

ORGANIC MARKET NEWS

OCTOBER 14 - OCTOBER 21, 2022

PROMOTABLE ORGANIC HASS AVOCADOS



Organic Hass Avocado supplies are up for the middle of October out of Mexico. This steady volume with nice quality at reasonable pricing is allowing for October promotions!

The Mexican crop is transitioning from “Flora Loca” crop to the “Aventajada” crop during this time.

Equal Exchange brand **Organic Fair Trade Avocados** continue with good availability on 48ct and 60ct. Small size fruit in 4ct ReadyCycle packages with brand story are also available from Equal Exchange.



OG BERRIES

Organic Raspberries are in excellent supply from Mexico, and now is a great time to promote. Pricing will go back up to more typical levels in November, but sharp price points should be available until then!

Organic Blueberry supplies from Mexico are excellent, and quality has been beautiful. Get ready to promote Blueberry pints the week of October 17th - Now is the perfect time!

NOTE: Organic Blackberries will be in very tight supply as we close out the month of October, and pricing is not expected to drop. Quality has been solid.

ALERT! Organic Strawberries are extremely tight, and pricing just continues to rise. Overall supplies are down, and it will create a tough market moving forward. Expect more price increases each week as we head into November.



OG BROCCOLI & CAULIFLOWER

NOTE: Organic Cauliflower from California remains a difficult market during October. Although some growers are reporting increased volume in mid to late October, others are struggling with low yields and quality issues. There's a range of prices and this will be a volatile market.

Local PA growers are expected to begin harvesting their fall crop of **Organic Cauliflower** in late October, which will run into November with nice quality expected.

ALERT! Organic Broccoli pricing remains extremely elevated in mid-October. California continues to be the main source of supplies but they're struggling with quality and yields. Quebec is winding down. North Carolina growers will start later in October, and generally improved quality and availability is expected then.

Local PA **Organic Stem/Stalk Broccoli** will become available in mid-October.

NOTE: Organic Sweet Baby Broccoli from California is going up in price and volumes are expected to drop closer to November. Some product from North Carolina will become available to supplement.



OG TROPICALS

Organic Pineapple supplies have been excellent and promotable for both 6ct and 8ct sizing. Quality has been very good.

Both **Organic Eat & Drink Coconuts** and **Organic Young Thai Coconuts** will be in stock for most of October!

Organic Keitt Mangos from California will be available in limited supplies. Pricing is high for this domestic fruit.

Organic Passion Fruit and **Jujube** are available for mid-October.

NOTE: Organic Dragon Fruit supplies suffered from severe weather in Mexico. Supplies will be very limited and likely out of stock for the time being.

NOTE: Organic Royal Star Papayas are in tight supply due to rain and gaps in crop supplies for the middle to end of October.



OG CITRUS

Organic Valencia Oranges continue to be in steady supply and are expected to transition to **Organic Navel Oranges** in the first half of November. A good size crop of good quality fruit should be expected.

Organic Grapefruit continue to be very limited out of California. We expect supplies to begin improving the first or second week of November.

Organic Lemons and Limes are finally in good supply with easing prices.



OG PEPPERS

NOTE: Organic Color Bell Peppers from Canada and Holland remain limited during the later stages of their season. Mexican grown product is now available in mid to late October, although volumes remain light. Expect limited supplies and product from various growing regions to fulfill supplies during October and early November.

Organic Mini Sweet Peppers from Mexico will become available in light volumes in late October.



OG SQUASH

Organic Zucchini and Yellow Squash remain in consistent supply during mid-October as NC and FL production continues. Colder temperatures in NC have drastically slowed, however Lady Moon Farms has resumed harvests of **Organic Zucchini** after the impacts of Hurricane Ian subsided. Mexican supplies of both commodities are becoming available, and volumes are increasing in late October.

Expect supplies from Mexico to supplement any shortages due to colder temperatures or aftermath effects of Hurricane Ian.



OG CARROTS

NOTE: Grimmway (Cal-O and Bunny-Luv brands) have put prorates in place for **Organic Cello, Table, Jumbo, and Juice Carrots** in order to stretch out their light inventory during October. Limited supplies are expected until they can harvest the next block of fields in late November.

