

MARKET NEWS ORGANIC OUTLOOK

ORGANIC ROOT VEG OUTLOOK

As seasons change and mid-October has begun to feel like Fall, many **Organic Root Vegetables** return to our line-up.

As we head towards mid to late October, be prepared to add great items such as **Organic Turnips, Rutabagas, Celery Root (Celeriac- bulk and with tops), Sunchoke, Burdock Root, Watermelon Radishes, Black Radishes, and White & Purple Daikon Radishes. Organic Parsnips** are not far behind, as they will begin in late October.

Pre-packed **Soup Mix**, a blend of root vegetables, will be available starting 10/15.

Organic Gold and **Red Bunched Beets** are back in steady supply as we head into mid-October. Expect to see steady supplies and pricing in the month of October, and opportunities to expand this section of your vegetable set at store level to capitalize on these products during fall!

Bulk (without tops) **Organic Gold** and **Red Beets** also look to be in steady supplies throughout the month of October.



OG BERRIES

Driscoll's **Organic Blueberries** are in firm but steady supply out of California and Mexico. Other brands out of Argentina, Peru, and Chile are steady with very nice quality.

ALERT! Driscoll's **Organic Blackberries** out of California and Mexico continue in extremely firm supply. Heavy prorates should be expected with prices on the rise. Other brands of **Organic Blackberries** out of Mexico are gapping, but supplies are expected in late October.

Driscoll's **Organic Raspberries** out of Mexico and California are in light supply. Expect higher pricing. Other brands of **Organic Raspberries** out of Mexico are back in season, though quality is fair to average.

ALERT! **Organic Strawberries** harvest volumes are down significantly, which continues to push prices up. Fill-rates are not expected to be that great for the rest of October as a result of heat and rain that has damaged some of the fields.



OG APPLES

Washington **Organic Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, Red Delicious, and Sweetango Apples** are in excellent supply. Four Seasons has some great promotional opportunities with Stemilt Artisan Organics product this October.

Coming into season this week from Washington:

- **Organic Jazz**
- **Organic Jonagold**
- **Organic Kanzi**
- **Organic Lady Alice**
- **Organic Rosalynn**
- **Organic Smitten**

From British Columbia, Canada:

- **Organic McIntosh** (through late Oct)
- **Organic Ambrosia** (arriving mid-Oct)

The next Heirloom varieties, **Orleans Reinette** and **Cortland**, have arrived in limited supply. The next variety arriving in mid to late-October is **Grimes. Organic Cox Pippin Heirloom Apples** will finish up this week.



OG BROCCOLI

ALERT! **Organic Broccoli** and **Broccoli Crowns** will remain extremely limited from California for mid to late October.

Many shippers from California are currently without supplies and forecasting to have limited or no harvest volume until they transition into new growing regions in mid to late November.

Expect to see inconsistent availability and less than ideal quality for the remainder of October and into November, combined with extremely high pricing.

Supplies from Quebec are limited to non-existent for mid-October. In late October into early November, we may see supplies increase from Canada. This is not guaranteed as Quebec has seen inconsistent weather that is stunting the growth and availability.

Supplies from East Coast shippers out of Virginia and the Carolinas will begin in early to mid-November as well.



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 Cabbages continue to have excellent quality, steady supplies, and a great price point coming from NY. **Organic Napa Cabbage** has had some quality issues in early October, causing limited availability. October continues, expect to see quality and availability to improve.



OG FALL FRUIT

The first **Organic Cranberries** out of Canada have arrived! Supplies will be promotable into November.

Organic Fuyu Persimmons are coming into season from California.

Organic Pomegranates are available, plus **Organic Pomegranate Arils** in 12/4.4oz cases are back in season starting the week of 10/15.



OG HASS AVOCADOS

Organic Hass Avocados from Mexico are in steady supply with good condition. 48ct fruit is steady and 60ct fruit is now becoming more promotable after being limited during early October.

48ct Organic Fair Trade Hass Avocados are in good supply. 60ct fruit will also be available.

Organic Smooth Skin Green Avocados from Florida will be available again for mid-October.



OG ORANGES

California **Organic Valencia Orange** supplies continue to tighten. **Organic Navel Oranges** are expected to begin in November.



OG LEMONS

Organic Lemons out of California and Mexico continue with significant improvements in quality and supply with predominantly smaller sized fruit. Large fruit still carries a premium.



OG GRAPEFRUIT

The first shot of California **Organic Grapefruit** has come and gone. Supplies will be sporadic for the next couple of weeks until supplies ramp up.



