

ORGANIC MARKET NEWS

OUTLOOK FOR OCTOBER 22 - OCTOBER 29, 2015

ORGANIC CUCUMBERS IMPROVE

Expect the **Organic Cucumber** market to begin to come down during the last week of October. The next several weeks look like a good time to promote as the fresh crop from Mexico comes into season.

Organic Cucumbers from Florida continue to be in tighter supply and trading at higher pricing.

Organic Hothouse Cucumbers out of Spain are in good supply.

Organic Mini Seedless Cucumbers are now in stock.



OG HASS AVOCADOS

We will have some super deals on larger sized **Organic Hass Avocados** during late October! Be sure to ask your Four Seasons sales associate about our 32 and 36 count deals! Both 48s and 60ct sizes will also be promotable. Quality and oil content has been excellent.

We are also offering a very nice smooth green-skinned **Organic Avocado** out of Florida right now!



OG BERRIES

Organic Raspberry supply is improving with prices off slightly, making this the most readily available berry this month.

New crop Mexican **Organic Blackberries** are very limited and priced high.

Organic Blueberries out of Argentina and Chile are back in limited supply with very high pricing. This is expected to improve over the next few weeks.

ALERT! **Organic Strawberry** markets have gotten worse. Prices are skyrocketing and supplies are dwindling fast. No real improvements are expected until around March.

NEW: **Columbian Organic GoldenBerries (aka Cape Gooseberries)** are expected to be in stock the first week of November.



OG FIGS

Organic Brown Turkey Figs will be back in stock at the end of October in a 12/8 oz. clamshell option. Supplies should remain pretty steady through this late season California deal. Harvests could continue all the way into early December.



OG GRAPES

ALERT! Organic Green Grapes are expected to finish up for the season by the end of October or early November.

Organic Red and Black Grapes have better availability than the greens, but prices are on the rise as the season winds down.



OG PINEAPPLES

High quality Costa Rican Organic Pineapples will be in decent supply next week.

There are also some limited deals on Mexican Organic Pineapples. The Mexican fruit quality has not been quite as nice as the Costa Rican fruit, but eats great and is very sweet!



OG SALADS

ALERT! Earthbound Farms is continuing to work through operational issues encountered during the implementation of their new computer system. Their system changeover caused massive interruptions to shipping and production. We were able to load some product this week, but Earthbound expects lingering problems for the next two weeks.

Overall product availability is strong on Organic Salads right now from other salad producers like organicgirl and Olivia's Organics.



OG GREENS

Lady Moon Farms in PA has picked their last Organic Greens for the season.

Organic Kale from this point on will be coming out of CA, with varying quality and price. Lady Moon Farms should start up with their Florida fields on Organic Kale and other greens in November.



OG GREEN PEPPERS

Organic Green Peppers are available out of NC, TN, CA, and FL. Quality is reported to be very good. Markets are still firm. We are seeing more medium sizes than large/x-large.

Mexico reports little to no volume at this time.

PA Organic Peppers are finished up.



OG LETTUCE

ALERT! Organic Lettuce is in very tight supply this week. Most suppliers report very little harvest. Some product being left in the field because of burn on the leaves. This affects Organic Red Leaf, Green Leaf, Romaine, and Butter Lettuces.

Expect high prices and limited availability until the end of October.



OG WATERMELONS

Organic Mini Seedless and regular size carton Watermelons came back into season this week out of Mexico. Quantities are very limited on Organic Mini Seedless Watermelons.



OG CRANBERRIES

Canadian Organic Cranberries continue and are expected to be steady until Thanksgiving.

Domestic Biodynamic Organic Cranberries are in steady supply out of Wisconsin.



OG POMEGRANATES

Organic Pomegranates are back in good supply with promotional opportunities available. New bins are in good supply.



OG APPLES

Pacific Northwest **Organic Apple** crop supplies continue to be extremely limited with high prices due to the majority of fruit being stored in Controlled Atmosphere (C.A.) rooms. The crop is also about 10% smaller than last year and fruit size is significantly smaller, peaking in 125 ct fruit. This is causing very high prices with limited sporadic supply.

Washington **Organic Braeburn, Cameo, Jonagold, Jazz, McIntosh, Pinova, and Gold Delicious Apples** are in limited supply with excellent quality and high pricing.