Organic Rainbow Cello Carrots will be fully unavailable until the next lot of fields.



OG GRAPES

Organic Grapes are in good supply due a switch to stronger varieties. **Organic Green Grapes** have transitioned into "Autumn Crisp," which is a top-notch variety.

Organic Black Grapes, Thomcords, and Red & Green Grapes in biodegradable packs are all available for mid-October.



OG GREEN PEPPERS & EGGPLANT

Organic Green Bell Peppers and Eggplant continue to be sourced from NC with strong volume and excellent quality, but as November approaches, colder temperatures will begin to slow production.

Mexican grown product will be the main source of supply following the conclusion of the NC season as the FL season was delayed due to Hurricane Ian. Lady Moon will gap until later this winter on these items.



OG ASPARAGUS

Organic Asparagus prices are expected to remain steady at current levels out of Argentina until the Mexico season starts in November.



OG CELERY

Organic Celery production from CA remains strong in mid-October. As November approaches and Thanksgiving begins to increase demand, **Organic Celery** is expected to increase in price. Quality remains good from California and is expected to remain so through the Thanksgiving holiday.



OG APPLES

Make sure to enter the Stemilt **Organic Apple Display Contest** to drive lots of volume inflation-busting market opportunities.

Organic Opal and SugarBee Apples will be available towards the end of October.



OG FALL FRUIT

Organic Fresh Figs will be available through October in limited supplies. **Organic Pomegranates** and **Organic Pomegranate Arils** are now in peak season. **Organic Fuyu Persimmons** are now available with **Hachiya** variety starting by 10/19.



OG CABBAGE

Locally grown **Organic Green Cabbage** continues to be in full swing during October from NY and PA. **Organic Red Cabbage** has full transitioned to PA grown, while **Organic Napa** and **Savoy Cabbage** continue to be sourced from NJ and VT respectively.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico resumed harvests in a limited way during mid-October. Supply volume will gradually increase, while pricing decreases in late October. The 16/1lb micro-wavable pack is selling well too.



OG CUCUMBERS

Organic Cucumbers are in strong supply despite the impacts of Hurricane Ian in Florida. In the initial aftermath of the storm, North Carolina and Mexican growing regions were light in supplies. In mid-October, the Mexican season began to ramp up while North Carolina production began increasing. Expect strong supplies, quality, and promotable pricing during late October on **Organic Cucumbers**. Limited amounts of Lady Moon Farms **Organic Cucumbers** will be available in late October as they continue to recover from the effects of the storm.

12ct **Organic Euro Seedless Cucumber** prices are decreasing as we head into the end of October. Availability is increasing and quality is okay, but will be improving.

ALERT! **Organic Mini Seedless Cucumber** prices will remain high as many shippers are in crop transition. Additionally, some growers have reduced their greenhouse plantings on this commodity.



OG TOMATOES

Organic Beefsteak Tomatoes are now new crop from Quebec. Quality is nice so far.

Organic Cluster Tomatoes out of Canada are starting in a small way with some additional volume to supplement the end of the Mexico crop. New crop Canada will provide the very best quality around as we head into the end of the year.

Cocktail Tomatoes are in peak season from Quebec in the Savoura brand. **Organic Campari Cocktail Tomatoes** are also available.

NOTE: **Organic Grape** and **Cherry Tomatoes** from Lady Moon Farms are finished in PA and would have been starting in mid-October with their new crop out of Florida. Unfortunately, with the weather that Florida has had, this will cause them to clean up and replant. This means that there will be no Lady Moon **Tomatoes** out of Florida until at least mid-December.

We will have other **Organic Grape** and **Cherry Tomato** brands available while Lady Moon gaps.



OG LETTUCE

ALERT! **Organic Leaf** and **Romaine Lettuce** remain limited in October as California suppliers struggle with "INSV" field disease and light harvest yields. These conditions are expected to continue into November when growers transition to southern growing regions.

