





ORGANIC OUTLOOK

NOVEMBER 3 - NOVEMBER 10, 2017





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ORGANIC FALL

Organic Hachiya (high cone shape) and Fuyu (flat) Persimmons are now in season. Organic Hachiya Persimmons should be ripened into a soft, gooey state before consumption, while Organic Fuyu Persimmons can be eaten right away when hard like an apple.

Whole Wonderful variety Organic Pomegranates are back in better supply in both cases and wooden bins. Convenient Organic Pomegranate Arils continue in good supply.

Fresh crop Organic Dates have just been harvested in Southern California, and this supply will last throughout the rest of the year. Four Seasons will be offering Organic Medjool and Organic Deglet Noor Dates in both bulk and retail pack options at sharp prices through the holiday season. Dates play an important part of the holiday season and can be used in baking holiday treats or just as a sweet healthy compliment to your holiday meal. Organic Almond and Coconut Date Rolls also complement holiday dessert trays very nicely!

There will also be Organic Black and Golden Dried Figs available!

Organic Cranberries are in season out of Quebec, Canada in both bags and bulk. Supplies are expected to be lighter than usual this fall and may end shortly after Thanksgiving.









OG BERRIES

Driscoll's Organic Blackberries and Raspberries are expected to be steady for early November, but are then expected to firm up with tighter supplies and higher prices in December. Other brands of Organic Blackberries have begun to improve in supply with lower pricing.

South American Organic Blueberry supplies seems to be improving by the day. Expect prices to begin sliding off in November. Organic Driscoll's Blueberries are steady this week, but prices are very high.

ALERT! Organic Strawberry volumes are dwindling and prices are on the rise. Expect gaps and very high pricing. Driscoll's is pushing many of their customers from organic 8/11b to organic 12/8 oz packs for November and December.



OG APPLES

New crop Organic Opal Apples out of Washington have arrived! These delicious, naturally non-browning apples are sweet, crunchy, and flavorful! Ask your sales rep or merchandiser for free display bins!

Organic Pink Lady Apples have arrived in very limited supply in bags. Washington product is expected to arrive here in early November, with some 100ct and especially bags.

Washington Organic Fuji, Gala, Golden, Granny Smith, Honeycrisp, Jonagold, and Red Delicious Apples are in excellent supply with prices continuing to be promotional on bulk and bags.

Heirloom Orchards new varieties: Organic Arkansas Black, Calville Blanc, White Winter Pearmain, and Northern Spy.



FREIGHT UPDATES

The food industry is facing challenges with logistics. Truck availability and rate increases are going to become more prevalent as we head towards December with mandatory ELD (electronic logging devices) regulations coming into effect in early December.

Increased costs of goods and lengthened inbound logistics times will affect our products for Thanksgiving pulls.



OG BROCCOLI

Organic Broccoli is still in limited supply out of CA, but price has moderated some. A few shippers report discoloration on the florets.

ALERT! Organic Broccoli Crowns are extremely limited.

New York growers have good supply of **Organic Stalk Broccoli** through early November. Canada is don for the year.



OG CUCUMBERS

Mexican shippers report increasing supplies of **Organic Cucumbers** — it's a good time to promote! Product from Florida is in adequate supply and increasing.

Organic Hothouse Cucumbers out of Canada and Mexico are in good supply. Organic Mini Seedless Cucumber packs are limited from Mexico and CA.



OG LEMONS

Organic Lemons have transitioned to primarily California fruit with excellent quality and improving supplies

Organic Meyer Lemons have begun in light volume due to struggling on color. Expect some green, oil spotting, and some sporadic gaps for Nov, followed by peak season in Dec-Feb.



OG PEPPERS

Holland shippers report declining supplies of **Organic Red, Yellow**, and **Orange Peppers**, but Israel is just getting started. Some smaller peppers are available out of Israel. Organic Color Peppers are limited from Mexico.

Organic Green Peppers are all but finished out of GA. The first shipments from CA are expected here in early November. The market is stronger. Mexico has not started yet.