OG SPECIALTY

Organic Dragon Fruit will be back in stock for mid-October.

Organic Horned Kiwano Melons and **Passion Fruit** are available. Expect steady supplies through the fall months.

Organic Black Mission Figs be available next week! A few **Organic Brown Turkey Figs** will also be available at the beginning of the week.

We are expecting a shipment of **Organic Rambutan** around October 18th.



OG PEARS

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

New crop Washington **Organic Concorde Pears** are set to arrive early next week.

Organic Asian Pears are back in sporadic supply between packs.

Washington **Organic Starkrimson (Red) Pears** are limited and expected to transition to **Red Bartletts** for mid-October.

New Washington **Organic Tosca Pears** are available in limited quantities.



OG GRAPES

California **Organic Black, Green, and Red Seedless Grapes** supplies are beginning to tighten expect markets to begin in an upward direction.

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 Thomcord Grapes** will begin to wind down for the season over the next couple of weeks.



OG CELERY

ALERT! Expect **Organic Celery** from California to have quality that will be less than ideal with inconsistent volumes throughout October. 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.

As growers continue to transition into new growing regions and different fields, expect to see pricing and supplies to normalize, however expect current conditions to continue into mid to late-November. Some shippers will begin to harvest in new fields in early to mid-November, hopefully creating some relief in pricing and quality for Thanksgiving.



OG SPECIALTY CITRUS

Buck Brand **Organic Finger Limes**, **Key Limes**, **Makrut Limes**, and **Pink Variegated Lemons** continue in very limited supply.



OG PEPPERS

Organic Colored Bell Peppers from Canada and Holland have been in excellent supply. Although pricing has begun to climb again, do not expect to see these prices to rise to the point they were during the summer months.

With excellent availability and quality, continue to promote **Organic Colored Bell Peppers** for mid to late-October.



OG ARTICHOKE

Organic Artichoke supplies from California look to have steady availability as we head into mid-October.

In early-October, many shippers are having good supplies on large-sized **Organic Artichokes**, and mid to late-October will see shippers having better supplies on 24ct **Organic Artichokes**.

With steady supplies, beautiful quality, and aggressive price points, mid to late-October looks to be an excellent time to promote.



OG BOK CHOY

Organic Baby Bok Choy from CA and PA look to be in steady supply in mid-October with much improved quality. Expect to see pricing to remain elevated into mid to late-October.



OG SQUASH

Organic Zucchini and **Yellow Squash** from Lady Moon in Georgia has come to a close in early October. Although Georgia supplies are winding down, expect to see increased volumes from Lady Moon Florida starting in mid-October.

Expect to see continued stellar quality and improved supplies throughout the month of October, with opportunities to promote.



OG LADY MOON GREENS

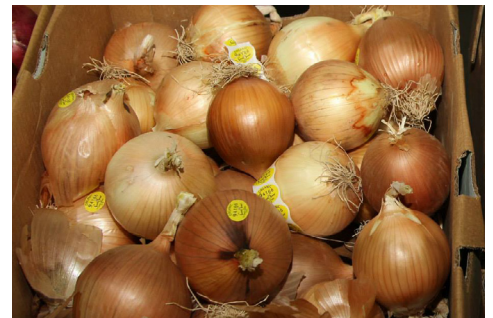
Organic Collards, Kales, Chards, Fennel, Parsleys, and Dandelion from Lady Moon Farms in Chambersburg, PA has had a great early fall season, but sadly will come to a close in mid-October.

Although Lady Moon in PA is coming to an end, Lady Moon in FL is not far behind and will begin to harvest in early November. Expect to see a brief gap in supplies from Lady Moon in late October and early November before Florida supplies begin to ramp up. During this brief gap, expect to see supplies from California to keep continued steady volumes.



OG HARD SQUASH

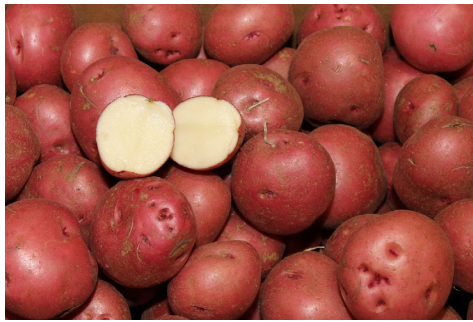
Organic Hard Squash are in excellent supply and the quality the last couple weeks has been very, very nice! Full up those produce tables with all the hardware fall items!