Quebec supplies have rebounded during mid-October after cold temperatures slowed production, but their season is in the final stages as it is expected to conclude by November.

Local New Jersey productions is beginning in late October and will last a few weeks.

ALERT! **Organic Romaine Hearts** and **Iceberg Lettuce** from California remain limited due to growers not consistently harvesting daily. With inconsistent harvests and yields, pricing is expected to remain elevated into November when new growing regions finally begin.

OTHER STORIES

• **Organic Cantaloupes** and **Honeydew** seem to have finished from California with minimal inventory remaining. Arizona will start Honeydew in mid-October.

• **Organic SunGold Kiwifruit** will be finishing up for the season by the middle of October. **Organic Green Kiwifruit** from Zespri will be in good supply through at least October.

• Locally grown **Organic Green Beans** from PA are ending in mid-October. After a strong local season, we will source from NC, FL, and Mexico to supplement supplies during the fall months.



OCTOBER 17TH-NOVEMBER 13TH, 2022

STEMILT WORLD FAMOUS FRUIT APPLE & PEAR DISPLAY CONTEST SPECTACULAR

It's October, and you all know what that means! Our annual **Stemilt Apple and Pear Display Contest** is here! Four Seasons Produce has again partnered with Stemilt Growers to bring you a display contest that is sure to drive serious volume, create lots of excitement at store level, and bring a good old fashioned Fall atmosphere into your produce departments! **BEAUTIFUL** Washington State grown organic and conventional apples and pears are now in full swing, with outstanding quality and great sales opportunities. This four week promotion will have your customers loading up their carts with fresh apples and pears, and it offers you a chance to show off your creativity and win some cool prizes! Remember—an apple display a day, will drive sales all the way!



CONTEST RULES:

- Build an awesome apple and pear display using Stemilt World Famous fruit between October 17th and November 13th, 2022! All fruit **MUST** be purchased from Four Seasons Produce. *(In the event that Stemilt label product is substituted into a different brand due to availability your entry will not be disqualified.)*
- Your display must contain **AT LEAST FIVE** varieties or SKU's from the contest codes below. This requirement can be a combination of both loose and bagged fruit.
- There will be a bagged category for this contest as well, and you will **need three (3) varieties** on display to be qualified as an entry.
- Your display **must contain Stemilt POS signage, boxes or bins** highlighting the Stemilt label. Point of Sale kits and signage will be available through your Four Seasons Sales Rep or Merchandiser.
- All displays **must remain up** for a **minimum of one week**.
- All display entries should be emailed to contests@fsproduce.com by Friday November 18th, 2022.



CONTEST CATEGORIES & PRIZES

GRAND PRIZE

"Stemilt Spectacular"



LARGEST DISPLAY

"Stemilt Space Station"

- 1st - \$300
- 2nd - \$200
- 3rd - \$100

MOST CREATIVE

"Stemilt Styling"

- 1st - \$300
- 2nd - \$200
- 3rd - \$100

BEST BAGGED DISPLAY

"Sack of Stemilts"

- 1st - \$300
- 2nd - \$200
- 3rd - \$100

Displays should include bags only and must use at least five (5) varieties of apples/pears.



Everyone's a winner!

Each entry will receive a Stemilt Artisan Organics T-shirt!

FOR MORE DISPLAY TIPS AND IDEAS, PLEASE CONTACT YOUR FOUR SEASONS SALES REP OR MERCHANDISER.



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





Stemilt Promotion Product Codes

CONTACT YOUR REP TO PLAN OUT YOUR PROMOS & DISPLAYS!

