

MARKET NEWS ORGANIC OUTLOOK

ORGANIC POTATOES & ONIONS FOR FALL



It's time to get your **Organic Potatoes** and **Onions** display set for good sales and strong margins!

We will see some **Organic Red** and **Yellow Potatoes** from Idaho hit this week. Early reports are that quality is very nice. New crop product from Manitoba, Canada will start in mid to late-October.

Organic Russet Potatoes are in season from several regions, but we're sticking with the Idaho-grown product for now for the best quality and appearance.

Tasteful Selections **Organic Baby Potatoes**, (1-Bite) sold in 1.5lb mesh bags, are in peak season from Bakersfield, CA. These are excellent sellers!



Locally grown PA **Organic Red Onions** will come to an abrupt end this week and we will transition sourcing to our Western **Organic 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 PA **Organic Sweet Onions** are still going strong and should be available for the next couple weeks, at which time we will transition to CA and NV product.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** will be available this week from Canada. During second week of October we will switch to a Texas hothouse grown **Organic Tomato** from a new harvest. Quality has been very nice and look for a great promotion in the coming weeks from Texas. Quality has been excellent from both regions.

Organic Heirloom Tomatoes will be very promotable this week from CA. Quality looks great on this beautiful variety. These will all be new crop as our local heirlooms are now finished.

Organic Roma Tomato prices are steady this week. Some local product remains available but in limited supplies. There will be more product from Mexico coming in to fill the needs as local is all but finished up for the season.

Organic Grape Tomatoes will be promotable this week from Canadian hothouses. Quality has looked great and supplies are steady. Lady Moon Farms will gap until their new crop Florida tomato crop starts in November.



OG BERRIES

Fresh crop **Organic Blueberries** are in season from Peru and Mexico. Quality so far is nice on the 6oz packs.

ALERT! Driscoll's **Organic Blackberries** out of California and Mexico continue in extremely firm supply due to rain. Heavy prorates should be expected. Other brands out of Mexico are gapping, but supplies are expected in mid to late-October.

Driscoll's **Organic Raspberries** out of Mexico and California are in a lighter volume part of the season. Expect higher prices. Other brands of **Organic Raspberries** out of Mexico are beginning to become available.

ALERT! **Organic Strawberries** continue in extremely firm supply with prices on the rise. Expect prorates as heat and rain has damaged some crops.



OG GRAPES

NEW! Be sure to check out **Organic Carnival Grapes** this October. This yellow/green variety is very sweet and has a similar taste to the famous Cotton Candy Grapes.

California **Organic Black, Green, and Red Grape** production is beginning to slow down. Expect prices to begin to increase slightly throughout the month, but we will still have fantastic quality Air Chief brand product available.

Green Biodynamic Grapes will be sporadically available here in October.

California **Organic Thomcord Grapes** will continue in season through mid-October.



OG APPLES

Washington State new crop **Organic Apples** continue in peak promotability for October.

Ask your sales rep or merchandiser about our Stemilt's Artisan Organics Display Contest.

Organic Sweetango Apples are selling very quickly and supplies may dwindle before October finishes on this delicious and crispy variety.



OG HEIRLOOM APPLES

A very limited supply of **Organic Cox Pippin Apples** from Heirloom Orchards in Oregon are available here in early October.

The next Heirloom varieties to arrive by the second week of October are **Orleans Reinette** and **Cortland**.



OG PEARS

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

Organic Asian Pears are back in supply, but should be sporadic between packs.

Organic Starkrimson (Red) Pears are limited and expected to transition to **Organic Red Bartlett Pears** by mid-October.

New **Organic Tosca Pears** are available in limited supply.



OG BROCCOLI

Organic Broccoli and **Broccoli Crowns** remain limited in supply from both CA and Canada as we move into October. This has been caused by weather-related growing issues in CA. Expect less than ideal supplies, quality, and pricing to continue into mid-October.



OG CAULIFLOWER

Organic Cauliflower from California remains limited. Expect this trend to continue into mid-October.

However, product from Quebec looks to be in plentiful supplies as October begins, giving stores an excellent opportunity to promote.



