



# ORGANIC OUTLOOK

OCTOBER 27 - NOVEMBER 3, 2017



WWW.FSPRODUCE.COM 25 LB

## ORGANIC ROOT CROPS

Fall is prime time for availability, quality, and consumer demand for **Organic Root Vegetables** for roasting, mashing, and for adding to soups.

For November, expect good supplies and steady pricing out of CA, WI, VT, and PA on the following – **Organic Gold Beets, Red Beets, Rutabagas, Chiogga Beets, Turnips, Scarlet Turnips, and Parsnips.**

On the **Organic Radish** front, **Black, Watermelon, Daikon, and Purple Daikon** are available from CA.



## OG APPLES

**Organic Fuji Apples** are now in good supply with prices continuing to come down.

**Organic Gala Apples** continue in excellent supply, especially on 100ct, 2lb, and 3lb bags.

**Organic Honeycrisp Apples** are in good supply with prices continuing to ease slightly each week.

**Organic Pink Apples** will arrive in limited supplies this week. Washington is anticipated to get started in November with slightly larger fruit expected.

Available from Heirloom Orchards for early November are **Organic Ashmead's Kernel, Mutsu, Arkansas Black, and Caville Blanc Apples.**



## OG BERRIES

Driscoll's **Organic Blackberries** are back in better supply this week and prices have slid off. Other brands of **Organic Blackberries** have begun to improve in supply and pricing out of Mexico, though their flavor and sweetness is not as good as Driscoll's proprietary varieties.

**ALERT!** South American **Organic Blueberries** continue with high pricing and limited supplies. Driscoll's **Organic Blueberries** are virtually gapping for a few weeks until Mexican fruit ramps up.

Driscoll's **Organic Raspberry** supplies are improving weekly with steady pricing.

**Organic Strawberry** volumes are dwindling and prices are on the rise. Expect gaps and very high pricing.



## OG CALIFORNIA CITRUS

The first California **Organic Navel Oranges** have arrived in limited supply with decent flavor, but expect some green and oil spotting with this early gassed fruit. Supplies are expected to improve weekly, but with a short crop this season, prices may remain tighter.

The first of the California **Organic Satsuma Mandarins** are expected in early November. These too will have some greening and oil spots. Prices will be very firm.



## OG PEARS

Washington **Organic Anjou**, **Asian**, and **Bosc Pears** are in good supply.

Washington **Organic Bartlett Pears** will be winding down for the season in November. Expect higher prices.

Washington **Organic Concorde Pears** are back in decent supply.



## OG EGGPLANT

**ALERT!** **Organic Globe Eggplant** is finished from GA and PA.

CA reports limited supplies of **Organic Globe Eggplant**. Mexico does not show any availability yet this season.



## OG CABBAGE

PA, NY, NC, and OH growers all report good supplies of **Organic Green Cabbage**, but **Organic Red Cabbage** is more limited. PA also has limited supplies of **Organic Savoy Cabbage**.

CA reports light supplies of **Organic Green** and **Red Cabbage**. **Organic Napa Cabbage** is limited out of CA.



## OG BROCCOLI

**Organic Broccoli** is still limited in supply out of CA. Some shippers report discoloration of florets. **Organic Broccoli Crowns** are extremely limited.

New York reports good supplies of **Organic Stalk Broccoli** through the first week of November.



## OG ROMANESCO & CAULIFLOWER

**Organic Romanesco** is limited out of PA and CA. NY growers had a crop failure on their **Organic Romanesco**, so their volume will be limited.

**Organic Cauliflower** markets are declining this week. Product is still arriving with some discoloration.



## OG SQUASH

**Organic Zucchini** and **Yellow Squash** are in good supply from Florida. Mexican growers report abundant supplies of both **Organic Squashes**. It's a good time to promote!

**Organic Hard Squash** is still in full swing from NY, PA, MD, ME, CA, NM, and WI.



## OG LETTUCE

**Organic Red Leaf**, **Green Leaf**, **Red Butter**, **Green Butter**, and **Romaine Lettuce** is in decent supply from CA. Quality has improved over the last couple of weeks out of CA and there's less discoloration on the ribs. **Organic Red Romaine Lettuce** is limited out of CA.

