



# ORGANIC MARKET NEWS



OCTOBER 13 - OCTOBER 20, 2023

## PEAK SEASON ORGANIC APPLES

**GOOD NEWS!** Mid-October marks the peak season for most varieties of **Organic Apples**! Growers in Washington State are picking, packing, and also putting some product into storage.

**Organic Gala, Granny Smith, Honeycrisp, and Sweetango Apples** are promotable and great quality. **Organic Fuji Apples** are struggling with size and color as we transition from early fruit to Aztec. In the next couple of weeks, things should drastically improve.

Four Seasons Produce and Stemilt are partnered together to offer a display contest and promotion on **Organic Apples and Pears** for mid-October through mid-November. **Organic Lil Snapper Apple** pouch bags are available to promote too!



New crop Washington **Organic Envy Apples** are set to arrive here in mid-October. A great crop is expected. We will welcome new crop **Organic Lady Alice Apples** back into the mix out of Washington too.

Fan-favorite, sweet and crisp **Organic SugarBee Apples** have arrived out of Washington, and quality is outstanding.

Mini snack-sized **Organic Rockit Apples** are in season and available in 3lb "Shuttle" containers made from 80% recycled plastic.



### OG TROPICALS

**GOOD NEWS!** **Organic Hass Avocado** supplies are still promotable despite heavy rain that has prevented harvests for most early October in Mexico. Equal Exchange **Organic Fair Trade Hass Avocados** are promotable too!

**GOOD NEWS!** **Organic Pineapples** supplies remain steady and fruit has been sweet!

**Organic Dragon Fruit** from California will be steady for the rest of October. Fruit quality has been nice. **Organic Kiwano Melons** and **Organic Passion Fruit** from California will be available in limited quantities for October.

**NOTE:** California grown **Organic Keitt Mangos** are lightly available. Pricing is higher, but fruit quality has been good. Four Seasons has been carrying a 12ct box, but harvests were much bigger, so 7ct fruit will also be offered.

**NOTE:** **Organic Papayas** from Mexico will be more limited for the next few weeks and as we close out October due to a tropical storm and heavy rains associated with it.



### OG BERRIES

**GOOD NEWS!** **Organic Raspberries** will remain promotable for mid-October before extra supplies are expected to clean up and start steadying out. Quality has been excellent, so promote now while supplies are plentiful!

**NOTE:** **Organic Blackberry** pricing is increasing as supplies are limited out of California/Mexico. Mexico has had some rains, and growers are struggling with any kind of volume. There is a pending storm expected to hit the region as well and could really slow down supplies very quickly.

**ALERT!** **Organic Blueberry** supplies remain limited with very high pricing! Peru is expected to see better fill rates heading into Thanksgiving, but for now, expect limits and shortages. Quality has been nice on what is available.

**NOTE:** **Organic Strawberry** pricing will increase next week as California production slows down quickly. Expect pricing to continue to increase over the next few weeks as supplies wind down quickly.



### OG LETTUCE

October is **LOCAL Organic Lettuce** season! Growers in New York, Pennsylvania, and New Jersey are being utilized to supply the steady production of **Organic Romaine, Green Leaf, and Red Leaf Lettuce**.

Additionally, New Jersey is being relied on for purchasing **LOCAL Organic Butter Lettuce** since Pennsylvania producers are not ready to harvest later in October.

Harvests of **LOCAL Organic Iceberg Lettuce** in New Jersey is currently underway, and it is anticipated that there will be a plentiful supply until the end of October.

**Organic Romaine Hearts** remain marketable in October with high quality and excellent volume out of California.





## OG CARROTS

There will be less to no prorates on **Organic Cello Carrots**. While pro-rates from Cal-O continue, another grower is filling the gap for us until recovery week of 11/6.

With new crop from alternative suppliers flowing in, customers can expect consistent fill rates on **Organic Carrots** across the board.



## OG MICROGREENS

**Organic Microgreens** are now in stock and available from Four Seasons Produce from "Gilberties" in Connecticut.

The four varieties are Asian, French, Mediterranean, and Tex-Mex.



## OG CELERY

Throughout October, California-grown **Organic Celery** has remained very marketable. With excellent quality and competitive cost.

Things are likely to change as November draws near. Demand for this Thanksgiving staple always rises in November. Volume is not anticipated to be a problem, but rising demand and shifting market dynamics will result in higher prices as the Thanksgiving holiday draws near.