OG PEPPERS

Organic Colored Bell Peppers from Canada and Holland greenhouses are in excellent supply for early October, causing prices to come down with this influx of extra supplies.

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



OG ARTICHOKE

Organic Artichoke supplies from California look to have steady availability as we head into the early part of October. With steady supplies, beautiful quality, and aggressive price points, early to mid-October looks to be an excellent time to promote!

Take advantage of this sharp pricing by adding **Organic Artichokes** to displays with other promotable fall items to drive extra sales as we see the seasons change.



OG LOCAL GREENS

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

Lady Moon has also begun to harvest both **Organic Curly Parsley, Flat Leaf Parsley, and Organic Fennel**.



OG CABBAGE

Organic Cabbage locally grown in Ephrata, PA has begun again!

As the season begins in PA, expect to see both **Organic Green** and **Red Cabbage** from PA and NY.

Organic Savoy Cabbage continues to have excellent quality and steady supplies at a great price point coming from NY. **Organic Napa Cabbage** had some quality issues in late September that caused limited availability, but as October begins, expect to see quality and availability improve.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico continue to see steady supplies in early October. Expect to see continued plentiful supplies and promotable opportunities, as quality will remain stellar. Some supplies will also be coming from New York.



OG CELERY

California **Organic Celery** continues in limited supply at higher prices.

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.



OG ROMAIN HEARTS

Organic Romaine Hearts from California are in plentiful supplies with excellent quality as we begin October. Expect this trend to continue into mid-October with great availability and aggressive price points.



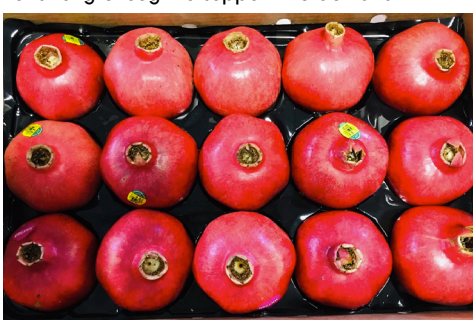
OG CITRUS

Buck Brand **Organic Specialty Citrus** items available this week: **Organic Finger Limes, Key Limes, Makrut Limes, and Pink Variegated Lemons.** Find details about all of our Buck Brand varieties here: <http://ow.ly/ir9k50wBMTo>

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

New crop California **Organic Grapefruit** will begin here in early October with limited supply and then is expected to improve in October.

Organic Lemons out of California and Mexico continue to slowly improve, with prices expected to come down in October. Smaller sizing continues to prevail, and promotional opportunities are available.



OG SPECIALTY FRUIT

Organic Pomegranates will be in steady supplies for early October.

Organic Dragon Fruit will be back in stock for next early October.

Organic Horned Kiwano Melons and **Passion Fruit** will be available for the second week of October. Expect steady supplies through the fall months.

Organic Black Mission Figs will not be available for the second week of October, but a few **Organic Brown Turkey Figs** will be available again in limited supplies.

Organic Curry Leaves, Mamey, Starfruit, Sapodilla, and Cactus Leaves (Nopales) will be available.

Organic Formosa Papayas in 32lb boxes from Mexico are back in season starting October 9. Be sure to cut this back into your tropicals display.



OG CUCUMBERS

Organic Cucumbers have seen less than ideal quality, yet steady supplies are expected to continue for early October. The end of the first week of October marks the end of Lady Moon Farm's Georgia fall season. As Florida begin to ramp up, expect to see steady supplies, improved quality, and better price points for the store level. Mexican supplies are also available at a more aggressive price point and strong quality. As we move towards mid to late October, expect plentiful supplies of **Organic Cucumbers** coming from Florida.

Organic Mini and European Seedless Cucumbers from Canada are continuing to see limited supplies and less than ideal quality in early October. Expect to see this trend continue into mid-October as some growers were out of supplies during Sept and early-October. **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.

OTHER STORIES

- **Organic Zucchini and Yellow Squash** from Lady Moon Farms in Georgia has come to a close in early October. Although Georgia supplies are winding down, expect to see increased volumes from Lady Moon Farms in Florida starting in early October. Expect to see continued stellar quality and improved supplies throughout the early part of October, with opportunities to promote.

