

ORGANIC MARKET NEWS



OUTLOOK FOR OCTOBER 14 - OCTOBER 21, 2016

ORGANIC POMEGRANATE & PERSIMMON SEASON

As the weather gets cooler, it's time to start adding in-season fall fruits to your display.

California **Organic Pomegranates** are in steady supply and have switched to the "Wonderful" variety. Growers were delayed by some rain this week, but should be back into good harvests for late October. **90lb. Wooden Bins** are now available.

The first **Organic Hachiya Persimmons** are coming into season. The Hachiya variety is tall and cone-shaped and must be ripened at room temperature until soft to be eaten. The Fuyu variety (flat) can be eaten firm. The Fuyu variety will start closer to November.



OG HASS AVOCADOS

ALERT!

Organic Hass Avocados have reached an unprecedented shortage from Mexico. Pricing is at an all-time high with no firm resolution between a few striking growers and the broader Association of Growers and Packers (APEAM).

We may have gaps in **Organic Hass Avocado** supplies during mid-October and pricing will remain very high.

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



OG LETTUCE

Organic Red and **Green Butter Lettuces** are in good supply out of California. Quebec, Canada reports they are now finished on **Organic Lettuce** harvests for the season.

All California 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 California.

Organic Romaine Hearts are in abundant supply right now out of California. 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 BERRIES

Organic Blackberry supplies remain tight, but are expected to improve in volume and **afford-ability** later in the month.

Organic Blueberries are coming into season from Chile. As the season gets started, prices remain high but volumes are set to improve throughout the month and into December.

Organic Raspberry supplies continue to be limited but supplies are expected to improve over the next couple of weeks.

ALERT! Organic Strawberry supplies are becoming much tighter from Driscoll's and pricing is on it's way up for late October. There may be spot deals here and there on other brands, but overall, **Organic Strawberries** will be more limited for the remainder of the year.



OG BROCCOLI

Organic Broccoli is in steady and promotable supply out of CA. Both 14ct and crowns are arriving in good quality. Expect limited supplies of **Organic Broccoli** out of PA this week. Market conditions are anticipated to change in late October.



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 BRUSSELS SPROUTS

Organic Brussels Sprouts are limited out of CA and NY.

Hepworth Farms out of NY as a limited amount of **Organic Brussels Sprouts Stalks** as well.



OG COCONUTS

We're excited to offer a new product called Loco4Coco Fresh Organic Coconut with Straw. The product is a Mexican grown coconut that's wrapped and comes with a strong straw that can pierce the fruit. Merchandise this on ice or in the refrigerated beverage section

Organic Young Thai Coconuts continue to be in great supply. Pricing will be very advantageous next week and volume is plentiful.



OG ZUCCHINI

Organic Zucchini is in better supply. Mexico reports increasing volume, as does CA. GA is finishing up their harvests this week and FL has good supplies.

Prices have begun to moderate, particularly out of Mexico where there is more volume.



OG ONIONS & POTATOES

We now have a full complement of **Organic Onions** offerings in the Peri & Sons label (**White, Yellow, and Red**). Quality is outstanding and pricing across the board has decreased slightly this week.

We continue to see great quality on the **Organic Russet Potatoes** out of Washington in addition to very sharp pricing. We will make the switch over to Colorado in a few weeks when the Colorado product is in better supply.



OG MANGOS

An early shipment of **Organic Tommy Atkins and Ataulfo Mangos** from Ecuador will be arriving early next week!

We look forward to working **Organic Mangos** back into your sales displays. Pricing will be higher to start and begin to drop once pipelines begin to fill.



OG PAPAYAS

ALERT! **Organic Formosa Papayas** will be gapping due to heavy storms in Mexico. Our growers experienced a loss of over 7,000 trees so this may have a longer term impact on supplies for the future as well. Stay tuned for more details.



OG CUCUMBERS

Organic Cucumber are in good supply this week, but even better next week! Mexico has started with increasing volume and lower prices. FL is in adequate supply.

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

Organic Gherkin Cucumbers are limited from CA.



OG CABBAGE

Trimmed Organic Cabbage out of NY are in good supply. CA and Canada report good supplies of **Organic Green Cabbage**.

Organic Red Cabbage is in good supply out of NY, Canada, WI, and California.

Organic Napa and **Savoy Cabbage** are in limited supply out of CA.



