

MARKET NEWS ORGANIC OUTLOOK



ORGANIC BROCCOLI LIMITED FOR LATE-OCTOBER



ALERT! **Organic Broccoli** and **Broccoli Crowns** remain extremely limited from California as we move towards late October. Many shippers from California are currently without supplies and forecasting to have limited to no supplies until they transition into new growing regions in mid to late November. Suppliers with product are also limited caused by the extra demand of some shippers being completely out of product. 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 were non-existent for mid-October, however late October into early November will see supplies increase to help relieve the limited supplies from California. However, this is not guaranteed as Quebec has seen inconsistent weather that is stunting the growth and availability of **Organic Broccoli**.

Supplies from East Coast shippers will begin in early to mid-November as well.



OG APPLES

The **Stemilt Artisans Organics Apple Display Contest** will continue for 2 more weeks (ends October 28th). Join in to be eligible to win over \$3,000 worth of prizes!

New crop Washington **Organic SugarBee Apples** are expected in late October. This new variety has half of its parentage from Honeycrisp. The **SugarBee** is crisp and has a sweet, creamy-white flesh.

New crop Washington **Organic Jazz, Jonagold, Kanzi, Lady Alice, Rosalynn, and Smitten Apples** are available and going strong.

Washington **Organic Sweetango Apples** will finish for the season in early November. Next year growers are expecting a bigger crop.



OG BERRIES

Driscoll's **Organic Blueberries** are in firm but steady supply with excellent quality from CA.

Other brands of **Organic Blueberries** out of Argentina, Chile, and Peru are expected to continue in steady supply through November. Some pints are expected to be available after that.

Driscoll's **Organic Blackberries, Raspberries, and Strawberries** have very light harvest volume for October, which is making prices high.

Mexican **Organic Blackberries and Raspberries** have started, and supplies are expected to improve heading into November.

Some limited and sporadic supplies of other brands of **Organic Strawberries** are expected to arrive.



OG CAULIFLOWER

ALERT! **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 further south in mid to late November.

Organic Cauliflower from Quebec looks to be in plentiful supplies as October continues, giving stores an excellent opportunity to promote Canadian grown product. Quebec is seeing heavier supplies in 9ct, but still at an aggressive price point.



OG CITRUS

California **Organic Grapefruit** production should increase weekly until we are in good supply.

Organic Lemons of all sizes are now available out of California and Mexico with prices easing down considerably.

Organic Valencia Oranges are expected to transition to **Organic Navel Oranges** without a gap in early to mid-November.



OG CRANBERRIES

Canadian **Organic Cranberries** are expected to be in good, steady supply through the Christmas.



OG CELERY

ALERT! **Organic Celery** remains limited from California. Expect quality will be less than ideal with inconsistent volumes throughout the rest of October. Poor growing conditions, combined with many West Coast growers going through a transition period, have 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 through October and into mid to late November.



OG GRAPES

Organic Black, Green, and Red Grape prices are on the rise as supplies are tightening.

Organic Sweet Carnival Grapes are expected to continue until early to mid-November, and then be done for the season.

Organic Thomcord Grapes will finish for the season by early November.



OG CHESTNUTS

California **Fresh Organic Chestnuts** are expected to begin in late October and continue through the holidays.



OG GREENS

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

Although Lady Moon in PA is coming to a close, Lady Moon in Florida 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 supplies.



OG MELONS

California continues with **Organic Cantaloupes** and **Honeydews** but are winding down quickly and will be sold out.

Mexico is starting to cross a few **Organic Melons**. They are peaking on the larger sizes and prices are higher.



OG GREEN BEANS

The PA **Organic Green Bean** season has come to an end. As we transition into new growing regions, we can look forward to product from Georgia, Florida, Mexico, and occasionally California.



OG ARTICHOKE

Organic Artichoke supplies from California look to have steady availability as we head into late-October. Shippers should start 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. Take advantage of this sharp pricing!



OG ASPARAGUS

Organic Asparagus prices have come off to more promotable levels. Quality has been excellent.



OG TOMATOES

Organic Cluster Tomatoes will be promotable this week. Quality out of Mexico has been very nice.



CIDER SEASON!



Now is the time to reset and open up on your cider sections. Adding more visibility as well as the flavored ciders really gives the category depth and the opportunity for increased sales! Four Seasons Produce carries a full line of ciders from Country Acres, Mayer Bros, Oylers, and Zeiglers. Talk to your sales rep or merchandiser today!