- **Organic Mini Seedless Watermelons** will continue to be available this week. Mexico has begun harvesting, but only has smaller sizes available

right now. The CA season is finished, and supplies look to be tight until mid-October. Quality however has been excellent with great taste and sugar!

- We will also have Organically Grown **Jack-O-Lanterns** available this week out of NY from Hepworth Farms. Quality looks great and they have good supplies as of now.

- **Organic Baby Bok Choy** from CA and PA look to be in steady supply for early October. Although September saw less than ideal availability and

quality, October looks to have steady supplies and much improved quality. Expect to see pricing to remain elevated into mid to late October.

- **Organic Hass Avocados** from Mexico are in steady supply with good condition. 48ct fruit is flushing while 60s are limited. 48ct Organic Fair-Trade Hass Avocados are in good supply. 60ct fruit will be tight. **Organic Smooth Skin Green Avocados** from Florida will be available again here in early October.



ZESPRI ORGANIC SUNGOLD KIWI CONTEST WINNERS

AUGUST 4 - SEPTEMBER 2, 2019

DISPLAY CONTEST WINNERS



River Valley



Monadnock



Greenstar



Brattleboro



Roots Clarksville

CHECK OUT THESE HONORABLE MENTIONS





CIDER SEASON!



Now is the time to reset and open up on your cider sections. Adding more visibility as well as the flavored ciders really gives the category depth and the opportunity for increased sales! Four Seasons Produce carries a full line of ciders from Country Acres, Mayer Bros, and Zeiglers. Talk to your sales rep or merchandiser today!

ZEIGLERS

PA Produced National Brand - Ziegler's, Lansdale, PA

- 6247 - CV Apple Cider 4/1 Gallon
- 6226 - CV Apple Cider 9-1/2 Gallon
- 222020 - CV Apple Cider Autumn Harvest 4/1 gal Shelf Stable
- 222021 - CV Apple Cider Autumn Harvest 9-1/2 gal Shelf Stable

PA Produced Local Brand - Country Acres, Waynesboro, PA

- 6195 - CV Apple Cider 4/1 Gallon
- 6197 - CV Apple Cider 9-1/2 Gallon
- 6201 - CV Apple Cider Cranberry 9-1/2 Gallon
- 6202 - CV Apple Cider Cherry 9-1/2 Gallon
- 6203 - CV Apple Cider Pomegranate 9-1/2 Gallon
- 6204 - CV Apple Cider Spiced 9-1/2 Gallon



NY Produced Local Brand - Mayer Bros., West Seneca, NY

- 46007 - OG Cider Apple 9/59 oz



Add More Sales to Your Department!

Talk to your sales rep or merchandiser for information on how to pre-order these great items!



MARKET NEWS

CONVENTIONAL OUTLOOK

FALL FRUITS OUTLOOK

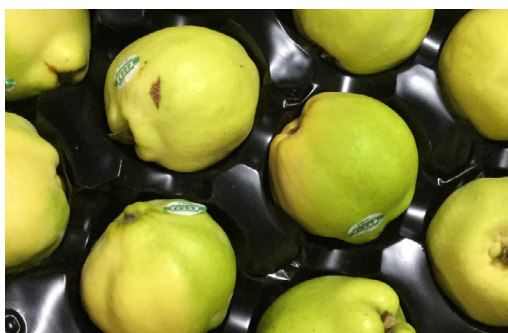


Pineapple Quince and **Fuyu Persimmons** (flat, ready to eat right away) are now in season from California. **Hachiya Persimmons** (cone-shaped, must ripen to soft) will be in season starting in mid to late-October. These will be steady fall specialty items through early December.

Pomegranates are now in season, and both large and smaller sizes are available. Quality on the early fruit has been nice.

POM Wonderful brand will start shipping their **Pomegranates** the last week of October in both display bins and cartons. POM POM brand **Pomegranate Arils** will be available during the same time-frame too, with November and early December being the peak promotion times.

2019 fresh crop **Cranberries** are now in season! We have Ocean Spray brand and Jersey Fruit brand 24/12oz bags in stock now. **Cranberries** will be promotable for the rest of October and most of November.