**Organic Romaine Heart** quality continues to be very good. Pricing has moved up this past week due to demand.



## OG TROPICALS

**Organic Pineapples** continue to be promotable on 7ct sizing for early November.

**Organic Mangos** from Ecuador will be available starting in early November. Sizing will be mostly 10-12s to start the season.

**Organic Young Thai Coconuts** are in great supply next week. Pricing continues to be promotable!

**Organic Formosa Papaya** supplies have been good. Rains in Mexico growing regions have caused a few quality problems, but overall the fruit is beautiful.



## OG HASS AVOCADOS

**Organic Hass Avocados** have been in better supply. Quality has been excellent and pricing has leveled off a bit.

Four Seasons is once again partnering with the Equal Exchange team to deliver you **Fair Trade Organic Hass Avocados** for the 2017/18 season! We have 48 and 60ct fruit available for next week. Talk to your Four Seasons Produce representative for more details on this great program that gives back to the small farmer.



## OG PEPPERS

Holland reports good supplies of **Organic Red, Yellow, and Orange Peppers**. Mexican growers are getting started too.

**Organic Green Peppers** are available for another week of harvests out of GA, but will then be done in early November. The first shipment of **Organic Green Peppers** from CA is expected in early November. Mexico has not started yet.



## OG CARROTS

**ALERT!** CA shippers are limited on larger size **Organic Carrots** because of the extreme heat. This has resulted in limits on **Organic Cello Carrots** and **Jumbo Carrots**, and the pricing is up. This situation with CA carrots could last well into November.

Canada reports adequate supplies of **5lb** and **2lb Organic Carrots**. Prices have up higher this week since so much demand has shifted away from the unavailable California crop.

**Organic Orange Bunch Carrots** are very limited in supply. **Organic Rainbow Bunch** and **Purple Bunch Carrots** are in adequate supply.



## OG FALL FRUIT

**Organic Pomegranates** are back in good supply. **Organic Pomegranate Arils** are back in stock.

**Organic Hachiya Persimmons** have begun in very limited supply.

**Organic Cranberries** have arrived in limited supplies out of Canada in both bulk and clamshells.



## HEPWORTH FARMS

Originally founded in 1818, Hepworth Farms is located in New York's Hudson Valley. Gail and Amy Hepworth acquired the farm in the early 1980s, and began growing certified organic produce. Amy and Gail really show a lot of care for their workers, and for replenishing the soil.

During the fall, Hepworth Farms mainly concentrates on **Organic Greens**, **Hard Squash** (10 different varieties), and **Brussels Sprouts**.

The items they grow throughout the season are many, from unusual varieties like **Organic Red Okra**, **Purple Tomatoes**, **Brussels Sprouts**, **Hard Squash** - and the list goes on!

In particular, they are well known for their various **Organic Tomato** varieties, and specialty crops. On their 500 acres, during one season they will harvest 210 different varieties, ranging from **Organic Heirloom Cherry Tomato** varieties for their clamshell mix, to **Organic Hot Sweet Thai Pepper** mixes.



## OG GRAPES

California **Organic Red Grapes** are virtually gapping between varieties as we switch from Scarlet Royal to Crimson. The Crimson variety is struggling with color, but are hopefully they will begin in early November.

**Organic Green** and **Black Grapes** have gotten hit with high heat and some unexpected rain. Expect prices to firm and seasonal quality should be expected.



## OG TOMATOES

**Organic Hothouse Tomatoes** are in good supply from Canada and Mexico. The first of the Mexican **2-Layer Organic Tomatoes** will be available for the first week of November. **Organic Roma Tomatoes** have begun arriving out of Mexico.

**Organic Cherry Tomatoes** are finished out of PA and limited from Mexico.

**Organic Grape Tomatoes** are also finished from Lady Moon Farms in PA. Their Florida product will be available later in November. In the meantime, there should be plenty of supply out of Mexico on other brands.