OCTOBER 17TH-NOVEMBER 13TH, 2022



GALA APPLES

- | | | | |
|-------|--|-------|--|
| 42994 | OG Apples Gala WXP 40 lb 80/88 ct | | CV Apples Gala Bulk: Upon Request |
| 42992 | OG Apples Gala WXP 40lb 100ct | 12175 | CV Apples Gala 9/3 lb Lil Snapper Pouch Bag |
| 42975 | OG Apples Gala WXF 12/3 lb bag | | |
| 44663 | OG Apples Gala 9/3 lb Lil Snapper Pouch Bag | | |



FUJI APPLES

- | | | | |
|-------|--|-------|---|
| 43045 | OG Apples Fuji WXP 40 lb 80/88 ct | | CV Apples Fuji Bulk: Upon Request |
| 42914 | OG Apples Fuji WXP 40lb 100ct | 12179 | CV Apples Fuji 9/3 lb Lil Snappers Pouch Bag |
| 42995 | OG Apples Fuji WXF 12/3 lb bag | | |
| 44664 | OG Apples Fuji 9/3 lb Lil Snapper Pouch Bag | | |



GRANNY SMITH APPLES

- | | | | |
|-------|--|-------|--|
| 43109 | OG Apples Granny Smith WXP 40 lb 80/88 ct | | CV Apples Granny Smith Bulk: Upon Request |
| 43113 | OG Apples Granny Smith WXP 40lb 100ct | 12178 | CV Apples Granny Smith 9/3 lb Lil Snapper Pouch Bag |
| 43100 | OG Apples Granny Smith WXF 12/3 lb bag | | |
| 44662 | OG Apples Granny Smith 9/3 lb Lil Snapper Pouch Bag | | |



HONEYCRISP APPLES

- | | | | |
|--------|---|--------|--|
| 43098 | OG Apples Honeycrisp WXP 40 lb 80/88 ct | | CV Apples Honeycrisp Bulk: Upon Request |
| 43095 | OG Apples Honeycrisp WXP 40lb 100 ct | 230362 | CV Apples Honeycrisp 9/3 lb Lil Snapper Pouch Bag |
| 43126 | OG Apples Honeycrisp WXF 12/3 lb bag | | |
| 227851 | OG Apples Honeycrisp 9/3 lb Lil Snapper Pouch Bag | | |
| 49212 | OG Apples Sweetango WXP 40 lb 100 ct - (While Supplies Last) | | |



PEARS

- | | | | |
|--------|--|--------|---|
| 221784 | OG Pears Red US #1 20 lb 50/55 ct | 229437 | CV Pears Red US #1 20 lb 40/50 ct |
| 49233 | OG Pears Red US#1 12/2 lb Lil Snapper Pouch Bag | 214178 | CV Pears Red 9/3 lb Lil Snapper Pouch Bag |
| 43224 | OG Pears Bosc US #1 40 lb 80/90 ct | | CV Pears Bosc Bulk: Upon Request |
| 49241 | OG Pears Bosc 12/2 lb Lil Snapper Pouch Bag | 12184 | CV Pears Bosc 9/3 lb Lil Snapper Pouch Bag |
| 43604 | OG Pears Bartlett US#1 40 lb 80/90 ct | 6542 | CV Pears Bartlett Bulk: Upon Request |
| 49232 | OG Pears Bartlett 12/2 Lil Snapper Pouch Bag | 12183 | CV Pears Bartlett 9/3 lb Lil Snapper Pouch Bag |

Combo Display - Apples + Pears



221944 **FREE** Stemilt Pop Up Display Bins: 2 sided for either Conventional or Organic display



NEW OR BACK IN SEASON AT FOUR SEASONS



CODE: 232637
CV Salad Chop Mexican
6/10.75



CODE: 232635
CV Salad Chop TC Lemon Caesar
6/9.5 oz



CODE: 232633
CV Salad Chop TC Pesto Caesar
6/9.5 oz



CODE: 232631
CV Salad Butter Supreme (CrBl)
6/5 oz



CODE: 229018
CV Tomatoes Constellation
15/10 oz Seasonal NatureSweet



CODE: 232776
CV Tomatoes Cherubs To Go
14/6.75oz Multipack 3/2.5oz



CODE: 232777
CV Tomatoes Constellation To Go
14/6.75oz Multipack 3/2.5oz



CODE: 232711
OG Mushroom Lions Mane
6/3.5 oz Mother Earth



CODE: 232366
CV Juice Lemon
24/4.23 oz

CODE: 232367
CV Juice Lime
24/4.23 oz

PREPARED FOODS AVAILABLE AT FOUR SEASONS

CLEAN INGREDIENT DELICIOUS MEDITERRANEAN & LATIN CUISINES



DEMETER'S
PANTRY

STOCK INVENTORY:

231658	CV Enchiladas Beef Roja	8/13.7 oz Demeters Pantry
231661	CV Enchiladas Chicken Verde	8/13.7 oz Demeters Pantry
231662	CV Bowl Chicken Greek	8/12 oz Demeters Pantry
231663	CV Turkey Meatball Moroccan	8/13 oz Demeters Pantry
231664	CV Shepard Pie Vegan	8/13 oz Demeters Pantry
231665	CV Enchilada Vegetable Verde	8/13.7 oz Demeters Pantry

PREORDER:

231666	CV Quesadilla Black Bean Bulk (18pcs)	1/6.4 lb Demeters Pantry
231667	CV Quesadilla Chicken Roja Bulk (18pcs)	1/6.4 lb Demeters Pantry
231668	CV Quesadilla Mushroom Bulk (18pcs)	1/6.4 lb Demeters Pantry
231669	CV Coucous Israeli & Veg Bulk	2/5 lb Demeters Pantry
231670	CV Quinoa Salad Bulk	2/5 lb Demeters Pantry
231671	CV Eggplant With Feta Bulk	2/6 lb Demeters Pantry



Macro Vegetarian

NEW ITEMS FROM MACRO VEG!

232852	CV Vegan Macaroni & Cheese	6/12oz Macro Vegetarian
232858	CV Chickpea Salad Sprouted	6/8oz Macro Vegetarian
232859	CV Noodles Sundried Tomato	6/12oz Macro Vegetarian
232860	CV Risotto Kale Pesto	6/12oz Macro Vegetarian
45276	CV Vegan Chicken Lo Mein	6/12oz Macro Vegetarian
45259	CV Vegan Chicken Salad Natural	6/7oz Macro Vegetarian
232861	CV Soup Tomato Bean	4/14oz Macro Vegetarian
232862	CV Soup Broccoli Cauliflower	4/14oz Macro Vegetarian
45358	CV Soup Corn n Veg Chowder	4/14oz Macro Vegetarian



BOWERY

NEW SALAD KITS!



CODE:

CV Salad Zesty Caesar Kit
6/5.5 oz Bowery



232609

CV Salad Avocado Ranch Kit
6/5.25 oz Bowery



232611

CV Salad Balsamic Kit
6/6.5 oz Bowery



Watermelon Display Contest Winners

July 4 - September 18, 2022

The results are in for our second annual Watermelon Display Contest sponsored by the National Watermelon Board! This multi-month contest promotion produced plenty of heavy lifting and turned our retailers counters and floors into beautiful hydration stations! Whole melons, minis, yellows, organics, YUMI—you name it, we had it in for our retailers!

Grand Prize:
Hennings Market
Harleysville, PA



1ST PLACE:
River Valley - Northampton, MA



2ND PLACE:
Landis Vernfield - Harleysville, PA



3RD PLACE:
Leg Up Farmers Market - York, PA



4TH PLACE:
Kennie's Market - Gettysburg, PA



5TH PLACE:
Takoma Park - Takoma Park, MD



PHONE: 1.800.422.8384

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CONVENTIONAL MARKET NEWS

OCTOBER 14 - OCTOBER 21, 2022

FALL CITRUS OUTLOOK



SOUTHERN HEMISPHERE:

Import **Mandarins** are in ample supply for October with some reasonable pricing available. "Halos" brand **Mandarins** from Chile, with good size and quality, are available at a premium.

Navel Oranges continue with remarkable quality on imported fruit. All sizes are currently in good supply during October.

Import **Cara Cara Oranges** and **Minneola Tangelos** are now done for the season.

FLORIDA & TEXAS:

Florida **Juice Oranges** are now in season. For stores that do in-store juicing, we'll be bringing in a 100ct bulk. 12/3lb bags will be available for retailers selling to at-home juicers.