## OG ASPARAGUS

**Organic Asparagus** will be coming in from Mexico, Argentina, and Ecuador with fantastic quality. Mexico will be crossing more and more as we get into the end of October. Argentina is having a struggle with yields and will lead us to lean on Mexican production into the end of October.



## OG TOMATOES

**Organic Heirloom Tomatoes** are available with great pricing and availability out of Mexico.

**Organic Roma Tomatoes** are finishing up locally and should fizzle out by the end of October. We are starting to mix in Mexico production.



## OG PEPPERS

**Organic Stoplight** (8/3ct), **Rainbow** (8/3ct), and **2 color** (12/2ct) Pepper packs are available.

11lb **Organic Red, Orange, and Yellow Pepper** prices are coming down on product out of Mexico heading into the end of October.



## OG POMEGRANATES

**Organic Pomegranates** from California are now available! Fruit will have nice quality in LG and MD sized 2-layer fruit for the season.



## OG KIWI BERRIES

**Organic Kiwi Berries** will be winding down by the end of October. Keep promoting this unique fruit until the end of this short season.



## OG SWEET CORN

**Organic Bi-color Sweet Corn** in eco boxes and 12/2pks are available out of Georgia.





## OG MELONS

**Organic Mini Watermelons** remain available as we transition to Mexico. Quality should be excellent, and supplies are steady.

**NOTE:** Organic Cantaloupes and Honeydew are ending for the California season.



## OG PEARS

**GOOD NEWS!** The first **Organic Anjou Pears** out of Washington have arrived, and excellent quality should be expected the whole season.

**Organic Green Bartlett, Starkrimson Red, Bosc, Comice, and Asian Pears** all continue in peak season.



## OG POTATOES

We will make the switch to new crop Manitoba, Canada grown **Organic Red** and **Gold Potatoes** in mid-October. These will be in the Poplar Grove label and will be much nicer quality than what we have been seeing out of Wisconsin.



## OG BROCCOLI & CAULIFLOWER

**GOOD NEWS!** **Organic Broccoli** prices are expected to come down out of California in mid-October. Promotional possibilities will be made accessible over the duration of October with both price and availability improvements. Take advantage of these possibilities as promotional circumstances will not last long before prices start to rise again in early November.

As conditions gradually become healthier in the middle of October, **Organic Broccoli Rabe** and **Sweet Baby Broccoli** are beginning to show signs of progress. As October continues, pricing is anticipated to improve along with both commodities' volume.

**NOTE:** Due to decreasing harvest yields, **Organic Cauliflower** prices are rising rapidly. Through November, these circumstances are anticipated to persist.



## OG GREENS

**GOOD NEWS!** There are still plenty of **LOCAL Organic Greens** farmed locally out of Pennsylvania and New Jersey, as well as lighter supplies from New York. Although local volume for these products is still high, the local season will come to an end as October goes on and the temperatures decrease.

After the local season, production will travel down the East Coast to Georgia and Florida from Lady Moon Farms. Pricing is anticipated to remain consistent.



## OG WARM VEG

**Organic Cucumbers** and Zucchini grown in Florida continue to be available from Lady Moon Farms. As always, the quality is superb. In late October, **Organic Green Peppers, Jalapenos, and Eggplant** will be added.

Currently, these products, along with **Organic Yellow Squash**, are sourced from North Carolina, where they are consistently available with excellent quality.

As an addition to the domestic supply, **Organic Yellow Squash, Cucumbers, and Zucchini** are produced in Mexico.



## OG JOSIE'S CHOP SALADS

**NOTE:** It has been several weeks (9/14) now that we haven't had the **Josie's Organic Vegan Avocado Goddess Chop Salad** due to packaging delays.

Braga has now pushed the timeline back on when this product will be available due the master packs being on hold.

The other **Josie's Organic Chop Salads** are available and selling well.





October 16<sup>th</sup> - November 12<sup>th</sup>, 2023

## STEMILT WORLD FAMOUS FRUIT APPLE & PEAR DISPLAY CONTEST SPECTACULAR

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! All fruit **MUST** be purchased from Four Seasons Produce.
- 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 category for Lil Snappers for this year's 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](mailto:contests@fsproduce.com) by Thursday November 16<sup>th</sup>, 2023.