**Organic Cluster Tomatoes** prices are higher out of Canada and Mexico this week. Supplies are still good out of PA at lower prices.

## OTHER STORIES:

- Peruvian **Organic Ginger** is in good supply. **Organic Turmeric** out of Hawaii is all but done until late-November. Good supplies are available on **"Wild" Turmeric** out of Jamaica.

- **Organic Baby Spinach**, **Kale**, and **Arugula Salads** are starting to turn around a bit with supplies and quality generally a bit better.

- Expect **Organic Asparagus** to be more limited in supply out of Argentina and Mexico for early November.

- **Organic Celery** is in good supply this week, but some black heart is still present in most shippers. Pricing is all over the board this week.

**Organic Celery Hearts** are in adequate supply. Pricing is up this week.

- PA is done with **Organic Green Beans** for the season. CA reports very tight supplies with only a couple of shippers right now. Mexico has not begun yet. North Carolina growers expect to have **Organic Green Beans** available next week. **Organic Yellow** and **Purple Beans** are limited out of CA.



## CONVENTIONAL OUTLOOK

OCTOBER 27 - NOVEMBER 3, 2017

WWW.FSPRODUCE.COM 12/4.3 OZ

# POMEGRANATE SEASON

**Pomegranates** are in peak season from California. The “Wonderful” variety is shipping for November sales.

Bin displays are available from POM Wonderful, as well as their POM POM brand **Arils** in convenient 4.3 oz and 8 oz. cups.

Overall, the crop will be less abundant so be sure to promote during November and early December while supplies and quality are at their best.



## CV BERRIES

Promote **Blueberries**! Peru, Argentina, and Mexico will continue with good volumes heading into November. Driscoll's is shipping some of the proprietary jumbo varieties - wow!

Promote **Raspberries** and **Blackberries**! Mexican volumes will continue to increase during November.

**Strawberry** supplies and pricing are expected to remain steady this week. Some California fields in the north are finishing up but Mexico has started. Mexican production will ramp up in November to cover the demand. Quality is ok.



## CV CALIFORNIA CITRUS

It's been a very slow start with the CA **Navel Orange** season. Demand far exceeds supplies at this point and will take a few weeks to build. Size is mainly 88 ct and smaller, with little or no 56 ct. The fruit is packing out mainly fancy grade with little choice available.

The **Lemon** market is flexing downward as supplies have improved. **Meyer Lemons** are now in season.

**Satsuma Mandarins** and **Pumelos** are expected to start when **Clementines** are scheduled - the first week in November.



## CV TOMATOES

**Campari Tomatoes** are promotable with aggressive pricing.

**15lb Beef** and **11lb Cluster Tomatoes** are steady with nice quality from Canada. Mexico is also starting with **Cluster Tomatoes**.

**2-Layer Vine Ripe Tomatoes** have firm markets, higher pricing, and fruit quality is solid.

**Grape** and **Cherry Tomatoes** are tight in supply, but quality is nice.



## CV MANGO

The **Mango** supply from Brazil dropped and fruit is very limited. Prices jumped up this week.

Ecuador fruit will hit the market in early November with ample supplies, so this high market will endure until then.



## CV ASPARAGUS

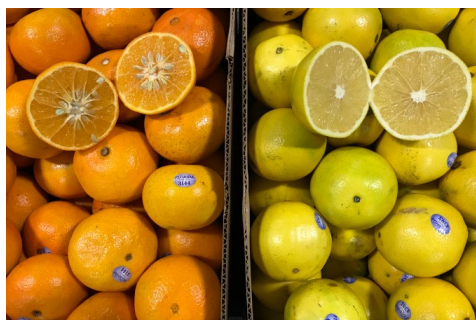
Look for **Asparagus** markets to start firming back up as demand has gotten better due to promotable prices at retail. The markets will continue the rise as we approach the Thanksgiving holiday pulls.



## CV CUCUMBER

The **Cucumber** pricing is higher. Georgia supplies are light and local is finished, pushing all demand to Mexico.