CV BLUEBERRIES

New crop **Blueberries** are in steady supply from Peru, and additional product from Argentina is beginning to come in as well. Look for pricing to rise slightly this week on all pints and 6 oz fruit.

We will have specialty **Blueberries** on hand. Driscoll's is shipping their large-size and sweet-tasting "Limited Edition" 12/11oz packs from Mexico.

Jumbo-sized **Blueberries** in 12/9.8oz packs will be available from Naturipe.



CV BERRIES

Good news! **Strawberries** are in much better supply from the new fall growing regions of Santa Maria and Oxnard, CA this week, and supplies will only improve throughout October.

Berry size is much larger, and the quality has improved significantly. Believe it or not, Mexican **Strawberries** will begin over the next couple weeks as well. With the better supply and quality out of CA, we will not be relying as much on the greenhouse product as much.

Raspberries are in good supply, and pricing is beginning to slide. Look for excellent quality from new crop out of Mexico as we head into the second week of October.

ALERT! Blackberries are in very short supply for early October due to lots of rain in the Mexico growing areas. Expect some occasional out-of-stocks until quality and harvests improve for mid to late October.



CV GRAPES

Pretty Lady/Dulcich Vineyards is now in the height of shipping their "Harvest Hobgoblin" branded **Grapes**. This product will get a premium and is packed with their best varieties and size.

Scarlett Royal Red Seedless Grapes are available in large volumes and very good quality. Shippers note that warehouses are filling up for first time this season! Growers are not happy with the current market prices but supplies need to move. Some growers are looking to stop/slow packing **Red Grapes**.

Green Grapes shippers are concerned that a good number of **Green Grapes** will not be able to be packed due to quality issues from the rainy weather in May. They are seeing too much mildew in the vines for any late October-November packing, and **Green Grapes** will just finish with lighter volume. Look for prices to increase here in early October and going forward.



CV BROCCOLI

Broccoli Crowns are in good supply from California, and we've been able to source beautiful local **Broccoli Crowns** from Virginia.

We have plenty of **Stem Broccoli** bins available from right here in Lancaster, PA. Quality on all **Broccoli** has been excellent.



CV CAULIFLOWER

Cauliflower is in tighter supply out of California, but we have eastern supplies available in 60ct bins.

All **Cauliflower** from our local growers here in Pennsylvania is absolutely beautiful! We also have **Purple**, **Orange**, **Green**, and **Romanesco** from Quebec.



CV ASPARAGUS

Asparagus prices continue to be promotable this week. Various shippers out of Mexico have finished shipping to the East Coast, but Peruvian farms continue to harvest in good numbers. Expect to see more Peruvian **Asparagus** this week as Mexico begins to wind down.



CV CALIFORNIA CITRUS

It's starting to look like a late start for California **Citrus**. It now looks like it will be the end of October or the first week of November before we see the first **Navel Oranges**. **Valencia Oranges** will be available until then.

Mandarins will not have an early start as well. Some may start by November 1st, and many growers saying it will be as late as the 15th. Supplies will be light at the start and slow to ramp up. Demand will exceed supplies for the first two to three weeks while it will take time to fill the pipelines.



CV IMPORT CITRUS

Import **Mandarin** supplies are light, and demand is high. The spot market keeps pushing higher. Over the next few weeks expect a shortage of fruit and a finish before California starts. There will be gap.

Import **Navel Oranges** are winding down and with good demand prices continue to rise.

There are a few Import **Minneola Tangelos**, and they will clean up fast.

Lemons from Chile and Argentina are winding down with only small fruit available. Mexico is crossing a good supply, mostly small sizes, but are getting some 115cts and larger.



CV FLORIDA CITRUS

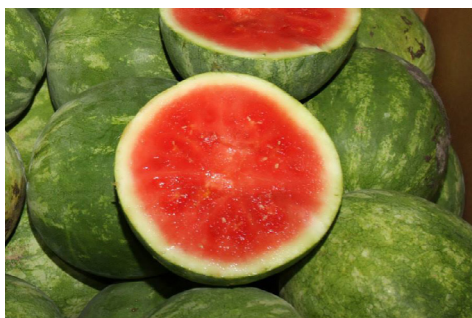
The Florida **Citrus** season is starting in a small way. Most are saying they will not start until mid-October on early **Juice Oranges**, **Fal Glo Tangerines**, **Navel Oranges**, and **Grapefruit**.