Organic Heirloom Apple varieties this week include **Calville Blanc, Golden Russett, Mutsu, Spitzenburg, and White Permain.**



OG CA CITRUS

The **Organic Navel Orange** season has begun in California. Limited supplies of both tray packs and bags at high price points should be expected through mid-November until supplies start ramping up. The crop is expected to be smaller than last year, keeping markets firmer.

Organic Valencia Oranges are going out of season and supplies will run out by early November.

NEW! Organic Satsuma Mandarins are expected to begin by the middle of next week.

ALERT! California **Organic Star Ruby and Rio Red Grapefruit** has little to no availability. Whatever fruit we are getting has extremely high pricing. This is expected to improve over the next couple of weeks.



OG WA PEARS

New crop **Organic Comice Pears** are expected the last week of October. Comice are considered one of the ultimate dessert pears.

Although not a large volume crop, firm and crunchy **Organic Concord Pears** are in season.

Organic Anjou Pear supply has improved and is now in steady supply with firm prices on bags and trays.

Organic Starkrimson (Red) Pears continue with a dwindling supply and are expected to wrap up by the end of October. **Organic Red Anjou** and **Red Bartlett Pears** are in season, but higher in price.

Organic Bartlett Pears are extremely limited with very strong and rising prices. **Organic Bartlett Pears** are now available in a new 12/2 lb. stand up high graphic pouch bags.



OG BROCCOLI

We are continuing to see good supplies of **Organic Broccoli**, but price is up slightly. Quality has been very good out of CA. Local **Organic Broccoli** out of PA is in limited supply.

Organic Broccoli Crowns are still tighter in supply out of CA.



OG LEMONS & LIMES

Organic Lemon supply continues to improve with falling prices and improving quality.

Organic Lime supply is improving and we are starting to see prices fall and supplies ramp up.



OG SPECIALTY ITEMS

Look for these newly available items:

- 40478 - OG Soup Mix Veg 8/3 lb
- 19238 - Turmeric, Wild 10 lb
- 40497 - OG Burdock Root 16/10 oz
- 40123 - OG Jujube 12 pt
- 40547 - OG Romanesco 12-16 ct
- 40494 - OG Horseradish 10 lb
- 41279 - OG Radish Daikon Purple 10 lb
- 41220 - OG Squash Pie Pumpkin 35 lb

IN OTHER NEWS

- New Zealand **Organic Gold Kiwifruit** is expected to finish up for the season this week. We expect a small gap before transitioning into Italian fruit.

- New Zealand **Organic Green Kiwifruit** is starting to wrap up for the season with just a couple of weeks left and then we will have a smooth transition to Italian fruit.

- **Organic Hachiya Persimmons** are gapping but more are expected over the weekend.

- **Organic Russet Potatoes** out of Colorado continue to be in promotional supply. Pricing will be steady through the end of the year. This is a great item to promote.

- **Organic Red and Yellow Potato** quality out of Canada is very nice and pricing has come off slightly.

- **Organic Green Beans** out of California are in limited supply and Mexico has not started yet. The last of the PA crop should be harvested this weekend, and then finish out. FL shippers are report their **Organic Green Beans** will start by the end of October.

ORGANIC GOLDEN BERRIES

NEW!

(AKA CAPE GOOSEBERRIES)



42182 - OG Golden Berries w/Husk 12/1pt

UPC: 6-8056999778-4



42181 - OG Golden Berries Peeled 12/5oz

UPC: 6-8056999785-2

We are excited to offer fresh **Organic GoldenBerries**, with the husk or peeled, flown in from Columbia. **GoldenBerries**, also known as **Cape Gooseberries**, are a tangy, low glycemic fruit. The **Goldenberry** (*Physalis Peruviana*) is a cousin of the tomatillo.

Some are referring to **GoldenBerries** as a Super Food. **Why?** The **GoldenBerry** is an excellent source of vitamin A and D, low-glycemic and contains additional vitamins, fiber, and protein.

The flavor is a mixture of tangy and sweet. **GoldenBerries** are ideal for adding to smoothies, fruit salads, and salsas. They also can be used with salad greens or served with savory meats and cheeses. The **GoldenBerry** has a high pectic content making it ideal for jams and jellies.

For more information, check out <http://www.andesfruits.co/>

Arriving the beginning of November!