**12/6 Mini Seedless Cucumbers** remain limited. **Cello-wrapped Cucumbers** are steady.



## CV FL & TX CITRUS

As expected, it's been a struggle on Florida **Citrus**. Supplies are sporadic on **Oranges** and **Tangerines**, with a little more availability on **Grapefruit** - mostly smaller sizes.

Texas will be the prime source for **Grapefruit** this winter. Rio Star's from Sunkist, and Sweetheart's from Wonderful Citrus, will eat great and be the most reliable for promotion.



## CV MELONS

**ALERT!** **Cantaloupe** and **Honeydew** markets increased drastically last week and these prices are expected to hold into November. Arizona and Mexican volumes are limited and can't fulfill all the demand that shifted from California.

The first off-shore vessels from Central America are expected to arrive the week before Thanksgiving, but that is subject to change as we get closer.



## CV CLEMENTINES

On California **Clementines**, we expect to load 3lb bag **Delite's** from Sunkist on November 3rd and the first load of 3lb and 2lb **Halo's** on November 6th for mid to late November promotion.

**Clementine** supplies from Chile, Peru, and South Africa are dwindling fast. We may see a gap in supplies in early November until we see the first California fruit and before we see the 5lb's from Spain and Morocco later in November.



## CV PEPPERS

**Green Peppers** are snug with higher pricing this week, especially from GA and CA.

**15lb Fancy Red Peppers** are steady with excellent quality.

**11lb Red, Yellow, and Orange Bell Peppers** will be a tad higher in pricing this week, but still very reasonable and aggressively priced.

**8/3ct Rainbow Peppers** are still good to promote. **Mini Mixed Sweet Peppers** are limited.



## CV LETTUCE

**Iceberg Lettuce** quality is good and pricing will be lower this week. Shippers are transitioning to Yuma, AZ by early to mid-November.

**Romaine Hearts** have excellent quality right now, with lower pricing this week

**Romaine, Green Leaf, and Red Leaf Lettuces** are steady to lower from both California and New Jersey. Both options will be available this week.



## CV PREMIUM APPLES

Adding to the ever-growing list of varieties of Apples, this week from Washington:

- **Jazz Apples**
- **Envy Apples**
- **Lady Alice Apples**

From the East Coast:

- **Pink Lady Apples**
- **Kiku Apples** (the proprietary apple marketed by Rice Fruit)



## CV COLLARDS & KALE

We should continue to have NJ grown **Collards** and **Kale** through the Thanksgiving pulls. For now, pricing and quality is steady and is at least expected to remain good.



## CV SQUASH

**Zucchini** and **Yellow Squash** are plentiful and beautiful from Mexico – promote!

All **Hard Squashes** are in good supply from local growing regions.



## CV BROCCOLI & CAULIFLOWER

**Broccoli** supplies remain limited. We will have Eastern **Broccoli Crowns** again the first week of November.

**Cauliflower** prices are higher due to the heat in California which has limited production.



## CV BABY SPINACH

All **Baby Spinach** packs (4lb, 4/2.5lb, and 12/10), are in better supply with lower pricing this week.



## CV EGGPLANT

**Eggplant** is limited from Georgia, and Mexico has not started yet. Quality is good with higher pricing this week.



## CV GREEN BEANS

**Green Beans** remain limited and are expected to be tight for the next several weeks. Many growers will gap between their VA & GA plantings and their FL plantings that were delayed by Hurricane Irma.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** remain limited with steady pricing. 9 ct **Brussels Sprouts on-the-stalk** will be available during November and December.



## CV CELERY

The **Celery** market is firm. Pricing is steady to higher from California with good quality. Thanksgiving loading, believe it or not, will start in about two weeks (early November)!

## OTHER STORIES:

- **Anise** supplies are plentiful - good to promote again this week!
- **Hass Avocado** prices have leveled out and there are adequate supplies crossing over from Mexico.
- **Green Cabbage** is in good supply with steady pricing.
- **Pineapple** prices are starting to move up mainly on the smaller sizes. There are still good deals on 5 and 6 counts.
- **ALERT! Radish** production is finishing in Michigan and not fully ramped up in Florida. Prices on 6 oz and 1 lb **Radish** packs have gone up.