Most of this early fruit is peaking on the smaller sizes with little to no larger sizes. We will wait for the season to progress, waiting for better color and brix.



CV SQUASH

Green and **Yellow Squash** prices could rise some this week as the local deal seems to finally wind down. Prices will continue to be promotable however as supplies continue to exceed demand.



CV WATERMELONS

Watermelon prices are rising this week. The summer-like temperatures through September have cleaned up most of the East Coast's crop, and Mexico has not yet begun shipping. Supplies will be tight this week, especially in bins, as we start our transition to cartons for the fall months.



CV CUCUMBERS

Cucumbers remain promotable this week. PA, NJ, NY, GA, NC, SC, and Mexico are all harvesting.

Euro Seedless Cucumber prices are beginning to come off as new harvests are under way. Quality out of Canada and Spain has looked great.



CV TROPICALS

Pineapple supplies will be down until early November, so expect pricing to increase slightly. There are still great deals on 8ct **Pineapples** for the second week of October and they will be promotable!

Tommy Atkins Mangos from Brazil are in steady supply. Prices are still holding strong.



CV PUMPKINS

Face Pumpkins remain in excellent supply and should last through Halloween. Quality has been beautiful thus far, as we've had very favorable weather this season.

ALERT! Varietal Pumpkin Bins are beginning to finish up fast for the season. **White Face, Mini Tiger Strips, Cinderella**, and some of the other more popular varieties, are finishing and becoming harder and harder to find. Order them when available but expect these to be finished up by the end of this week!



Hothouse Beefsteak and **Cluster Tomatoes** remain steady this week. Prices have been very promotable, so continue to promote! We've had some nice quality coming from Canada and Mexico right now.

Grape Tomato prices continue to be promotable. Once the Canadian flush finishes up, prices will increase extremely fast later this month. Continue to promote this week though as their flush continues!



CV BRUSSELS SPROUTS

Brussels Sprouts are still in steady supplies from California, but pricing is beginning to rise slightly. You'll see pricing climb gradually as we head towards Thanksgiving. We have good supplies on all bulk, mesh bags, and stalks!



CV PEPPERS

Green Peppers remain extremely promotable again this week. Many regions are harvesting good quality product.

11lb Hothouse Colored Bell Peppers continue to be very promotable this week. Expect prices to remain low and promotable through the 2nd week of October. There has been some questionable quality as the flush continues, but we have been seeing excellent quality from Canada.



CV TOMATOES

Roma Tomato prices continue to be promotable as supplies continue to exceed demand. Quality has been very nice. We have been promoting Tennessee and Alabama grown product, but Mexico has begun shipping as well and we will look to start mixing in some New Crop Mexico late next week.

Campari Tomatoes will be steady this week. New crop from Texas, Canada, and Mexico are being harvested. Quality has looked excellent.



CV SWEET POTATOES

We will see fully cured new crop North Carolina **Sweet Potatoes** this week! Product quality should look very nice with a much nicer skin set this week that what we have seen in the last few weeks. As more supply comes to the marketplace, we will see the market price drop off slightly on all packs and sizes.



CV LETTUCE

Lettuces are in much tighter supply from California here in early October. The heat that Salinas experienced weeks ago is still having an impact on current production. Look for pricing on all California **Lettuces** to be higher this week.

Canada, on the other hand, has about two to three weeks to go until their season comes to an end. We'll have some Quebec **Iceberg** and **Romaine Lettuces** through the second week of October.

New Jersey **Leaf Lettuces** will start by the second week of October. Get ready for locally grown **Lettuces**!



Round Tomatoes will be very promotable from Alabama. Quality and size have been excellent. There are still some local PA grown **Vine Ripe Tomatoes** available this week with great quality as well. Sizing has dropped off as we are late into the season, so these are more available in 4x5 2-layer boxes.