



ORGANIC OUTLOOK

OCTOBER 26 - NOVEMBER 2, 2018



WWW.FSPRODUCE.COM 24 CT

PEAK SEASON ORGANIC FALL FRUIT

The first **Organic Fuyu** (flat) and **Hachiya** (tall) **Persimmons** are now in peak season through most of November. The Fuyu variety are ready to eat right away, even when firm. Hachiya must be ripened at room temperature until the fruit is very soft.

Organic Cranberries from Quebec, Canada are expected to be in steady supply with good quality for the fall season.

Organic Pomegranates continue with excellent color and good harvests. Growers are now picking the "Wonderful" variety. Product is available in regular cartons and in 90+lb wooden crate-style bins.

Organic Pomegranate Arils are now back in stock for the fall season. These are best merchandised in refrigeration beside your berries.



OG BERRIES

Driscoll's **Organic Blackberries** continue to be very limited with higher pricing. Harvest volume is not expected to improve until Mexican production ramps up in mid to late November.

Other brands of **Organic Blackberries** out of Mexico have begun and supplies continue to ramp up. Pricing will begin to ease over the next few weeks, but there is a current disruption with some major storms, which could change things drastically.

Driscoll's **Organic Strawberries** are in steady supply. Other brands out of Baja, Mexico are expected to be back in decent supply for the first week of November.

Driscoll's **Organic Raspberries** are more limited in supply, and prices have gone up.



OG BLUEBERRIES

Driscoll's **Organic Blueberries** will be extremely limited until harvests out of their Mexico growing regions ramp up in early November. Expect very high prices, and only 4.4 oz packs.

Chilean **Organic Blueberries** in 6 oz packs have started with high prices on air fruit for the first few weeks, and then will ease down as volumes increase. Expect sporadic availability for early November, and then volume should increase for the winter.

Some Argentinean **Organic Blueberries** in 6 oz packs are expected to become available in November, also leading to market prices easing.



OG APPLES

Pacific Northwest **Organic Apples** continue in abundant supply. Varieties include:

OG Ambrosia	OG Kanzi
OG Braeburn	OG Lady Alice
OG Envy	OG McIntosh
OG Fuji	OG Opal
OG Gala	OG Pacific Rose
OG Gold Delicious	OG Pink Lady
OG Granny Smith	OG Pinova
OG Honeycrisp	OG Red Delicious
OG Jazz	OG Smitten
OG Jonagold	OG Sweetango

Organic Heirloom Apples varieties available:

OG Arkansas Black	OG Northern Spy
OG Caville Blanc	OG Roxbury Russett
OG Darcy Spice	OG Spitzenburg
OG Mutsu	OG Winesap



OG GREEN BEANS

ALERT! **Organic Green Beans** are in very tight supply out of CA with prices moving up.

Typically, we'd have southeastern **Organic Green Beans** at this time, but the storms affected growth and we're now waiting until the first week of November. Mexico has not yet started fall harvests.



OG PEPPERS

Organic Red, Yellow, and Orange Peppers from Holland and Israel are in good supply and prices are steady.

Large-sized **Organic Red Peppers** and **Green Bell Peppers** are in adequate supply out of Mexico.

Organic Jalapeño Peppers are finished from NY, and will start to be available out of CA and FL.



OG GRAPES

Excellent supplies of **Organic Green, Red, and Black Seedless Grapes** are available out of California.

Promotional opportunities continue, particularly on mainline varieties. Premium varieties, like Autumn King & Autumn Crisp (green), Timco & Allison (red), and Adora (black), are trading at a few dollar price spread. Expect prices to begin rising in November.



OG CAULIFLOWER

ALERT! **Organic Cauliflower** prices began to move up this week. Overall quality has been better, but supplies are limited from CA and Canada is now done.



OG CELERY

Organic Celery prices are up across the board on celery products. Supply & demand, and bugs have impacted this commodity. Expect limited supplies and higher prices in November.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in good supply out of CA, WI, and NY. Supplies should be fairly steady through November.

Bagged Organic Brussels Sprouts are now available out of NY with high quality product.



OG TOMATOES

Organic 2-Layer and **Roma Tomatoes** are in decent supply out of Mexico. FL will start in mid-November.

Organic Hothouse Heirloom Tomatoes out of PA are in good supply. They're a 5-variety mix with good color. CA is all but done.

15lb **Organic Hothouse Tomatoes** out of Mexico are limited in supply. **Organic Cluster Tomatoes** are in adequate supply and pricing is steady.



OG POTATOES

Organic Red Rooster Potatoes will get started late this week out of Colorado. This is a fantastic eating potatoes – if you haven't tried this unique potato yet, now is your chance!