New!

AT FOUR SEASONS



03511 - CV Dole Chop Pomegranate 6/13.1 oz.



03512 - CV Dole Chop Poppyseed 6/13 oz.

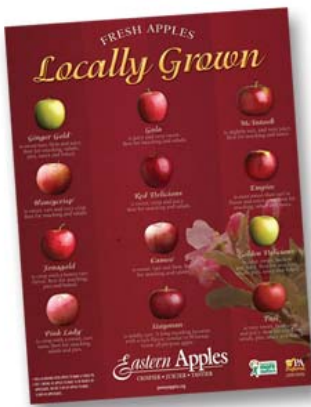
LOCAL APPLES POS MATERIAL IS AVAILABLE!



EASTERN APPLES VARIETY POSTER

Poster includes photographs and descriptions of popular apple varieties.

NOTE: Poster ships folded



PA APPLES VARIETY CARDS

NOTE: These signs are laminated - need to use a washable marker if adding price to sign.

Talk to your sales rep or merchandiser to find out how to get these great resources!

CONVENTIONAL MARKET NEWS

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WHAT'S UP WITH IMPORT BLUEBERRIES?

Blueberry growers continue to battle cold weather in Argentina. Fruit is coloring up very slowly. Typically there would be a flush of Argentina **Blueberries** at this time of year, but due to the weather, that is just not coming to reality.

Blueberries are available from Peru, but most of that product is going to Europe. There are some very small scale **Blueberry** harvests in Mexico, but not enough to bring pricing down.

We now anticipate high pricing and limited **Blueberry** supplies until mid-November when more Chilean fruit makes it's way to the United States marketplace.



CV CUCUMBERS

Cucumber quality from Mexico is outstanding with steady to lower pricing on 72ct super select cases and 24ct cartons.

Cello Wrapped Cucumbers remain limited, but pricing is off a bit as Mexico has started and Canada still has product too.

12/6ct Mini Seedless Cucumbers are limited with steady pricing from Canada.



CV STRAWBERRIES

ALERT! Small size **Strawberries** and suspect quality will continue this week. The heat and wet weather has really taken its toll on the plants in California. Supplies will remain tight and prices high well into November.

Mexico anticipates to begin shipping fruit within the next two weeks, but supplies will not be significant as they get started.

Florida is still hoping for a mid-November start date. Stay tuned for more updates.



CV PEPPERS

Green Peppers are steady. We will continue to have premium quality 25lb. California jumbos, plus Eastern 22lb. xlg this week.

11 lb. & 25 lb. Red, Yellow, and Orange Peppers are very limited as Canada is finishing and Mexico is not in full swing yet.

15 lb. Red Peppers are limited as California is finishing and Mexico is not in full swing yet.

Mini Mixed Sweet Peppers remain limited with steady pricing.



CV POTATOES

Idaho Count Potatoes continue to be a challenge this week as far as quality and price goes. The mount market has shown some signs of strength this week as supply is very limited and pricing has increase a couple dollars on all sizes in the last few days. Pricing is expected to stay strong this week with most shippers expecting it to push higher going into next week.

The poly market in Idaho is steady in price despite the fact that supplies have been limited on the smaller product. Prince Edward Island (PEI) product has started this week and quality is very nice – there is also a decent price advantage on the PEI product.



CV TOMATOES

Overall, **Tomatoes** remain limited.

Beef and **Cluster Tomatoes** are in light supply from Canada and Mexico.

Vine Ripe 20lb. Two-Layer and **25 lb. Volume Fill Tomatoes** are in light supply from Mexico; Florida is starting a light way this week.

Roma Tomatoes are steady. Grape and cherry tomatoes remain very limited from Mexico and Florida with steady to higher pricing and nice quality. Campari tomatoes are limited and pricing will be higher this week with nice quality.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns remain limited from California and Virginia with steady pricing. Bins from PA are still available, and also we have some bins from NJ (code 636, 20Oct...please be sure to ask your sales rep for details).

Cauliflower remains limited, with pricing down a hair this week; quality is very nice. We will continue to have bins from PA.



CV MELONS

Bigger size **Cantaloupes** and **Honeydews** will be in good volume this week. Small fruit will remain tight. Prices will be steady this week.