Fall Glo Tangerines are in season. 80ct and 12/3lb bags will be available for the week of 10/17. This variety has plenty of seeds, but there are still some stores that want to offer this to their shoppers.

Florida and Texas **Grapefruit** will be ready to go by mid to late October. Stay tuned for more details.

CALIFORNIA:

Look for California "Clementine" variety **Mandarins** to start at the beginning of November. "Halos" will be our primary brand and they will have some new point of sale material and display bins available for mid-November and December promotion.

New crop California **Navel Oranges** are set to begin at the end of October or beginning of November – weather and quality pending! Growers do expect a good volume **Navel Orange** crop later this fall and winter. Small fruit and bags will be prominent during November and December.

We are winding down California **Valencia Oranges** at this point in the season and will offer Florida **Juice Oranges** and new crop **Navel Oranges** as alternatives.

Grapefruit is winding down out of their peak season in California.

With a new growing region coming on, **Lemon** quality is improving noticeably. Pricing is expected to moderate.



CV BERRIES

Blueberries are in excellent supply from Mexico and Peru. North America continues to receive plenty of volume from Peru, and this has kept market prices at very promotable levels. This market should remain unchanged heading into November. Quality has been excellent on fruit from all regions, so now is a great time to promote **Blueberries**.

Raspberries will be promotable for the remainder of October. Supplies are excellent from California and Mexico.

Blackberries will be in shorter supply heading into the week of 10/17. California is winding down for the season, and volumes from Mexico are just beginning to ramp up. Look for pricing to slide down as we head into November.

ALERT! Strawberries are in very short supply, and the market price has continued to climb. Beginning the week of 10/17, we'll be making a switch from California fruit to Mexican fruit. While pricing is not expected to change, we should see a nice quality improvement on this new crop fruit.



CV APPLES

It's peak **Apple** season! We are now seeing better supplies available to load from all eastern and western **Apple** shippers across more varieties, despite what may be a smaller crop volume than usual.

The third week of October brings a few more varieties in stock. Out west, we will see new crop **Braeburn** and the anticipated return of **SugarBee Apples** on 10/20. Tart-sweet **Lucy Glo Apples**, with yellow skin and reddish flesh, are now available.

Back east, **Cortlan Apples** are now in stock, and **Rome** and **Stayman** will be arriving in late October.

18/2lb pouch bags out of New York will be available in **Empire, Gala, McIntosh, and Red Delicious** "Lil Apples."

Eastern and western **Ginger Gold Apples** are done for the season, and we have fully transitioned into new crop **Gold Delicious Apples**.



CV GRAPES

Red Grapes remain plentiful as quality-dependability has been outstanding. We will remain in some of the strongest varieties of "Scarlett Royal," "Jack Salute," "Alison," and "Timco."

Green Grapes have rebounded with excellent arrivals of late varieties, such as "Autumn Crisp" and "Autumn Kings."

We will continue to offer **Jumbo Grape** lines, currently "Jack Salute" on **Red** and "Autumn Crisp" on **Green** from Illume.

Additional offerings will be **Bi-Color** clamshells, **Cotton Candy** bags/clamshells, **Stella Bella Greens**, **Moon Drops** (ending), **Black Seedless**, **Globes**, and **Jam** clamshells.



CV BROCCOLI

Broccoli Crowns from Maine are done for the season. Virginia is currently harvesting, with North Carolina ready to start by the end of October. Supplies on the east coast are limited due to current demand to supply ratio.

California remains on the limited side. Mexico and Quebec are available.

Local **PA Stem Broccoli** bins are readily available!



CV CAULIFLOWER

Cauliflower prices are coming off with better availability from California. Maine is done for the season, but Quebec has a small program on **Bikini-cut Cauliflower**.

Local **PA Bin Jacket-cut Cauliflower** has been gapping due to cooler temps. There are hopes of getting back to a regular harvest schedule to close out October.



CV LETTUCE

ALERT! California growers have given notice to smaller and lighter heads of **Iceberg, Romaine, and Romaine Hearts** due to poor growing conditions. These **Lettuces** are extremely limited and becoming very expensive. Growers are not protecting on quality defects - it is a "take it or leave it" market.