OG GREEN BEANS

CA shippers report very tight supplies of **Organic Green Beans.** Only a couple of shippers have product right now, and Mexico has not yet begun. North Carolina growers expect to have **Organic Green Beans** the second week of November.

Organic Yellow Beans are in limited supply out of CA.



OG ROMANESCO & CAULIFLOWER

Organic Cauliflower pricing has jumped up this week. Product quality has been decent, but some bruising is present.

Organic Romanesco is in good supply from NY and CA.



OG CA CITRUS

First of the season CA **Organic Navel Oranges** continue in limited supply with good 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 firmer.

The first of the CA **Organic Satsuma Mandarins** have arrived. These, too, have some greening and oil spots. Prices will be very firm.



OG LETTUCE

Organic Red Leaf, Green Leaf, Red Butter, Green Butter, and Romaine Lettuces are in adequate supply out of CA. Quality has improved over the last couple of weeks out of CA as there has been less discoloration on the ribs. Organic Red Romaine is in limited supply out of CA. Lady Moon Farms out of Florida will begin in mid-November.

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



OG CELERY

Organic Celery prices are up this week, following the conventional lead. Prices will remain higher through Thanksgiving. We do expect to have abundant supplies of carton **Organic Celery** for Thanksgiving. The **Organic Celery Heart** market has also moved up.

Organic Celery Root (Celeriac) is in good supply out of CA for Thanksgiving.



OG HASS AVOCADOS

Organic Hass Avocados continue to be in great supply. Quality has been excellent with fruit arriving hard, green, and very clean.

Equal Exchange **Organic Fair Trade Hass Avocados** will be available in 48 & 60ct.



OG CARROTS

ALERT! CA shippers are limited on larger-sized Organic Carrots because of the extreme heat. This has resulted in limits on Organic Cello and Jumbo Carrots. Pricing is up. Jumbo and Table Carrots will not be available to load again until mid-November.

Canadian growers report adequate supplies of **5lb** and **2lb Organic Carrots.** That pricing moved higher this week.

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



OG PINEAPPLES

Organic Pineapples continue to be promotable with Dole labeled fruit being the best value.

7ct Dole will have promotable volumes once again for early November. We will also have limited supplies of 8ct fruit.



OG TOMATOES

ALERT! The Organic Grape Tomato market has jumped up this week. Mexican shippers have virtually no volume. Sunripe from Florida and Lady Moon Farms' Florida production will start after Thanksgiving. Expect high pricing for November.

ALERT! Organic Cherry Tomatoes are finished out of PA and very limited out of Mexico.

2-Layer Organic Tomatoes are now available out of Mexico. They are arriving with good quality and color. **Organic Hothouse Tomatoes** are more limited out of Canada and Mexico.

Organic Cluster Tomato prices are higher out of Canada and Mexico this week. PA still has good supply at lower prices.

Organic Roma Tomato supplies are good, and growing, out of Mexico.



OG SQUASH

Organic Zucchini and **Yellow Squash** are in good supply from Florida and Mexico. It's a good time to promote.



OG POTATOES/YAMS/ONIONS

Talk to your sales rep to lock in awesome deals on AV Thomas CA grown **Organic Sweet Potatoes! Jewel, Garnet, Hannah, Oriental -** bulk #1s, mediums, and bags!

We have seen some very nice quality **Organic Red** and **Yellow Potatoes** out of Canada. Pricing will be steady through November.

Russet Potato pricing is attractive right now out of all shipping regions and quality is nice.

Local Organic Red Onions are starting to wind down and we should see a seamless gap in supply as we switch over to western grown **Organic Red Onions.**

We should see **Organic Sweet Onions** from local growers through November.

- Organic Green Kale is in good supply from NY and OH. CA reports adequate supplies of Organic Green, Red, and Lacinato Kale. Lady Moon Farms' Florida location will start in mid-November.
- CA growers report limited supplies of Organic Eggplant, and Mexico does not show any availability yet this season. GA and PA are finished.

