALERT! Organic Eggplant** is in very limited supply. CA has no volume to speak of and Mexico has not ramped up yet. PA and NY have finished harvesting.

- **Organic Garlic** is in good supply out of Spain. Supplies are limited from CA and priced high.

- **Organic Cantaloupe** prices are on the rise as the season winds down. **Organic Honeydew** are done for the season.

- **Organic Lime** supplies are steady this week with a little lighter color to be expected.

- **ALERT! Organic Valencia Orange** supplies continue to be extremely firm on all sizes due to excessive heat with high and rising prices. Expect a gap before **Organic Navel Oranges** begin later than expected in early November.

- **Organic Lemon** supplies have ramped up out of Mexico and California. Expect prices to come down. Nice fruit should be expected.

- **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.



ANDY BOY DISPLAY CONTEST

OCTOBER 8 - NOVEMBER 3

Four Seasons Produce has partnered with D'Arrigo CA to bring you the second annual Andy Boy Display Contest in October!

October is Breast Cancer Awareness Month, and what better month to raise awareness by promoting the D'Arrigo line of fresh vegetables with the pink ribbon on each package!

CONTEST RULES

- Plan and build your displays using Andy Boy products purchased from Four Seasons Produce throughout the month of October.
- Have your displays up for at least a week.
- Submit your photos to Steph Fleetman (stephf@fsproduce.com) by November 5th.

ANDY BOY PRODUCT AVAILABILITY FOR OCTOBER:

Code: 142 - 12ct Artichokes	Code: 3085 - Romaine Hearts
Code: 214221 - Cauliflower	Code: 214219 - Iceberg Lettuce
Code: 2122 - Broccoli Rabe	Code: 100 - Fennel
Code: 214220 - Broccoli	Code: 7065 - Cactus Pears

PRIZES WILL BE AWARDED TO THE TOP 3 STORES:

1st - \$400 | 2nd - \$250 | 3rd - \$150

Each entry will receive an Andy Boy hat or T-shirt! So think pink, get your green on and start planning your next display winner today! #allandyboyallthetime

For more information on D'Arrigo's "Growing for Prevention" mission, please visit:

<http://www.andyboy.com/social-responsibility/growing-for-prevention/>



Stores will be judged off of display creativity and overall eye appeal.

It is heavily encouraged to use social media as a promotional platform.



GILROY'S FINEST
**Christopher
Ranch**



CHRISTOPHER RANCH GARLIC DISPLAY CONTEST



FOUR SEASONS PRODUCE HAS PARTNERED WITH CHRISTOPHER RANCH TO BRING YOU A CONTEST PROMO OF GHOULISH PROPORTIONS!

From **October 8 - October 31** we will be promoting fresh and jarred California Christopher Ranch garlic to our customers to get creative and sell some extra garlic! Think of all of the vampires your customers could repel by having some extra garlic lying around, not to mention the added sales and Halloween atmosphere your department will have. There will be some really cool Halloween themed boxes available that will liven up your cases and aisles.

CONTEST RULES:

- Build an awesome garlic display using fresh garlic purchased from Four Seasons Produce.
- Utilize as much exposure to draw attention to your displays. In-store sales, social media, recipe cards – whatever you might use to sell some additional garlic!
- Send display photos to Steph Fleetman (stephf@fsproduce.com) by Nov 5th.

GIFT CARDS WILL BE AWARDED TO THE TOP 3 STORES:

1st - \$250 | 2nd - \$150 | 3rd - \$100

CHRISTOPHER RANCH SEASONAL PRODUCTS:

213693 - CV Colossal Garlic Halloween Themed Boxes 30lb
213845 - OG Garlic 3ct Sleeve



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





GILROY'S FINEST Christopher Ranch®



OTHER CHRISTOPHER RANCH PRODUCTS AVAILABLE:

- 4078 - CV Basil Chopped in Water 12/4.5oz
- 4058 - CV Garlic and Ginger Stir Fry 12/4.25oz
- 4023 - CV Garlic Chopped in Oil 12/4.25oz
- 4051 - CV Garlic Chopped on Oil 12/9oz
- 4031 - CV Garlic Chopped in Oil 6/32oz
- 4053 - CV Garlic Chopped in Water 12/4.25oz
- 4052 - CV Garlic Crushed in Oil 12/4.25oz
- 4030 - CV Garlic Crushed in Oil 12/9oz
- 4057 - CV Garlic Minced in Water 12/4.5oz
- 4066 - CV Garlic Minced in Water 6/32oz
- 4028 - CV Garlic Minced Squeeze 12/8.5oz
- 4025 - CV Garlic Peeled 4/5lb bag
- 4024 - CV Garlic Pickled 12/8oz
- 4022 - CV Ginger Chopped 12/4.25oz
- 4076 - CV Oregano Chopped in Water 12/4.5oz
- 4042 - CV Shallots 12/3oz bag
- 40015 - OG Garlic Chopped 12/4.25oz
- 41479 - OG Garlic Peeled 4/5lb bag
- 40425 - OG Garlic Peeled 6/6oz
- 41010 - OG Ginger Chopped 12/4.25oz
- 40014 - OG Shallots Chopped 12/4.25oz
- 210132 - CV Garlic Black 12/2 ct



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CONVENTIONAL OUTLOOK

OCTOBER 5 - OCTOBER 12, 2018

WWW.FSPRODUCE.COM 10/3 LB

2018 NEW CROP CITRUS OUTLOOK



CALIFORNIA CITRUS:

In early November, we expect the first **Halos Mandarins (Clementines)** to arrive and kick off another great year. Point-of-sale display bins are available – please talk to your sales rep for information and updates.

2018 new crop California **Navel Oranges** are just around the corner. We are expecting to start receiving by the end of October or early November.

FLORIDA CITRUS:

Florida **Citrus** is starting to ramp up. We have **Fal Glo Tangerines** available. **Juice Oranges, Navel Oranges,** and **Grapefruit** coming into season.

We won't get into the **Florida Oranges** until we wrap up on the California **Valencia Oranges** and the import **Navel Oranges**, of which there is a good volume. By the time we finish these and ready to make the switch, the quality of the Florida fruit will be much improved.

TEXAS CITRUS:

Texas **Rio Grapefruit** will start in late October. This will be our main supply for the late fall and winter months.



PUMPKINS & ORNAMENTALS

We have all your fall favorite **Pumpkin** and **Ornamentals** still in full supply to decorate your stores:

Corn Stalks, Hay Bales, Face Pumpkins, Jack-Be-Little Pumpkins, Gourds, Indian Corn, Mini Indian Corn, and much more!

Quality has been pretty good, despite all the challenges from the harsh weather our region experienced.



CV TOMATOES

Jumbo Vine-Ripened Tomatoes have been very promotable out of Alabama. Sizing and color have been excellent.

Vine-Ripened Roma Tomatoes from Tennessee have been beautiful. Product is very promotable.

Hothouse Tomato prices are very promotable on both **Beefsteaks** and **Clusters**. As the local deals are finishing up, look to promote these premium **Tomatoes**. Quality has been excellent from both Mexico and Canada.

Grape Tomato prices are on the rise a bit this week. Quality has been excellent coming from Florida and Mexico.



CV STRAWBERRIES

Strawberries are in excellent supply.

Multiple growing areas in California are in production including Oxnard, which is the newest growing region to kick in. Now is the time to get aggressive to promote **Strawberries**.

We'll have plenty of 1lb clamshells, and 2lb are available on pre-order. Quality has been very nice out of California.

Florida is slated to begin mid to late November.



CV RASPBERRIES

Raspberry volumes will continue to increase each week as we head into November, and pricing will begin to slide. Quality and flavor have been very good on all **Raspberries**.



CV BLUEBERRIES

Blueberries are still in tighter supply, and pricing remains higher than usual. This higher pricing should last until late October when more product arrive from Chile.

As far as the second week of October, we'll have nice Peruvian fruit here, including the new "JUMBO" **Blueberries** from Family Tree Farms. Some of these berries are as large as a quarter!