Little relief is expected until growers transition to their winter growing regions in November.

Local New Jersey growers have availability on **Boston, Red Leaf, Green Leaf, and Romaine Lettuces**. It is pricier than usual, but it does provide some relief to the California situation.



CV AVOCADOS

Mexican **Hass Avocado** harvests volumes have increased in Mexico and prices have remained steady despite volumes from Peru winding down for their season.

As we shift away from the Peru fruit due the focus will be on 32ct, 48ct, 60ct, and 15/4ct bags from Mexico. Mexican harvests are transitioning from "Flora Loca" crop to "Aventajada" crop during this time. This should improve fruit quality and oil content of fruit!



CV GREEN BEANS

NOTE: **Green Bean** prices are expected to increase as we head into the end of October with crops damaged in Florida. Currently, we are offering Georgia product and will be filling needs most likely with product from Mexico for this Thanksgiving, but that could change once we see what type of volume Georgia will have.

Tennessee **Green Beans** have also been damaged from a recent frost, causing even less beans in the market and causing the price to jump.



CV CUCUMBERS

Super Select Cucumber prices are expected to decrease slightly into the end of October with Mexico ramping up in volume. Quality is great but it is about time to move into the solid Mexican dark **Green Cucumbers** that everyone loves!

Euro and Mini Seedless Cucumber prices are starting to ease as we enter the end of October. We are not expected to see floor pricing with less cucumbers planted and disease pressure. Quality has been good.



CV CARROTS

NOTE: Grimmway (including Dole brand) has implemented prorates for **Cello, Table, Jumbo, and Juice Carrots** due to low harvest yields during October. Limited supplies are expected until they can harvest the next block of fields in late November.



CV STEAM IT! POTATOES

We received in the POS bins for the **Steam It! Microwave 1.5lb Potatoes**. Look to promote these **Steam It!** items for the month of November.



CV MELONS

6ct **King O' The West Honeydews** are promotable due to CA fruit still available as well as fruit in Arizona. Look for *new* **Solara Melons** (greenhouse Galia) to be available to start in mid-October. **Cantaloupes** remain tight as the southern regions have not ramped up yet.



CV PEPPERS

Green Pepper prices will start to increase as we transition to Mexico product. Quality has been excellent!

11lb **Hothouse Yellow** and **Orange Pepper** prices will stay steady. **Red Peppers** will still be tighter than **Yellow** and **Orange** moving forward. There are cheaper **Red Peppers** available, but it is smaller sizing and not jumbo. We continue to source most of our product from Canada.

15lb **Sweet Red Pepper** prices will remain steady out of California.

Mini Mix Sweet Pepper prices will remain steady into the end of October with Mexico still not having an abundance of product and Canada lagging behind in their production. Quality has been excellent.



CV TOMATOES

Snacking Specialty Tomatoes from Nature-Sweet continue to be promotable through October with promotions of different varieties. Availability is excellent and quality has been superb on all inbounds.

NOTE: Grape and Cherry Tomato prices are still on the rise as we will most likely not be seeing any product out of Florida until mid to late December due to the Hurricane.

Cluster Tomatoes will continue to increase as we head into the end of October due to rugose and other disease pressures impacting many greenhouse growers. Another reason for upward market pressure is the lack of Florida **Tomatoes**.

Beefsteak Tomato prices will stay somewhat elevated, if not go up due to high demand with less Florida field grown fruit. 12/3ct packaged **Beefsteak Tomatoes** from Integrow in New York will be back in stock starting the last week of October.

NOTE: Vine Ripe, Round, and Roma Tomato prices are poised to go up towards the end of October. Local production is finishing in many parts of the east coast, Florida production will be disrupted by Hurricane Ian damage, and Mexico is not ramped up fully for the season.



CV FALL FRUIT

Fuyu and Hachiya Persimmons are now available in single layer tray pack options! Fruit has started to color up and both crops are looking to have good supplies through December once things get rolling! Be sure to promote this increasingly popular fruit.