OTHER STORIES:

- The first **Organic Cantaloupes** of the Mexican season have arrived. Supplies are expected to be steady until early to mid-December.
- Organic Asparagus is expected to be more limited in supply for early November out of Argentina and Mexico. Pricing is steady.
- Columbian **Organic GoldenBerries (Cape Gooseberries)** are back, and supplies seem to be improving with transportation being the biggest challenge due to airline strikes in Columbia.
- ALERT! California Organic Black, Green, and especially Red Grape prices have tightened due to some shippers finishing their harvests. Expect some late fruit into early December, but pricing will rise and some gaps should be expected.

NEW! or BACK IN SEASON

ORGANIC

43096 - OG Apple Arkansas Black 56/78 28 lb

43097 - OG Apple Calville Blanc 50 ct 28 lb

43127 - OG Apple Northern Spy 50 ct 28 lb

42930 - OG Apple Lady Alice 60 ct 27 lb

43428 - OG Apple Opal 50/60 ct 72/88 sz 27 lb

43032 - OG Apple Pink Lady/CRP WXFP 100 ct

43033 - OG Apple Pink Lady/CRP USXF 12/3 lb











44016 - OG Lemons Meyer Fancy USA 95-140s 20 lb

44121 - OG Orange Navel Fancy CA 56 ct

44096 - OG Orange Navel Fancy CA 72 ct

44100 - OG Orange Navel Fancy CA 88 ct

44099 - OG Orange Navel CA 10/4 lb

44040 - OG Mandarin Satsuma CA 25 lb

Pssst! Buck Brand Organic Specialty Citrus Fruits will be coming into season during mid-November!

44904 - OG Blueberries Driscoll's 12/4.4 oz

43740 - OG Blueberries Import 12/6 oz

42181 - OG Golden Berries Peeled 12/5 oz

43696 - OG Cantaloupe Mexico 12 ct

43443 - OG Kiwifruit Gold 1-Layer Italy 25/30 ct

44165 - OG Mango Ecuador 12 ct

44365 - OG Mango Ataulfo Ecuador 20/22 ct

49227 - OG Pomegranate Arils 12/4.4 oz

43191 - OG Pomegranates 30-36 ct

43197 - OG Pomegranates Bin 175/210 ct 90 lb

43203 - OG Persimmon Fuyu 1-Layer 20-28 ct

43189 - OG Persimmon Hachiya USA 18/22 ct















40788 - OG Peppers Mini Mix Bag 12/1 lb

40951 - OG Jicama 20 lb

48158 - OG Radish Cello 12/12 oz

40155 - OG Artichokes Globe 36 ct

40490 - OG Beets Baby Chiogga Bunch 24 ct

40623 - OG Sunchokes White 10 lb

40625 - OG Sunchokes White 25 lb

40585 - OG Brussels Sprouts Clamshell 12/1 ct

42359 - OG Brussels Stalks 5 ct

40609 - OG Carrots Rainbow Cello 12/2lb

40135 - OG Romanesco 12 ct 20 lb

40857 - OG Kohlrabi Bunch Purple 12 ct

41675 - OG Parsnips Canada 12/2 lb

40852 - OG Turnips Scarlet 25 lb

41361 - OG Tomato Mexico 4x5 20 lb

42291 - OG Tomato Cocktail 12/8.8 oz

41547 - OG Potato Fingerling Buttercream 16/1.5 lb

41639 - OG Potato Fingerling Crescent Austrian 16/1.5 lb

40171 - OG Potato Fingerling Crimson Gold 16/1.5 lb

41548 - OG Sweet Potato Garnet Yam 10/3 lb

41549 - OG Sweet Potato Hannah Yam 10/3 lb

41544 - OG Sweet Potato Japanese Yam 10/3 lb

NEW! or BACK IN SEASON

CONVENTIONAL

24251 - CV Chestnut 25 lb

05440 - CV Apples Kiku Eastern 40 lb

05250 - CV Apples Macoun Eastern 72/88ct 40 lb

05080 - CV Apples Macoun Eastern 12/3 lb

05323 - CV Apples Pink Lady 100 ct Eastern 40 lb

05029 - CV Apples Pink Lady Eastern 12/3 lb

06076 - CV Apples Envy 27 lb

06077 - CV Apples Jazz 72/88 ct USXFCY 40 lb

05015 - CV Apples Lady Alice 54/60 27 lb

06028 - CV Apples Pinata WXF 88 ct

05823 - CV Apples Pink Lady 72/88 ctd WXFC 40 lb







Be sure to check out our broad selection of Stemilt Lil Snappers Pouch Bag Apples & Pears!