OG CAULIFLOWER

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

Organic Romanesco and **Purple Cauliflower** are in limited supply out of California. **Organic Orange** and **Green Cauliflower** are in good supply. Expect prices to go higher in late October.



OG CITRUS

CA **Organic Valencia Orange** supply is firm but steady. Seasonal quality should be expected (average to fair). New crop **Organic Navel Oranges** are set to start in late October.

CA **Organic Lemon** supply continues to improve slightly each day, but it will take weeks to come down to normal market pricing.

Peruvian **Organic Minneola Tangelos** are in a gap. We expect one final shot in a couple of weeks.



OG TOMATOES

Organic Round Tomatoes are in limited supply out of Mexico on field run hothouse product. The market is very tight.

Organic Grape Tomatoes out of PA are done. Mexico reports adequate supplies at this time.

Organic Cherry Tomatoes are in limited supply out of Mexico and quality is not the best. **Organic Cherry Tomatoes on the Vine**, in clamshells, are also in limited supply. **Organic Rainbow Cherry Tomatoes** are finished until November.

Organic Cluster Tomatoes are in good supply out of CA and Mexico.

Organic Roma Tomatoes are in adequate supply out of Mexico.



OG APPLES

Organic Fuji, **Red Delicious**, and **Gala Apples** are in excellent supply out of Washington.

Washington **Organic Gold Delicious**, **Granny Smith**, and **Honeycrisp Apples** are in steady supply.

Washington **Organic Jazz Apples** are here and will see a quick supply for the first time ever on the **Organic Envy Apples**. Be sure to try these premium high flavor varieties.

Next week's **Organic Caville Blanc**, **Arkansas Black**, and **Northern Spy Apples** are the next Heirloom Orchards varieties.



OG MELONS

We will start to see some **Organic Mini Watermelons** as well as more availability on full size. Pricing will remain strong until more supplies come on.

California **Organic Cantaloupe** supplies are winding down fast. Supplies will be bumpy over the next few weeks as Mexico begins.

OTHER STORIES:

- **Organic Cranberries** have good supplies are expected through Thanksgiving.

- Columbian **Organic GoldenBerries (Cape Gooseberries)** supplies are back in good supply.

- **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**.

- **Organic Radishes** are in good supply out of CA, and with the volume, shippers have lowered their prices. Quality looks good. **Organic Purple** and **Pink Radishes** are in limited supply.

- PA finishes their **Organic Greens** harvest this week. Moving forward, we will generally see **Organic Greens** out of CA. FL begins in November.

- **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 Green, Black, and Red Grape** supplies are firm, but steady.



NEW AT FOUR SEASONS!

LOCO 4 COCO

Harvested from certified organic groves near Mazatlán, Loco 4 Cocos are Cryovac sealed to deliver 30 days of freshness.

Each coconut is packaged with a cello-wrapped straw that can be easily inserted through the soft eye of the coconut so that you can sip delicious, nutritious coconut water straight from the coco anytime, anywhere. Loco 4 Cocos are offered in a 12 count one-layer pack.



44655 - OG Coconuts Loco 4 Coco 12 ct

CHEEKY BANANAS™

New Cheeky Bananas are the perfect sized banana for little appetites and little fingers.

This is also an excellent cooking banana while green (substitute for any recipe that calls for plantains), the best banana for dehydrating, or it is a delicacy when allowed to ripen to a deep yellow/blackened color.

This variety of dessert banana does not require any ethylene to ripen and packs more dense nutrients than the well-known Cavendish variety (the banana that we are accustomed to seeing in stores).



44658 - OG Thai (Lemon) "Cheeky" Bananas 15 lb



APPLE BANANAS

The Apple Banana is a cultivar of the wild seeded bananas. When fully mature, it has a tangy, sweet apple flavor with hints of pineapple and strawberry. It is a snack-sized full-bodied banana with a rich banana flavor.

The Apple Banana can be very astringent if consumed immature. At full maturity, the color of the peel is a dark yellow with dark black streaks and it is then that it is at its best flavor.

They hold their texture for days and not ferment when mature. This variety of dessert banana does not require any ethylene to ripen and packs more dense vitamins, minerals, and other nutrients than most bananas.