### CONTEST CATEGORIES & PRIZES

#### GRAND PRIZE

"Stemilt Spectacular"



#### LARGEST DISPLAY

"Stemilt Space Station"

1st - \$300

2nd - \$200

3rd - \$100



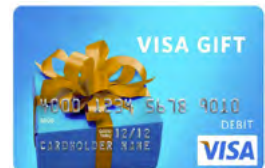
#### MOST CREATIVE

"Stemilt Styler"

1st - \$300

2nd - \$200

3rd - \$100



#### BEST LIL SNAPPERS DISPLAY

"Stemilt Sacks"

1st - \$300

2nd - \$200

3rd - \$100

**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](http://www.fsproduce.com)







## GALA APPLES

42994 OG Gala Apples 80/88ct 40 lb WXFP  
 44663 OG Gala Apples 9/3 Lil Snapper Pouch Bag

5980 CV Gala Apples 80/88ct 40 lb WXFP  
 12175 CV Gala Apples 9/3lb Lil Snapper Pouch Bag



## FUJI APPLES

43045 OG Fuji Apples 80/88ct 40 lb WXFP  
 44664 OG Fuji Apples 9/3 Lil Snapper Pouch Bag

5961 CV Fuji Apples 80/88ct 40 lb WXFP  
 12179 CV Fuji Apples 9/3lb Lil Snapper Pouch Bag



## GRANNY SMITH APPLES

43109 OG Granny Smith Apples 80/88ct 40 lb WXFP  
 44662 OG Granny Smith Apples 9/3 Lil Snapper Pouch Bag

5910 CV Granny Smith Apples 80/88ct 40 lb WXFP  
 12178 CV Granny Smith Apples 9/3lb Lil Snapper



## HONEYCRISP APPLES

43098 OG Honeycrisp Apples 80/88ct 40 lb WXFP  
 227851 OG Honeycrisp Apples 9/3 Lil Snapper Pouch Bag

5721 CV Honeycrisp Apples 80/88ct 40 lb WXFP  
 230362 CV Honeycrisp Apples 9/3lb Lil Snapper Pouch



## SWEETANGO APPLES

221503 OG Sweetango Apples 80/88ct 40 lb WXFP  
 221788 OG Sweetango Apples 12/2lb Pouch Bag

## GOLDEN DELICIOUS APPLES



5853 CV Gold Delicious Apples 80/88ct 40 lb WXFP



## PINK LADY APPLES

5812 CV Pink Lady Apples 80/88ct 40 lb WXFP  
 12177 CV Pink Lady Apples 9/3lb Lil Snapper Pouch Bag





## RED PEARS



221781	OG Red Pears 20 lb 40/45 ct US#1	229437	CV Red Pears 20 lb 40/50 ct US#1
49233	OG Red Pears 12/2lb Lil Snapper Pouch Bag	214178	CV Red Pears 9/3lb Lil Snapper Pouch Bag

## BOSC PEARS



43224	OG Bosc Pears 40 lb 80/90 ct US#1	232955	CV Bosc Pears 27lb EURO US#1
49241	OG Bosc Pears 12/2lb Lil Snapper Pouch Bag	12184	CV Bosc Pears 9/3lb Lil Snapper Pouch Bag

## BARTLETT PEARS



43604	OG Bartlett Pears 40 lb 80/90 ct US#1	232953	CV Bartlett Pears 27lb EURO US#1
49232	OG Bartlett Pears 12/2lb Lil Snapper Pouch Bag	12183	CV Bartlett Pears 9/3lb Lil Snapper Pouch Bag

## ANJOU PEARS



232951	CV Anjou Pears 27lb EURO US#1
12180	CV Anjou Pears 9/3lb Lil Snapper Pouch Bag

## HAPPI PEARS



232806	CV Happi Pears 27lb EURO
232804	CV Happi Pears 12/2lb Pouch Bag

## DISPLAY AND POINT OF MATERIAL CODES



232884	CV Happi Pear Display Box
229046	CV Stemilt Empty Formed Apple Box
228474	OG Stemilt Empty Formed Apple Box
227347	OG Pop up Stemilt Display Bin CV/OG
12174	Lil Snappers Pop Up Display Bin

\* Stemilt Paper Tote Bags are available through your  
Four Seasons sales rep or merchandiser



# We've got planning help for the Holiday Season!



Click on the photo or scan the QR Code.



## Pre-order items for the holidays!

Talk to your sales rep or merchandiser for more info on these items and more!



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## BACK IN STOCK!

## SEASONAL ORGANIC NOGS







# CONVENTIONAL MARKET NEWS

OCTOBER 13 - OCTOBER 20, 2023

## CALIFORNIA GRAPE QUALITY



California has had a challenging **Grape** season due to damage from rain and humidity from Hurricane Hilary. But for the rest of October, there's a little positive news.