13995 - CV Clementines Import 24's/Larger 5 lb

13053 - CV Lemons Meyer Pouch 18/1lb

13560 - CV Oranges Navel Sunkist 56 ct

13565 - CV Oranges Navel Sunkist 72 ct

13570 - CV Oranges Navel Sunkist 88 ct

13575 - CV Oranges Navel Sunkist 113 ct

13611 - CV Oranges Navel Sunkist 8/4 lb

13623 - CV Oranges Navel CA Choice 8/4 lb

17582 - CV Pummelos 12 ct

14275 - CV Mandarin Satsuma Jumbo Fancy 22 lb

14381 - CV Mandarin Satsuma Fancy CA 10/3 lb

10097 - CV Blueberries Jumbo Driscoll's 12/6 oz

17750 - CV Persimmons Hachinya 18/20 ct

09412 - CV Pomegranate POM Arils 12/4.3 oz

09413 - CV Pomegranate POM Arils 8/8 oz

17603 - CV Pomegranate POM Wonderful 22 ct

17680 - CV Pomegranate POM Wonderful 30 ct

17678 - CV Pomegranate 36 ct

00147 - CV Artichokes 18 ct

01110 - CV Artichokes Baby Clamshell 12/2 lb

00191 - CV Cardoon 19 lb

00690 - CV Brussels Sprouts on Stalk 9 ct

23327 - CV Tomato Kumato Tray $10/1\ lb$

04460 - CV Potatoes A-Purple Premium 50 lb

03401 - CV "Attitude" Salad Half n' Half Clamshell 9/11 oz

03337 - CV R-Pac Escarole 6/9 oz







DIAMOND NUTS



23415 - CV Almonds #1 50 lb

23420 - CV Brazil Nuts #1 50 lb

23410 - CV Hazelnuts (Filberts) #1 50 lb

23405 - CV Mixed Nuts #1 50 lb

23425 - CV Pecans #1 50 lb

23400 - CV Walnuts Jumbo #1 50 lb

23470 - CV Almonds 36/1 lb

23465 - CV Brazil Nuts 36/1lb

23445 - CV Hazelnuts (Filberts) 36/1lb

23450 - CV Mixed Nuts 36/1lb

23455 - CV Mixed Nuts 18/2 lb

23460 - CV Pecans 36/1lb

23435 - CV Walnuts Bags 24/1 lb

23500 - CV Walnuts Vis Pack 12/6 oz

23495 - CV Walnuts Vis Pack 24/10 oz

23440 - CV Walnuts Large 24/2 lb

23475 - CV Pecans Vis Pack 12/6 oz

23480 - CV Pecans Chopped 12/8 oz

23486 - CV Walnuts Chopped 12/8 oz



ORGANIC OPAL APPLE **DISPLAY CONTEST**

NOVEMBER 6 - DECEMBER 2, 2017





Four Seasons Produce will run a display contest during the month of November for Organic Opal Apples.

The contest is sponsored by First Fruits.

Displays will be judged based off of 2 categories:

-BEST OVERALL DESIGN--MOST CREATIVE-

TOP PRIZE FOR EACH CATEGORY: DRONE PACKAGE (VALUED AROUND \$500)

RUNNER-UP PRIZE FOR EACH CATEGORY: \$100 VISA GIFT CARD

- You MUST use a First Fruits Opal Apple display bin or sleeve, and purchase at least 8 cases over the sale period to enter.
- All stores that participate will receive an entry prize.
- Please email your display contest photos to Steph Fleetman (stephf@fsproduce.com) by Tuesday, December 5th.