44656 - OG Apple Bananas 15 lb



NEW ITEMS OR BACK IN SEASON

IN STOCK NOW OR ARRIVING THIS WEEK

ORGANIC

43096 - OG Apple Arkansas Black 56/78	28 lb
42089 - OG Apple Envy WXF 56ct/80sz	27 lb
43128 - OG Apple Golden Russet 56/78	28 lb
43291 - OG Pear Comice 35/45ct	22 lb
43688 - OG Cranberries Bag Canada	12/12 oz
44163 - OG Mango Tommy Atkins Ecuador	10 ct
44416 - OG Mango Ataulfo Ecuador	20 ct
43199 - OG Persimmon Hachiya	21-32 ct
41299 - OG Eggplant Japanese	10 lb
40197 - OG Peppers Mini Mix Clamshell	15/1 pt
40768 - OG Peppers Habanero	24-1/2 pt
40459 - OG Brussels Stalks 8 ct	22 pt
40507 - OG Broccoli Rabe	20 ct
41384 - OG Tomato Cherry OTV	10/20 oz
41325 - OG Tomato Roma Red OTV	10/12 oz
41547 - OG Potato Fingerling Buttercream	12/2 lb
41550 - OG Potato Fingerling French	16/1.5 lb
41555 - OG Potato Russian Banana	16/1.5 lb
41639 - OG Potato Crescent Austrian	16/1.5 lb
40171 - OG Potato Fingerling Crimson Gold	16/1.5 lb



CONVENTIONAL

05119 - CV Apples Snap Dragon Pouch	12/2 lb
32249 - Snap Dragon Display Bin	1 each
12810 - CV Grapefruit Rio Star Texas	27 ct
12815 - CV Grapefruit Rio Star Texas	36 ct
12811 - CV Grapefruit Rio Star Texas	40 ct
12812 - CV Grapefruit Rio Star Texas	56 ct
12556 - CV Grapefruit Rio Start Texas	8/5 lb
10308 - CV Cranberries New Jersey	24/12 oz
17770 - CV Persimmons Fuyu	24 ct



CONVENTIONAL MARKET NEWS

OUTLOOK FOR OCTOBER 14 - OCTOBER 21, 2016

RECORD AVOCADO PRICES



ALERT! **Hass Avocados** are probably craziest commodity this week. This manufactured shortage of fruit being called a strike, is a forced stoppage of all picking and packing. Even fruit that did get shipped, those trucks are being prevented from reaching their destinations.

The situation has become critical with no firm resolution in sight. There have been a few signs that harvesting and packing may begin to start again here in mid-October but stay tuned for more updates!

In the meantime, we are seeing record prices on all **Hass Avocados** from Mexico.

EFFECTS OF HURRICANE MATTHEW



CV SWEET POTATOES

There is a lot of uncertainty in the **North Carolina Sweet Potato** market right now. We know that pricing will increase across the board starting next week.

This past weekend, Hurricane Matthew dumped over 11 inches of rain in many of the **NC Sweet Potato** growing regions - the full effects of the storm are not yet known. There are still parts of NC without power and the rivers that have jumped their banks over the weekend are expected to crest sometime this week. Some growers are still trying to access their fields to fully assess the damage this has had on the crop that is yet to be harvested.

What we know now is that supply will be affected and price will go up. We will plan to supplement some of our volume with premium quality California grown **Garnet** (code 4857 - red skin, orange flesh) and **Covington Sweet Potatoes** (code 4758 - orange skin, orange flesh).



CV FLORIDA CITRUS

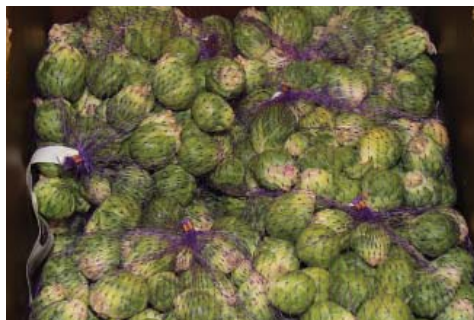
The **Florida Citrus** industry was holding its collective breath and praying not to take a direct hit last Friday from Hurricane Matthew. It appears their prayers were answered as the eye of the storm remained about 50 miles offshore as it passed St. Lucie and Indian River Counties.

Initial estimates indicate as much as 10% of East Coast **Grapefruit** was blown off of trees. This is a livable outcome and **Grapefruit** is still a viable variety this year, still not much available in the marketplace but more shippers will be coming online next week. Prices this week will remain high but market will be generally lower going forward.