CV LETTUCE

CA **Leaf Lettuce** is in adequate supply this week. **Green Leaf Lettuce** prices remain elevated, but **Red Leaf** and **Romaine Lettuces** have stabilized.

NJ-grown **Leaf Lettuces** are available, and quality is outstanding.

ALERT! **Cello Iceberg Lettuce** supplies remain extremely tight.



CV CAULIFLOWER

Cauliflower prices are on the rise again after a few weeks of rock bottom prices. Look for prices to continue to rise steadily through October.

PA-grown 60ct **Cauliflower Bins** will not be available this year. The grower has declared a total crop failure. A small amount of carton **Jacket-cut Cauliflower** will be available.



CV POMEGRANATES

2018 new crop **POM Wonderful Pomegranates** and **POM Pomegranate Arils** will begin shipping and will be available in mid-October. Keep an eye out for promotional materials - coming soon!



CV ASPARAGUS

Asparagus quality continues to be excellent and promotable coming from Peru. Prices are still steady.

Product from Mexico is delayed due to Hurricane Rosa that impacted the growing the region, but look for supply in the coming weeks.



CV SWEET CORN

White and **Bi-Color Sweet Corn** will be available this week with a late deal from Georgia ramping up. Sizing might be on the smaller side as we are late in the season, but quality has been excellent!



CV BROCCOLI

All CA **Broccoli** shippers expect another week of lighter supplies. This situation is expected to continue through most of October. Prices remain active.

Eastern **Broccoli Crowns** (code 615) are projected to start in VA in mid-October.



CV CABBAGE

PA-grown Bin Cabbage (code 758) from Lancaster County, PA is available!

We also have NJ-grown **Green Carton Cabbage** (code 745) from Flaim Farms. Availability is steady, and quality is excellent.



CV BRUSSELS SPROUTS

CA **Brussels Sprouts** volume is up sharply this week and prices are on the verge of coming off. We expect some deals to appear in mid-October.

Quality is good overall but continues to vary significantly between shippers.



CV SWEET POTATOES

North Carolina **Sweet Potatoes** continue to increase this week due to the effects of the hurricane last month.

We have seen prices increase about \$1/case per week over the last few weeks, and we'll likely see the trend continue through October.



BURSTING WITH FLAVOR AND MONSTER CRUNCH

SnapDragon

CV EASTERN APPLES

Delicious, high-color premium texture **Snap Dragon Apples** are now in season from New York.

Also in peak season this week are some traditional PA and NY varieties: **Cortland, Empire, Rome**. These will be stocked in bulk, 3 lb poly bags, and 4 lb totes.



CV WATERMELONS

Watermelon quality continues to be excellent coming from Texas and Mexico. Sizing and color are perfect to continue to push cuts!



CV BLACKBERRIES

Blackberries out of Mexico are in abundant supply right now, and quality is very nice. Continue to promote all 6oz clamshells this upcoming week.



VERMONT ECO APPLES

We're starting a new **Ecologically-grown Vermont Apple** program with Champlain Orchards. The product will be sold in 2.5 lb paper totes. In season this week: **Crimson Crisp, Honeycrisp, Liberty, Nova Spy, Silken**.

MERCHANDISING TIP OF THE WEEK: GET YOUR ROOTS ON!



With colder weather here, now is the time to open up and expand on your **Root Vegetables!** **Roots Veggies** are extremely versatile and are great for mashing, roasting, and are a key ingredient in many soups. Keeping a great variety of **Roots** in your wet rack add both color and potential exposure, and extra sales to others that your customers might try. Merchandise **Root Vegetables** together for the best results. It is also very important to keep them moist as exposure to air will quickly dry them out.

Suggest drying and roasting **Roots** for a healthy snack alternative to potato chips, and offer some cool recipe ideas for your customers to pick up. You can also create homemade soup mix packs using a variety of **Roots (Carrots, Parsnips, and Turnips)** paired with parsley, a red potato, a small yellow onion, and a half of a leek. Ask your Four Seasons merchandiser for more tips on merchandising these terrific tubers!