Organic Opal Apples must be purchased from Four Seasons Produce - (CODE: 43428 - OG Apple Opal 50/60ct 72/88s 27 lb)





CONTEST MERCHANDISING TIPS:

- Demos and tastings work amazingly to create excitement in the store & bump up sales considerably!
- Add visual educators and signage to help customers learn more about Opal Apples
- Get creative cross merchandise!













CONVENTIONAL OUTLOOK NOVEMBER 3 - NOVEMBER 10, 2017



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CLEMENTINE MANDARIN SEASON STARTS







Sunkist Delites Clementine Mandarins and the first Halo Clementine Mandarins loads will be available 11/9 and 11/13 respectively.

10/3 LB

As we wind down the season on **Clementines** from South America, it looks as we will make it through with no gap in supplies to the start of the first arrivals from California.

A great surprise on **Clementines** from Spain is an early arrival that is available now on 24 ct size 5 lb gift boxes. We will ramp up from there with volume by the middle of the month. The first arrival hit very nice with good color and flavor.



CV POMEGRANATES

We are not far into the California season, but we now could see a shorter Pomegranate season and a struggle on quality.

Although rain has been a problem and showers have been sporadic, it strongly affected the Pomegranate crop and now one of the biggest supplier (Pom Wonderful) is pulling in ad quotes and shifting from a #1 fruit season, predicting the remainder will be packed in a #2 label.

Pomegranate Arils remain in steady supply for November and December.



CV PRETTY LADY GRAPES

GREEN

With big crunchy berries that taste great, the harvest of **Autumn King** has been under way, and these big, round, flavorful, crunchy **Grapes** are a real treat. As we get closer to December, we will also have **Luisco** available. There are plenty of fresh **Green Grapes** to support fall promotions.

RED:

This has been a great run with Scarlet Royal Grapes and we have good supplies moving forward. Scarlet Royal are available for the next few weeks before we transition to Vintage. The Vintage crop is sizing up well and should yield very good numbers. These bright Red Grapes are crunchy and sweet.

BLACK:

There are good supplies of Autumn Royal Grapes available that also have great color, size and flavor. Our last black will be the Adora, this is a delicious eating grape that will take us in to December.



CV TOMATOES

Overall, the **Tomato** market is strong and active. Light supplies in Florida due to the Hurricane, is causing the market to react.

ALERT! Grape & Cherry Tomatoes — Both are extremely tight. Pricing is higher on the grapes, but steady on the cherries.

ALERT! Cocktail Tomatoes – The big flush has ended and prices increased this past week, but have leveled off for now.

ALERT! Gold Tomatoes – Pints are limited and some gaps are expected.

15lb Beefs & 11lb Clusters – Light field production is causing strong hothouse demand. Quality is good with higher pricing.

2-Layer Rounds – Light field production is causing the market to jump. Quality is good, but pricing is higher this week.



CV FENNEL & ARTICHOKES

There are good supplies of **Fennel (Anise)** and **Jumbo** and **Baby Artichokes** supplies are steady. Please discuss Thanksgiving pricing with your sales rep.



CV CELERY

The **Celery** market is firm with Thanksgiving pulls starting. Quality has been good and no supply gaps are expected. Please discuss ad pricing with your sales rep.



CV POTATOES

We have seen some very nice quality on all colors of bulk **Potatoes** out of Washington state. **Bagged Red Potatoes** have been looking particularly nice out of Canada with attractive pricing. We continue to see **White Potatoes** out of NJ, and pricing has come off again slightly to keep this product attractively priced in comparison to other shipping areas.

All **Russet Potato** sizes continue to be steady to slightly rising. Demand will continue to rise as we approach the holiday season. At this time, all shipping regions appear to have fewer supplies than previous years.



CV CANTALOUPES

ALERT! Extremely high prices and limited volumes will continue for the next few weeks on Cantaloupes and Honeydews as Mexican production can't handle all the demand. We are expecting the first off-shore vessels to arrive in mid to late November.



CV ASPARAGUS

We expect **Asparagus** volumes from both Peru and Mexico to remain steady. However, prices have increased and will continue to move up as we approach the Thanksgiving pulls.