OG ONIONS

We will finish up on the local **Organic Sweet Onions** supply this week and have a smooth transition over to the Nevada grown "Sweetie Sweets" here in mid-October.

All other colors are in good supply with aggressive pricing due to product being available in good supply from multiple regions.



OG POTATOES

We will see the first arrival of Manitoba grown **Organic Red** and **Yellow Potatoes** this week. Pricing is very aggressive and will be locked in for the next couple weeks. This is a great item to promote and quality will be fantastic!



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico continue in steady supply for early October. Expect continued plentiful supplies and promotable opportunities, as quality will remain stellar. Also, look forward to some supplies coming from New York.



OG MANGOS

ALERT! **Organic Mangos** from Mexico are winding down. 6ct fruit will be available while supplies last. There will be a gap in fruit until at least the end of October when Ecuador starts shipping.



OG TOMATOES

Organic Cherry Tomatoes will be extremely promotable this week from Mexico. Quality has looked very nice from Del Cabo.

Organic Grape Tomatoes will continue to be promotable this week from Mexico. Quality has looked excellent.

Organic Heirloom Tomatoes are still promotable from California. Quality has looked great.

Organic Beefsteak Tomatoes will be extremely promotable this week from Texas. Quality looks great, so promote with confidence.

Organic Cluster Tomatoes are steady this week. Harvests continue to flush as new greenhouses in Mexico and US are starting to pick as well. Quality has looked great.



OG CUCUMBERS

Organic Cucumbers from Lady Moon Farms in Florida are in abundant supply and improved quality in early October. Expect this trend to continue as we move towards mid to late-October. With good supplies, excellent quality, and steady pricing, this is a great opportunity to have excellent product in your stores.

Mexican **Organic Cucumbers** also has great supplies with excellent quality. Mexican product will provide a great price advantage on Lady Moon product and with steady supplies, excellent quality, and aggressive price points mid-October is a great time to promote.

Organic Mini and **European Seedless Cucumbers** from Canada will continue to have limited supplies and less than ideal quality in mid-October. Expect to see this trend continue into late October. **Organic 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. Also, look for opportunities on **Organic Mini Cucumbers** from Mexico at a better price point than the Canadian shippers can provide.



OG CAULIFLOWER

Organic Cauliflower from California remains limited. Expect the trend of tight supplies, high pricing, and less than ideal product to continue into late October and spill into November. Many shippers from California are currently without supplies and are forecasting to have limited to no supplies until they transition into new growing regions in mid to late November.

However, **Organic Cauliflower** from Quebec looks to be in plentiful supplies as October continues giving stores an excellent opportunity to promote product. Store will be able to take advantage of beautiful supplies at an aggressive price point to kick off the fall season. Capitalize on this aggressive pricing by building displays with other promotable items.

OTHER STORIES

- The first Oregon fresh **Organic Chestnuts** are expected to arrive in late-October.

- **Organic Asparagus** prices came down some this week. Quality has been excellent, and supplies are steady.

- Supplies of **Organic Young Thai Coconuts** are up. Look for some of the lowest prices of the year!

- **Organic Cantaloupes** are in good supply out West, but **Organic Honeydews** are finished.

- The PA **Organic Green Bean** season will be coming to an end in mid-October. This year was a very successful one with excellent quality and steady availability. Look for promotional opportunities in mid-October to close the local season out. As we transition into new growing regions, product will be coming from Georgia, Florida, Mexico, and occasionally California.



PUMPKIN PATCH

EDIBLE ►

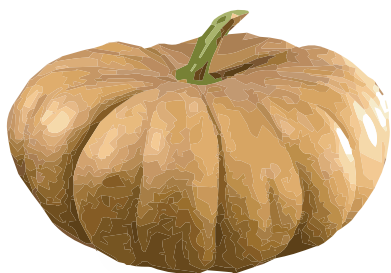
Dual purpose. Ideal for decorating, plus the flesh of these heavy pumpkins has the right flavor and texture to use for roasting, soup, and pie recipes.



Cinderella



Fairy Tale



Long Island Cheese



Peanut



Blue Jarrahdale

DECORATIVE USE ONLY ►

These decorative pumpkins are best for drawing, carving, and painting.



Valenciano White Face



Face Pumpkin /
Jack-o-Lantern



Flat White Boer



Knuckle Head



Pink Porcelain Doll

MARKET NEWS

CONVENTIONAL OUTLOOK

EASTERN APPLES OUTLOOK

It's prime time for **Eastern Apples**! Be sure to promote local fruit during October, because that's exactly what your customers will be looking for.