CV SQUASH

Medium **Green** and **Yellow Squash** supplies are good from Mexico with nice quality. These are good items to promote. Hard squash is steady.



CV EGGPLANT

New Jersey **Eggplant** is finished. We will have nice product from South Carolina and/or Georgia this week. This is a good item to promote with nice quality and aggressive pricing.



CV ONIONS

Conventional Onions are steady this week and quality out of NV has been fantastic.

Red Onions are the exception to this and are expected to be tight on supply and higher in price for the entirety of the season.



CV CELERY

Celery supplies remain snug and are expected to remain as such for the next few weeks. Pricing is steady to high. Quality is nice from California.



CV GREEN BEANS

Green Bean supply from Virginia is good with outstanding quality and lower pricing. This is a good item to promote for at least the next week or two.



CV CA CITRUS

Navel Oranges are in stock and ready for the transition. Large sizes are limited and it will be a few weeks before we see an increase in supply. We are winding down on the last of the **Valencia Oranges**.

The **Lemon** market out West is still strong with little flex on price despite the much lower prices on imported fruit.

The first **Satsuma Mandarins** from California are now in stock. California **Clementine Mandarins** are expected to load later this week.



CV LETTUCE

Iceberg Lettuce supplies remain snug and are expected to remain snug for the next several weeks. There is a potential gap between the end of Salinas and the start of Yuma, AZ at the end of November. Some shippers have started in Huron, CA. Pricing will be up this week.

We will continue to have **Romaine, Green Leaf, and Red Leaf Lettuce** from both California and New Jersey. Quality and pricing are steady.

Romaine Hearts remain steady in quality and price.



CV GRAPES

There was a rain event that passed through the **Grape** growing area last Thursday. This was a very short lived storm and thankfully the plastic cover most growers put over their vineyards was very effective and the crop remained dry through this event. The weather has returned to normal and crews are back to harvest.

Everything else is about the same, there is very good demand, the fruit is simply delicious, and prices are steady and will move slightly higher as we approach November.

Green Seedless Grapes are still being harvested. The **Autumn King** is what's in peak season which will be followed by the **Luisco** for the late deal. The **Autumn King** will remain our primary variety for the market until all supplies are exhausted. Both varieties are big, green and they taste great.

On **Red Seedless Grapes**, there is probably another week left in **Scarlet Royal** harvest but growers have managed to get enough inventory ahead to last well into November. The **Vintage** harvest will get underway after the Scarlets, this just means they'll get a touch more maturity...and they already taste good. Most growers are letting the **Crimsons** hang on the vine until it's time.

The **Autumn Royals Black Seedless Grapes** are still keeping pace with demand and giving us a few extra for November. The color is full black and they eat great. Eventually the supply will run dry, keep ordering and we will keep you posted.

The **Red Globes** are very light in supply and harvest is complete.

Shipments on **Tangerines** increased significantly last week to almost 64,000 cartons as packers race to get **Fallglos** off the tree and on the shelf. Demand feels softer going into the new week in anticipation of PMA Convention and Sunburst variety. Quality on **Fallglos** has wide ranges depending on weather and de-greening times.



CV BLACKBERRIES

Better supplies of **Blackberries** are expected this week out of Mexico. We are seeing quality improve each day. But we will continue to keep a close eye on all fruit. Prices will continue to ease down this week with better volume.



CV RASPBERRIES

Raspberry volumes will be slightly better this week as the extreme heat has ended. Markets will hold steady.

and retail buyers will be on the sidelines. Quality has been excellent with heavy blush on darker varieties and nice size/shape overall. Most grower/shippers are spot picking on larger sizes as to avoid over-supplies of small fruit.

Juice Oranges are having difficulty getting up to speed as many groves are struggling to pass juice/brix/maturity testing. All **Orange** USDA crop estimate came out 17% below last year's crop which has made for strong opening prices. While we expect increased production this coming week on juice oranges, pricing will remain strong as markets are starved for supplies. California and Texas are just beginning and imports are close to finishing which has created supply gaps in some markets. The industry only shipped approximately 45,000 cartons last week which is well behind historical trends.



CV FL CITRUS

Grapefruit volume accelerated to 156,000 cartons last week as the industry hits a higher production gear. Pricing is trading in wide ranges but is falling rapidly. We expect a much slower pace of packing as the PMA Convention begins this week