CV ONIONS

The **Onion** market has experienced minimal change approaching the holiday push. **Jumbo-sized** and **Colored Onion** prices remain strong, and medium-sized **Yellow Onion**s onions and smaller, remain at very marketable levels. With the expectation of limited trucks for the holiday push, we could see a large spike in western **Onion** delivered prices.

Bagged Onions out of NY will be at a nice value in the next couple weeks.



CV BRUSSELS SPROUTS

9ct Brussels Sprouts on the Stalk are now available!

Bulk 25lb Brussels Sprouts remain tight with very nice quality.



CV BERRIES

Blueberry volumes will continue to be steady out of Peru and Argentina this week. Prices will increase slightly as demand picks up for Thanksgiving. There are a few Jumbo Blueberries from Driscoll's at a premium.

Raspberry and **Blackberry** volumes and pricing will be steady this week.



CV STRAWBERRIES

ALERT! Strawberry prices will be higher this week as California volumes decline and we start to transition to Mexico. Mexican volumes are light, but will increase over the coming weeks. Look for the higher prices to hold as we approach the Thanksgiving demand.

We could see the first **Strawberries** out of Florida during the second week of November. Volume will be extremely limited and won't have a significant impact on markets.



CV BROCCOLI

We will have Eastern and Western **Broccoli Crowns** this week. Pricing is steady and quality is very nice. Eastern is priced below the Western.

Local PA Stem Broccoli Bins are still available.



CV GREEN BEANS

ALERT! Green Beans remain snug due to light supply in Georgia and Florida has not started yet. Even with Florida starting in mid-November, they are expecting light production.

Supplies are, at least as of now, expected to be light for Thanksgiving.



CV CUCUMBERS

Cucumber quality is excellent on both **Supers** and **Selects** with steady pricing from Mexico.

Cello wrapped Cucumbers are limited with higher pricing this week as Mexico is only beginning and Canada production is winding down.

ALERT! 12/6ct Mini Seedless Cucumbers remain limited with higher pricing this week.



CV LETTUCE

The transition of **Iceberg Lettuce** growing regions has begun, as we are now into Huron, CA product. There is good supply, nice quality, and promotable opportunities this week as pricing will be steady to lower.

Romaine, Green Leaf, and Red Leaf Lettuces are are steady from both California and New Jersey. Quality is good. Romaine Hearts have excellent quality right now, with steady pricing.



CV HASS AVOCADOS

As we continue to transition fully into the normal Mexican **Hass Avocado** crop, we are slowly seeing a shift in the size curve toward 48s and 40s.

There is still is a decent amount of small fruit in the market— especially 60's— and this will likely continue for the month of November. So far, prices have leveled off.



CV PEPPERS

Green Peppers remain tighter. We will transition from Pennsylvania to Georgia this week.

11lb Red, Yellow, and Orange Greenhouse Bell Peppers are snug with higher pricing. Rainbow and Stoplight Pepper packs will be higher in price as well

ALERT! Mini Mixed Sweet Peppers are extremely tight with higher pricing this week.

- Cello Radishes are a bit more snug due to transition. Pricing is up a tad.
- Iced and Iceless Green Onions are in good supply this week with steady to lower pricing. The 5.5oz bagged Green Onions are steady in supply and pricing through Thanksgiving.
- Cauliflower is tight with higher pricing this week. Cauliflower Bins are still available.
- Cabbage remains plentiful and promotable!

OTHER STORIES:

- **Corn** supplies are tight as Georgia is winding down and there is a gap expected before Florida starts.
- Both **full size** and **mini Watermelons** are good items to promote this week. Mexican volumes came on strong and will continue for early November.
- Local NJ Collards and Kale will be steady in price and supply through Thanksgiving. It's a good time to promote!
- **Baby Spinach** is back in good supply with pricing down. 12/10oz Spinach is a great item to promote for Thanksgiving!
- **Eggplant** is extremely limited from both Georgia and Mexico. Quality is good and pricing is steady to higher this week.
- Zucchini, Yellow, and Hard Squash are promotable!