The official USDA crop estimate on **Oranges** is scheduled to be released this Thursday which will give clarity to shippers and markets on availability this coming year. There are a few shippers packing **Amber Sweet Oranges** with small amounts of **Hamlin Oranges** available. Sizing is small, peaking on 125ct/100ct with oranges trading high teens / low \$20's. As with **Grapefruit**, availability will be better next week.

Small amounts of early the **Fallglo Tangerine** variety are trading at extraordinarily high prices as markets are searching for Tangerines with size. The industry will continue to struggle in servicing markets on early varieties as supplies are tight. Do not see much relief on increased supplies in the near term.





CV BRUSSELS SPROUTS

Brussels Sprouts quality is excellent with lower pricing this week. This is a great week to promote.



CV SQUASH

Zucchini and **Yellow Squash** supplies are picking up from Mexico with very nice quality. **Green Squash** is especially promotable this week.

All **Hard Squashes** are steady.



CV TOMATOES

ALERT! **Grape** and **Cherry Tomatoes** are up in price this week due to low yield from the South-east.

All other **Tomatoes** are steady.



CV TX GRAPEFRUIT

We will be shipping our first shot of **Rio Star Grapefruit** this week. These will be the optimum substitute for a struggling Florida market due to quality and a shrinking supply each year.



CV CUCUMBERS

Mexican **Cucumbers** quality is excellent with steady pricing.

Cello Wrapped Cucumbers are limited from Canada, with Mexico starting within a few weeks.



CV MELONS

California has wrapped up for the season on **Cantaloupes** and **Honeydew**. Most of the fruit will now be coming out of Mexico. No supply gaps are expected and should be a relatively smooth transition south. Prices will remain a little higher until fully transitioned.



CV LETTUCE

There continues to be ample supply of **Iceberg Lettuce**. Weights are heavy with good color right now from California. Pricing will be steady.

Romaine, **Green Leaf**, and **Red Leaf Lettuces** are steady from California and New Jersey. We will have both options again this week.

Romaine Hearts are up a tad in pricing, but still promotable with very nice quality.



CV BROCCOLI & CAULIFLOWER

Cauliflower will be higher in pricing this week due to slower production. **PA 60ct Cauliflower Bins** are available this week.

Broccoli Crown production from California is slowing down due cooler weather. Quality is nice with a bump up in pricing. **Broccoli w/Jacket Bins** are limited this week due to crop issues.



CV ONIONS & POTATOES

Onion markets remain soft this week due to limited demand. Quality from multiple growing regions is reported as very nice and crop yields are very good coming out of the field. This market is expected to remain this way for a couple weeks.

The **Red Potato** market continues to be a challenge this week with poor quality and high prices.

The **Count Russet Potato** market remains steady and low priced. The **Burbank Russet Potatoes** that are currently arriving are some of the nicest potatoes we have seen in months!



CV PEPPERS

We will once again have a nice deal on **10/3ct Rainbow Peppers** this week - please ask your sales rep for details if you are interested!

15lb Red Peppers are more limited, **15 lb Yellow Peppers** are in a gap for a few weeks, and **11 lb Peppers** are steady.

Mini Mixed Sweet Peppers are up in pricing this week with nice quality.

Green Peppers are limited and we have switched from local to California. Quality is nice and pricing is steady.



CV CALIFORNIA CITRUS

We will start selling down on California **Valencia Oranges** this coming week as the first California **Navel Oranges** begin to trickle out this weekend, then building volume from there. Sizing, of course will be small. Some 88's with the bulk being 113's and 138 counts.

On **Lemons**, fruit from the Yuma Arizona district has been released and we will gradually see more domestic fruit in the marketplace. There has been plenty of imports from Chile and Mexico to fill in.

Pummelos will be available for shipping this weekend and **Satsuma Mandarins** in ten days or two weeks from starting.



CV BERRIES

Look for more promotable pricing this week as well as good supplies on both **Raspberries** & **Blackberries**. These are both good items to promote.

Look for **Blueberry** prices to adjust down this week. There is a little more fruit arriving from Peru and Argentina, but the high prices over the past few weeks have really slowed sales at retail.

There is some rain in the forecast for the northern **Strawberry** growing region of California this weekend. This could end the northern deal for the season and help to firm the market. Supplies will still be available, but not in the excess supplies we have seen over the past few weeks.

Displays of the Week!