The best quality of the season **Red, Green, and Black Grapes** are available right now. There's a full array of sizing and top-notch varieties.

It's a great time to push **Grapes** with superior size, quality, and crunch, even though prices are still not promotable.



"Sweet Celebration" **Red Grapes** are in prime-time in the Jumbo and XL lines. "Scarlett Royal" are in the LG line.

**Green Grapes** are sizing big in all size lines with "Autumn Crisp" and "Green Envoy."

The Grapery **Specialty Grapes** continue with **Cotton Candy, Gum Drops, and Moon Drops**. Import **Cotton Candy Grapes** from Brazil are also available with fantastic quality.



### CV BERRIES

**GOOD NEWS!** **Raspberries** continue to be promotable out of Mexico. Quality has been very nice, and as harvests remain plentiful. It's safe to promote for the next few weeks.

**Strawberries** continue to be a split market from older Northern California fruit and new crop Southern California/Central Mexico fruit. We're in mostly new crop fruit, and quality has looked great with nice big berries.

**NOTE:** **Blackberry** volume is limited out of Central Mexico. Rains really slowed down crops. Prices are increasing, and volume will be limited. There is a Hurricane forecasted to hit the region, which could cause significant damage as well.

**ALERT!** **Blueberry** volume remains limited. Arrivals continue to be sporadic and oversold before they arrive. Shippers aren't sure what is coming in on containers as growers just send what they can. Mexico is expected to start lightly, but expect supplies to remain tight and pricing high until closer to Thanksgiving.



### CV FALL FRUIT

California **Pomegranates** are steady. More growers have fruit, and pricing is dropping.

POM Wonderful brand **Pomegranates** will be in stock for the season around 10/24.

**POM-POM Pomegranate Arils** from POM Wonderful will arrive from California around 10/20.

**Fuyu Persimmons** have started in California, and some single layer fruit available now! Fruit should steady now that the season is up and going. **Hachiya Persimmons** will be about a week later. **Fuyu** can be eaten when firm or soft, while **Hachiya** must ripen to soft before cutting.

Fresh **Cranberries** are in season! Four Seasons will offer both Ocean Spray brand and **LOCAL** Jersey Fruit brand.



### CV APPLES

Apples are in peak season from PA and NY, plus Washington!

Pouch bag "**Lil Snapper**" kid-sized **Apples** are in stock from Stemilt with several varieties.

"Club/Premium varieties that are in stock include: **Lady Glo, Lucy Rose, Rave, Rockit, Snap Dragon, SugarBee, and Sweetango**. Plus..

**Envoy Apples** will transition from imports to new crop Washington in October. Good supplies are expected.

New **Kissabel Apple** out of Washington will be available for mid-October. Check out this cool apple that comes with yellow or red skin, and red flesh. These will only be around for a few weeks get them while you can! For more info: [KISSABEL®](https://www.kissabel.com)

Eastern **Macoun Apples** are in season. A good crop is expected.





## CV POTATOES

Premium Bulk-for-Retail A, B, and C **Gold, Red,** and **White Potatoes** will make the transition up to Washington state grown product this week and the quality is just fantastic.

North Dakota Dole bag **Red** and **Gold Potatoes** are steady on price and a great value priced option. This product looks very nice pricing is locked in through the end of the year.



## CV ASPARAGUS

**Asparagus** prices will be increasing due to poor quality and low yields out of Mexico. We are having to rely on the Peruvian market, and everything is leading this direction for Thanksgiving as well.

Senora, Mexico is expected to start by early to mid-November, which may be too late for Thanksgiving.



## CV CAULIFLOWER

Quebec **Cauliflower** has finished for the season. California was already expecting lighter supplies. Pricing jumped a good bit.

**LOCAL** New York and Pennsylvania **Cauliflower** harvests are feeling the impact of cooler temps, but are expecting beautiful product as the outcome later in October. Stay tuned!



## CV LETTUCE

**GOOD NEWS! LOCAL** New Jersey has as slow start due to the cool temps, but anticipate to finish out October with **Red Leaf, Green Leaf, Boston,** and **Romaine Lettuce.**

The Quebec **Lettuce** season is coming to an end. Due to lower demand, California growers have a push of product.



## CV SQUASH

**GOOD NEWS!** Zucchini and **Yellow Squash** will be promotable into at least the middle of October. Product is still going strong locally, Mexico, and starting out of the Carolinas and Georgia.