Here's a rundown of what's happening out of PA and NY:

Honeycrisp have been selling at a fast clip. The highly promotable price points on US#1 grade fruit will be winding down as local growers without controlled atmosphere storage get through their **Honeycrisp** before November. Storage crop **Honeycrisp** will be available from PA and NY into the New Year, but at higher pricing in November and beyond.

Coming into season this week:

- **Cortland**
- **Empire**
- **Jonagold**
- **Rome**
- **Snap Dragon**
- **SweetTango**
- **Zestar**

Varieties yet to come:

- **Stayman** (10/21)
- **Granny Smith** (10/25)
- **Kiku** (11/1)
- **Pink Lady** (11/7)

Ginger Gold Apples are done from the season, but **Gold Delicious Apples** are in peak.



CV BLUEBERRIES

Blueberries are in excellent supply from Peru, and volumes are set to increase each week as we head forward into November. We'll have plenty of supply on all 6 oz. and pints.

Jumbo Blueberries will be in excellent supply for mid-October – promote this great eating experience item! Four Seasons will have jumbo-sized "Might Blues" from Naturipe, and jumbo-sized "Limited Edition" from Driscoll's.



CV TOMATOES

Beefsteak Tomatoes remain very promotable this week. Quality is excellent out coming from Mexico.

Cluster Tomatoes remain extremely promotable as well this week. Quality is excellent from Mexico, US, or Canada. All 3 areas are harvesting, and quality is great. Promote with confidence.

Roma Tomato prices will be rising this week as Tennessee has finished harvests for the season. Mexico and Florida have not yet begun shipping.

Ask your sales rep about opportunities with Sunset brand **Sugar Bombs**, a sweet grape-shaped tomato.



CV GRAPES

California **Cotton Candy Grapes** are finishing up, but new crop imported **Cotton Candy** are available in a 10/1lb clamshell packs for mid-October.

The cost on California **Green Grapes** is higher due to heavier shrink as they harvest in the vineyards. Expect this market to continue to go up as we move into the end of October and into November. There are some outstanding varieties available right now.

The **Red Grapes** market is steady with deals on the medium-large box.



CV STRAWBERRIES

Strawberries will be in better supply this week from California.

We'll be sourcing the majority of our fruit from the new crop regions of Oxnard and Santa Maria, CA, even though growers are still sending lower-priced old crop fruit from Salinas and Watsonville, CA into the marketplace.

There's clearly a difference in quality, but it's important to know why there's cheap pricing in the market. We're sticking solely with new crop fruit, and quality has been excellent.



CV BLACKBERRIES & RASPBERRIES

Blackberries and **Raspberries** will be in better supply out of Mexico starting by 10/21. Weather has improved in Mexico, and **Blackberries** will especially be in better supplies for late-October, and **Raspberry** volumes will continue to increase. Pricing will slide down on **Raspberries** so now is a great time to promote!



CV CRANBERRIES

Cranberries have started! We'll have plenty of Ocean Spray, as well as locally grown product from New Jersey.



CV CUCUMBERS

Euro Seedless Cucumber prices are back on the rise this week. Shorter days are leading to less harvests and Mexico has not yet begun production, causing the rise. Quality has been very nice still coming from Canada.

Mini Seedless Cucumber prices are spiking very rapidly this week. Harvests are coming up short and Mexico is not shipping any good volume. Expect high prices and gaps in supplies.

Super Select Cucumber prices are starting to rise as we transition back down South, however they remain extremely promotable. GA and NC are harvesting in good numbers. Mexico will become available by late-October.



CV SQUASH

Green Squash markets have risen after prices were on floor for so long. High heat in GA has halted production, leading to spike. They are still extremely promotable as Mexico is coming in strong numbers with great quality.

Yellow Squash prices are steady and will also be promotable with product from Mexico. Quality will be excellent.



CV CABBAGE

Green Cabbage markets remain extremely promotable this week. Quality has been excellent from NJ, PA, and NY.



CV PEPPERS

Green Peppers remain extremely promotable this week. Quality has been very nice from all areas.

11lb Hothouse grown **Red**, **Yellow** and **Orange Pepper** prices are steady out this week after being extremely promotable in early October. The flush is now over, and hothouses are now back to normal harvest numbers. Prices still remain promotable with excellent quality.

15lb **Red Pepper** prices also remain promotable this week. Quality out of California has been excellent.