NY Produced Local Brand –
Mayer Bros., West Seneca, NY
 46007 - OG Cider Apple 9/59 oz



PA Grown & Produced
Oylers Organic Farm, Biglerville, PA
 46090 - OG Apple Cider PA 9-1/2 Gallons
 (This cider is run by a UV light to give it about 2 weeks shelf-life. It is not pasteurized or cooked and no preservatives are added.)



PA Produced National Brand -
Ziegler's, Lansdale, PA
 6247 - CV Apple Cider 4/1 Gallon
 6226 - CV Apple Cider 9-1/2 Gallon
 222020 - CV Apple Cider Autumn Harvest 4/1 gal Shelf Stable
 222021 - CV Apple Cider Autumn Harvest 9-1/2 gal Shelf Stable



PA Produced Local Brand –
Country Acres, Waynesboro, PA
 6195 - CV Apple Cider 4/1 Gallon
 6197 - CV Apple Cider 9-1/2 Gallon
 6201 - CV Apple Cider Cranberry 9-1/2 Gallon
 6202 - CV Apple Cider Cherry 9-1/2 Gallon
 6203 - CV Apple Cider Pomegranate 9-1/2 Gallon
 6204 - CV Apple Cider Spiced 9-1/2 Gallon



Pears

RETAIL MARKETING AND MERCHANDISING TRAINING

The Pear Bureau's Marketing and Merchandising Training Program leads users through four courses focused on:

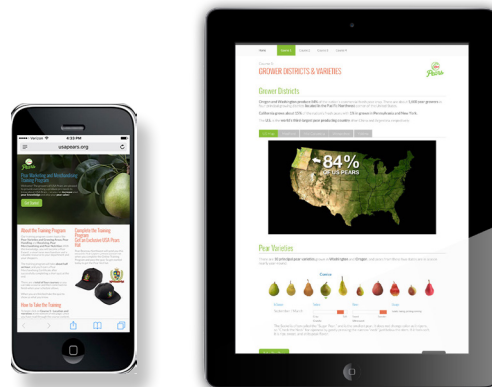
- #1: Location and Varieties
- #2: Handling and Receiving
- #3: Merchandising Best Practices
- #4: Consumer Talking Points

The courses can be completed quickly online or on a mobile device and revisited while in progress. This interactive program increases category knowledge, and in turn, pear sales.

Whether you're a produce pro or a newbie, the program will show you and your department the latest promotional strategies and tactics to help boost pear sales.

START YOUR TRAINING NOW:

www.trade.usapears.org/training



Successfully complete the training to
earn a certificate of completion and a
\$15 Prepaid Visa Card



Contact your Regional Marketing Manager
or call Pear Bureau Northwest at
503.652.9720
Trade.USAPears.org | USAPears.org

**INCREASE
PEAR SALES**



ORGANIC APPLE & PEAR DISPLAY CONTEST

September 30 — October 28, 2019

Four Seasons Produce has teamed up with Stemilt Growers to bring you a display contest with a juicy bite to it! Organic apple and pear season is hitting its stride, and this is a GREAT month to promote some super seasonal amazing fruit! With the seasons bounty and beautiful colors, lets show them off in style! Here we go!



CONTEST RULES:

- Build a display of Stemilt label apples and pears in your produce department. **Fruit must have been purchased from Four Seasons Produce.**
- Displays must include at **least five (5)** apples and **one (1)** pear in it. ALL fruit within the display **MUST** be the Stemilt label.
- Varieties available will be **Gold Delicious, Gala, Fuji, Granny Smith, Sweet Tango, Honeycrisp, Bartlett Pears, and Red Pears.**
- Displays **must** include Point of Sale signage provided by Stemilt and Four Seasons. Display bins will also be available.
- Display photos **must** be sent to Steph Mayer (stephf@fsproduce.com) by **Thursday, October 31 st.**

* Use of social media is not a requirement, but is a great way to get variety information and ideas out to your customers.



CODE: 221944

CONTEST CATEGORIES & PRIZES

LARGEST DISPLAY "Stemilt Space Station"

1st - \$500
2nd - \$250
3rd - \$100

MOST CREATIVE "Stemilt Styling"

1st - \$500
2nd - \$250
3rd - \$100

BEST BAGGED DISPLAY "Sack of Stemilts"

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

BEST SWEET TANGO "Apple Astair"

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

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

Display using Sweet Tango apples only.