This is a HOT deal for stores looking for ad or just to promote on a spot buy.



## CV PINEAPPLES

**GOOD NEWS!** Pineapples remain very promotable for the rest of October. Look to push and promote fruit.

Premium **HoneyGlow** and **Golden Selection Pineapples** will also be promotable.



## CV CELERY

Better **Celery** supplies are available across all growers! Pricing will start to come down. It is still a little too early to tell availability and how the prices will be impacted for Thanksgiving.



## CV CUCUMBERS

**Cucumbers** are rolling in from Georgia and North Carolina, but we will be transitioning to product out of Mexico by the end of October.



## CV GUATEMALA VEG

**ALERT!** Civil unrest and protests in Guatemala are impacting in-country logistics are port operations. Expect out-of-stocks and pro-rates on **French Beans** and some other specialty import veg.





## CV HASS AVOCADOS

Rain from Hurricane Lidia affected **Hass Avocado** harvests in Mexico, but supplies should still be steady. Expect a very small correction in price up after delayed harvests, but this should be back to normal soon.



## CV MANGOS

**ALERT!** Pricing on **Tommy Atkins Mangos** from Brazil will spike even further for the East Coast for the last two weeks of October. Overall, quality has been good.

**Mango** supplies are expected to be extremely short for the 4th quarter of the year.



## CV TOMATOES

**Vine Ripe** and **Roma Tomatoes** are tightening up. We are pulling product from Mexico moving forward, looking for the best quality and price.



## CV ONIONS

Supplies are steady across the board on **Red, Yellow, and White Onions**. Good supplies are coming from Idaho, Washington, Nevada, and a couple other smaller growing regions. Quality is outstanding Across the board. Some premium Peri & Sons **Color Onions** will be available for mid-October out of Nevada. Product is expected to be nice.

The **Sweet Onion** market remains relatively unchanged with Peru being tight on Jumbo product, but readily available from other regions. There seems to be a split in the market as domestic growers try to figure out what their product is worth with the tighter Peruvian product.

We will see some 40lb Jumbo "Sweetie Sweets" hit the end of this week that will be a really great option for customers as this **Sweet Onion** is regarded as one of the best domestic sweet onion varieties grown in the US. Expect this market to creep up as we head closer to the holiday where demand will be very strong.



## CV MELONS

**NOTE:** **Cantaloupes** and **Honeydews** continue in predominantly large sizes, causing a shortage in smaller fruit. **Cantaloupe** supplies have tightened.

### Expected timeline for transitions:

- California will be available until October 15.
- Mexico/Arizona from October 15 – November 6
- Import fruit will be available for the rest of the year.

**NOTE:** **Watermelons** continue to be tight right now. Florida is forecasted to have rain in mid-October, slowing down and limiting production of their fall harvest. Mexico does have some volume coming in. Sizing is bigger as it's new fruit, and pricing is much higher due to freight.



## CV CITRUS

**Star Ruby Grapefruit** from Florida has started peaking on smaller fruit. Texas Rio's are expected to get started in mid-October, with real volume at the end of October. Big sized fruit will ramp up later.

**Juice Oranges, Tangerines, and Pummelos** are currently available from Florida.

**Valencia Oranges** will be available through October larger fruit.

**NOTE:** Import **Mandarins** will remain firmly priced for the month of October as supply has tightened. "Halos" continue to show top-notch quality during this import season.

**Oranges** have transitioned to "Midnights" from South Africa and Chile. California is expected to start new crop **Navel Oranges** on October 30th.

**Lemons** have now transitioned to District 3 in California, where crop is peaking rather small and Choice-grade to kick off D3.

**Lime** prices will remain elevated for the month of October. Stay away from promoting, and keep inventory fresh and turning.



## APPLE CIDER

There will be good availability on Zeigler's Honeycrisp Apple Cider through December.

**CODES:**  
225997 – 9 -1/2 Gallons  
225998 – 4/1 Gallons

## OTHER STORIES

• **NOTE:** **Tomatillos** and other Mexican crops have been affected by heavy rains in Mexico for the middle of October. Expect pricing to jump for the next few weeks as a result.

• **Green Beans** out of Georgia are expected to start by the middle of October, and should offer a bit of relief in the pricing. There will be a little Green Beans out of New Jersey, along with Georgia and Mexico.

• **Green Peppers** are rolling in from Georgia, but we will be transitioning to product out of Mexico by the end of October.