Pomegranates continue to be available in good supplies.

The POM Wonderful **Pomegranates** program will begin in late October. At that time, will be offering **POM Wonderful Pomegranates Arils** in 4oz and 8oz pack sizes as well.

Brown Turkey Figs will be available in a 12/8oz through October. Pricing is up.

Quince are now available in a 32-36ct pack. This fruit should be available through most of the fall season.

Ocean Spray and Jersey Fresh **Cranberries** are in stock!



CV BAGGED SALADS

ALERT! Due to raw product supply shortages caused by poor California growing conditions and "INSV" disease, **Iceberg Lettuce** based salads will be in lighter supply for October.

Fresh Express will be heavily prorating their **Shredded Lettuce** line during October. Dole has announced they will temporarily discontinue their Garden Salad items for at least a week during mid-October.

OTHER STORIES

- **Gold and Red Potatoes** are available from MN in mid-October, and White Potatoes will still be available out of NJ.

- Local 10/5lb PA **White Potatoes** will get started from Bender Potato towards the first or second week of November as their harvest has been delayed due to all the rain earlier this month.

Eggplant prices will increase with local ending quickly. We will be transitioning out to the Carolinas and Mexico as well when available.

- **Green and Yellow Squash** is increasing, and we will be transitioning to the Carolinas and Mexican product as we move toward the end of October.

- **Asparagus** prices are expected to remain steady as Mexico is not producing as quickly as expected. This is causing more pulls from the Peruvian Asparagus and causing the hold in the market price. We can expect this to be a steady decline into end October. Quality has been good, and Mexico will start to come on with more and more volume.

- **Limes** out of Mexico continue to present better quality with the market continuing to slowly decrease more so on 150's and 230's. They are currently peaking on smaller fruit. The Tropical Storm could cause some issues in Mexico this weekend.



October 10 - 30, 2022

NatureSweet Constellation October Display Contest

Ursa Major? Orion? Signs of the Zodiac? While these are all cool constellations one might see in the sky at night, how about the one super cool Constellation that you will see in the produce department - **NatureSweet Fall Medley Constellations**, of course!

So, do you want to put some "bite" into your snacking tomato category? If the answer is yes, (and we are sure that it is!), then we have the answer to help you do just that! Four Seasons Produce has teamed up with NatureSweet Tomatoes to bring you a display contest that's sure to add sales that you can surely sink your teeth into.



The snacking tomato category is one of the fastest growing categories in the produce department today and now is a great time to drive added cases and increase total basket size at the same time. These **NatureSweet Fall Medley Constellations** have out of this world flavor and one bite, and we are sure your customers will be seeing "stars".

Contest Criteria:



- Build an awesome display of **NatureSweet Fall Medley 15/10oz Constellations** (code 229018) in your produce department. ****All product must be purchased through Four Seasons Produce.****
- You must purchase **at least 8 cases of NatureSweet Fall Medley 15/10oz Constellations** during the contest period in order to qualify.
 - All displays must remain up for **at least one week**.
 - Must utilize the **NatureSweet Fall Medley Constellation display bins** (code 225158) or the display boxes showing the NatureSweet name in order to qualify.
 - Tying in other produce items in your overall display is fine, however actual displays should be at least **50% NatureSweet Fall Medley 15/10oz Constellations** since that is the purpose of the display contest. Your **NatureSweet Fall Medley 15/10oz Constellation** display needs to be separate from your standard tomato sets and used as a satellite display.
 - Must send all display photos to contests@fsproduce.com by Friday, November 4.
 - While not a requirement, the use of **social media is recommended**. Printing out recipe cards and placing them in and around your displays is also a great way to add sales and offer customers meal or snacking suggestions and ideas.

Contest Prizes:



1st Place	2nd Place	3rd Place
\$250 Gift Card	\$150 Gift Card	\$100 Gift Card

So, now its time for some snacking tomato fun! Build a super cool display that's sure to boost sales and grab some growth in the category!

Talk with your Four Seasons Sales Rep or Merchandiser for additional tips and display ideas.



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