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





ORGANIC GOLD DELICIOUS

- 221754 OG Apples Gold Del. 80/88 ct 40 lb Stemilt Artisan Organics
- 221755 OG Apples Gold Del. 100 ct 40 lb Stemilt Artisan Organics
- 221756 OG Apples Gold Del. 2.5" 12/3lb bag Stemilt Artisan Organics



ORGANIC GALA APPLES

- 221757 OG Apples Gala 80/88 ct 40 lb Stemilt Artisan Organics
- 221759 OG Apples Gala 100 ct 40 lb Stemilt Artisan Organics
- 221760 OG Apples Gala 2.5" 12/3 lb bag Stemilt Artisan Organics
- 221761 OG Apples Gala 2.5" 8/5 lb bag Stemilt Artisan Organics



ORGANIC FUJI APPLES

- 221762 OG Apples Fuji 80/88 ct 40 lb Stemilt Artisan Organics
- 221763 OG Apples Fuji 100 ct 40 lb Stemilt Artisan Organics
- 221764 OG Apples Fuji 2.5" 12/3 lb bag Stemilt Artisan Organics
- 221765 OG Apples Fuji 2.5" 8/5 lb bag Stemilt Artisan Organics



ORGANIC GRANNY SMITH APPLES

- 221766 OG Apples Gr. Smith 80/88 ct 40 lb Stemilt Artisan Organics
- 221767 OG Apples Gr. Smith 100 ct 40 lb Stemilt Artisan Organics
- 221768 OG Apples Gr. Smith 2.5" 12/3 lb bag Stemilt Artisan Organics
- 221769 OG Apples Gr. Smith 2.5" 8/5 lb bag Stemilt Artisan Organics



ORGANIC SWEETANGO APPLES

- 221503 OG Apples Sweetango WXP 80/88 ct 40 lb Stemilt Artisan Organics
- 49212 OG Apples Sweetango WXP 100 ct 40 lb Stemilt Artisan Organics
- 221788 OG Apples Sweetango 2.5" 12/3 lb bag Stemilt Artisan Organics



ORGANIC HONEYCRISP APPLES

- 221770 OG Apples Honeycrisp 80/88 ct 40 lb Stemilt Artisan Organics
- 221771 OG Apples Honeycrisp 100 ct 40 lb Stemilt Artisan Organics
- 221772 OG Apples Honeycrisp 2.5" 12/3 lb bag Stemilt Artisan Organics



ORGANIC BARTLETT & RED PEARS

- 221773 OG Pears Bartlett 80/88 ct 40 lb Stemilt Artisan Organics
- 221774 OG Pears Bartlett 100 ct 40 lb Stemilt Artisan Organics
- 221775 OG Pears Bartlett 12/3 lb bag Stemilt Artisan Organics
- 221776 OG Pears Bartlett 12/2 lb bag Stemilt Artisan Organics
- 221781 OG Pears Red 40/45 ct 40 lb Stemilt Artisan Organics
- 221784 OG Pears Red 50 ct 40 lb Stemilt Artisan Organics
- 221785 OG Pears Red 12/3 lb bag Stemilt Artisan Organics
- 221786 OG Pears Red 12/2 lb bag Stemilt Artisan Organics

MARKET NEWS

CONVENTIONAL OUTLOOK

FALL BERRY OUTLOOK

Blueberry volumes will continue to increase over the next couple weeks out of Peru. Growers are expecting that the month of November will be the peak time for promoting **Blueberries**. We'll continue to have 6 oz., pints, and lots of **Jumbo Blueberries**.



Raspberries are in excellent supply from Mexico, and supplies will only increase as we head into November. It'll be an excellent time to promote Raspberries over the next couple weeks. Quality has been very nice.

Strawberries are in much better supply this week out of Oxnard, California, and believe it or not, Mexican supplies are increasing daily. Look for much better quality across the board on all **Strawberries** this week. Pricing will begin to slide down to more normal levels over the next couple weeks due to increasing volumes.



Blackberry supplies are improving, but it's been at a slow pace. Pricing will begin to drop next week as supplies begin to ramp up out of Mexico.



CV BROCCOLI

ALERT! Broccoli Crowns out of California are tight and there is no sign of letting up next few weeks. Few, if any, will be available out of California.

Eastern growers are still bringing in beautiful **Broccoli Crowns**, but at higher pricing. We will be getting eastern crowns in from Maine and Virginia through October and then crops will start to be cut further south.