CV CAULIFLOWER

Eastern 9ct naked **Cauliflower** and 60ct **Jack-et-cut Cauliflower** bins are readily available through the month of October. 9ct naked **Cauliflower** will have a slight increase in pricing due to demand. This local **Cauliflower** program is seeing the best quality in years!

ALERT! **Cauliflower** out of California is extremely limited with prices increasing daily. Cooler weather is slowing the growing process, causing low yields.



CV ASPARAGUS

Asparagus pricing remains promotable this week. Quality has been excellent from Peru and Mexico.



CV PEAS

ALERT! Snap and Snow Pea prices will be extremely volatile and high for the next few weeks. Cold, rainy weather in Guatemala has led to very light harvests. Expect high prices and gaps in supplies for through late-October.



CV BROCCOLI

Broccoli Crowns out of California are tight and there is no sign of letting up here in mid-October. Few, if any, will be available out of California.

Eastern growers will have more available and we will start to see better quality as we hit cooler weather. We will be getting Eastern **Broccoli Crowns** in from Maine and Virginia with pricing slowly increasing due to limited availability from California. Local Lancaster County, PA **Bin Stem Broccoli** is beautiful and readily available.



CV MELONS

California is winding down on both **Cantaloupes** and **Honeydews**, but with Arizona going with their fall crop on **Cantaloupes**, and Mexico soon to start with **Honeydews**, there should be no gap on supplies. There's a fall crop of **Cantaloupes** coming from Georgia too.



CV IDAHO POTATOES

NOTE: The state of Idaho is experiencing record breaking cold weather in mid-October, which will impact the harvesting and subsequently the quality of a significant amount of late season storage **Potatoes** that are still in the ground.

It will be weeks if not months for the effects of the very cold temperatures to fully be recognized but there is a large amount of uncertainty in how market conditions will react. It is expected that the Idaho potato market for the spring and summer months will be extremely high and may potentially gap in supply. In the short term product availability is expected to tighten up and market prices are expected to climb.



CV ONIONS

The Northwest continues its storage **Onion** harvest. Despite the rain delays through the region, clearer weather this week should allow growers to make significant progress. Overall, onion demand across the county remains slow as we head into mid-October. Supplies are plentiful from growers in Idaho, Oregon, Nevada and Washington. Expect this market to stay fairly saturated for the next couple weeks until demand swells as we get closer to Thanksgiving.

Nevada grown "**Sweetie Sweet**" **Onions** continue to be in promotable supply with sharp pricing.

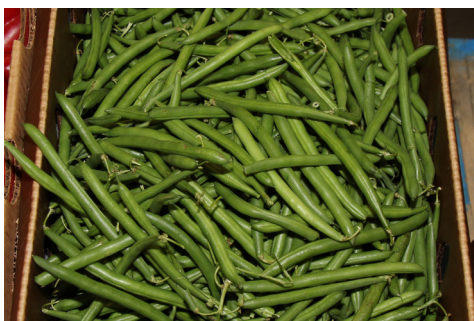


CV LETTUCE

ALERT! Iceberg, Romaine, and Romaine Hearts are coming to an end in Quebec, and California is having major issues.

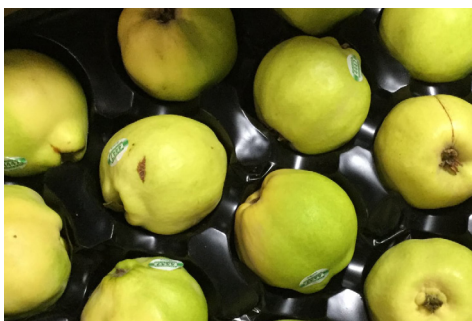
California pricing will continue to increase dramatically due to limited harvests from high temps a few weeks ago and now cooler temps slowing the growing process. To make matters worse, quality issues are becoming prevalent upon arrival.

New Jersey has fresh crop **Leaf Lettuces** for the remainder of October, so there will be a little relief on those items for those willing to promote the local product.



CV GREEN BEANS

Green Bean prices jumped quite a bit this week. NJ and NY are still harvesting, but PA is now finished for the season. Expect prices to continue to go up as we begin to transition back down south.



CV FALL FRUIT

Pineapple Quince, **Fuyu** (flat, ready to eat right away) **Persimmons**, and **Hachiya** (cone-shaped, must ripen to soft) **Persimmons** will be available for late October! These will be in steady supply in the coming months.



CV BRUSSELS SPROUTS

Brussels Sprouts are expected to have a slight increase in pricing the next few weeks due to demand.

Brussels Sprouts Stalks are coming in beautiful! Quality over all is fantastic.