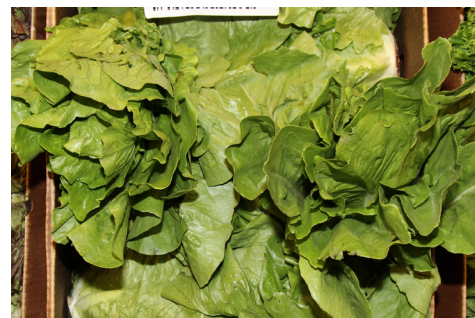
Local Lancaster County, PA **Bin Stem Broccoli** will be beautiful and readily available.



CV CAULIFLOWER

ALERT! Cauliflower out of California is still extremely limited with pricing continuing to increase daily. Cooler weather is slowing the growing process, causing low yields.

Eastern naked 9ct **Cauliflower** is readily available through the month of October, and quality is beautiful. 60ct bins will start to become limited due to the size of heads in the fields. Naked **Cauliflower** will have a slight increase in pricing due to demand.



CV LETTUCE

New Jersey is harvesting **Leaf Lettuces** and product has been coming in beautiful!

Iceberg, Romaine, and Romaine Hearts out of California will continue to see increased pricing due to gaps in crops, then cool weather slowing the new crops.



CV GREEN BEANS

Green Beans remain extremely volatile as local harvests begin to finish rapidly. Georgia harvests have been affected by extreme heat and it has hurt most of the crop, leaving markets tight. Florida is expected to start up in late-October, helping to stabilize prices and become more promotable.



CV CELERY

Celery prices will increase due to supply and demand. There are rumors of a tight supply getting into the holiday season.



CV CUCUMBERS

Super Select Cucumber prices are heating up as GA and North Carolina start to finish up because of cooler weather this week down South slowing harvests way down. Mexico is just beginning to cross product. Expect prices to rise until steady supplies become available.



CV TOMATOES

Cluster and **Beefsteak Tomatoes** remain extremely promotable this week. Quality from Canada and Mexico has been very nice.

Grape Tomatoes remain very promotable from hothouse growers. Florida has also started production leading to very promotable markets and quality. **Campari Tomatoes** also remain very promotable this week. Quality has been very nice.

Roma Tomato prices will be rising again this week as supplies become very tight. Florida has not started harvesting yet as fields are not quite ready. Mexico isn't expected to start in any volume until early November.



CV POTATOES

NOTE: Idaho Potatoes continue to be a challenge this week as shippers assess the damages of the freezing temperatures experienced in early October. Crews have been working nonstop to get the product out of the fields and into storage.

Compounding the effects of this freeze is the fact that multiple sheds are down this week and not packing in an attempt to get previously harvested Potatoes a chance to get through the sweat process, and they are currently not ready to ship. Some shippers are saying that the **Idaho Russet Potato** market will not stabilize until early November and are expecting markets to be volatile and on the rise for the foreseeable future on both bagged and count Idaho russets.



CV CITRUS

FLORIDA CITRUS:

Hamlin Juicing Oranges, Star Grapefruit, Navel Oranges, and Tangerines have started shipping from Florida.

CALIFORNIA CITRUS-

We will finish with California **Grapefruit** this week as we switch to **Texas Rio Star Grapefruit** for late October.

Navel Oranges and **Mandarins** are looking to start the first week of November, maybe even later, this season. It's looking like there will be a gap between the imports and the start of domestic fruit.

California **Satsuma Mandarin** season is getting started in late October.

IMPORT CLEMENTINES-

This year, Import **Clementine Mandarins** should start the week before Thanksgiving. How this year develops is still in question as far as supplies and price. The amount of fruit coming to the US from Spain will be considerably less because of tariffs imposed by the US, and just a smaller crop in general. Fruit from Morocco will follow after Spain begins, also in less volume.



CV BRUSSELS SPROUTS

Brussels Sprouts are expected to have a slight increase in pricing the next few weeks due to demand but seem to be readily available.

Stalk Brussels Sprouts are becoming more popular as we head into the holiday.



CV PEPPERS

15lb **Red** and **Yellow Peppers** from CA are finishing quickly. Harvests are slowing down, which is starting to lead to shortages and higher prices. Quality remains nice.

11lb hothouse grown **Colored Peppers** are also rising from Canada this week. Shorter days and cooler temps have slowed down the yields. Mexico is beginning to start shipping.