Organic Russet Potatoes are plentiful out of various growing regions. Quality has looked outstanding so far this season!



OG BROCCOLI

Organic Broccoli is much more limited in supply this week out of CA. Transition time is upon us – growth in the older fields has slowed, but demand has increased. Prices will continue to increase for early November.

Cal-O has transitioned from Lamont to Coachella, CA and is now using a broccoli variety with a whitestem during this time of year.

Organic Broccoli Crowns are in limited supply out of CA and NY.



OG KALE

Organic Green Kale is in good supply out of OH, NY, WI, and CA. **Organic Red Kale** is in good supply out of CA and Canada. FL growers will begin their program in early November.



OG SNACKING TOMATOES

Organic Cherry and **Grape Tomatoes** are beginning to be harvested out of FL. **Organic Rainbow Cherry Tomatoes** will begin the first week of November. Canada has decent supplies of **Organic Cherry Tomatoes**, and Mexico has adequate supplies of **Organic Grape Tomatoes**.



OG ASPARAGUS

Organic Asparagus is in better supply this week out of Mexico and arrivals have been good. Prices are lower.



OG SQUASH

Organic Butternut, **Honeynut**, and **Delicata** are still available in good quality out of NY, OH, and ME. Supplies are limited on **Organic Pie Pumpkins**, **Sweet Dumpling**, and **Red Kuri Squash**.

Eastern supplies and quality have been exhausted on **Organic Spaghetti** and **Green Acorn Squash**. Product will now be available out of WI or CA, but at a higher price due to extra freight.

Organic Zucchini and **Yellow Squash** from Florida is available with a nice-looking crop. Supplies from Mexico are increasing on **Organic Zucchini**. Prices are moderating. Meanwhile, **Organic Yellow Squash** from Mexico is available at lower prices than last week.



OG LETTUCE

ALERT! CA prices on **Organic Red** and **Green Leaf Lettuces** have begun to moderate, but it is still a volatile commodity. The next few weeks will be challenging with the transition of growing regions out west.

Organic Romaine Lettuce is still in tight supply, rib rust is present, and prices are high. One main CA **Organic Romaine Lettuce** shipper is expecting to be out until sometime in early November.

Organic Romaine Hearts are in tighter supply out of CA. Expect prices to be on the higher side for early November. Quality looks good.



OG CITRUS

The first new crop **Organic Navel Oranges** out of California should arrive for the first week of November. Supplies will be sporadic as growers get started during November.

Organic Valencia Orange supplies continue to be extremely firm on all sizes due to excessive heat with high and rising prices. Supplies are expected to finish for the season in November.

New crop **Organic Grapefruit** continues out of Southern California. Supplies will be very limited for the first few weeks with very high prices.

Organic Lemon supplies have ramped up out of Mexico and California. Expect prices to ease and nice fruit should be expected.

OTHER STORIES:

- **Organic Cantaloupes** have finished out of California and will transition this weekend to Mexican fruit in more limited supply. Mexican **Organic Honeydew** will begin this weekend with very limited supply and large fruit.

- **Organic Mini** and **Regular Watermelons** are back in stock. We are currently offering a 9ct Mini-melon and 8ct carton full size seedless melon. Quality coming from Mexico has been excellent.

- **Organic Spinach** is in decent supply this week out of CA, but some beetle damage is on the leaves. Prices are up.

- **Organic Garlic** from Spain is in good supply. Supplies are limited on CA **Organic Garlic**, which is also at a high price per pound.

- **Organic Cucumbers** are in adequate supply out of Mexico and FL. **Organic Hothouse Cucumbers** out of Spain and Canada are in limited supply.

- **Organic Green Cabbage** is in good supply out of NY, WI, and CA. **Organic Red Cabbage** is still limited out of CA, but WI has growing supplies.

- **ALERT!** **Organic Eggplant** is in limited supply out of Mexico and FL. Prices are up.

- Locally grown **Organic Red Onions** are just about done and we will transition out to Nevada from Peri and Sons. PA grown **Organic Sweet Onions** are still available and are expected to go for at least another few weeks.

NEW OR BACK IN SEASON

ORGANIC

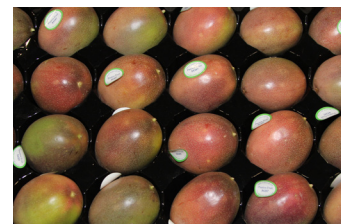
- 43096 OG Apples Arkansas Black Heirloom Orchards 28 lb 56/78 ct
- 215133 OG Apples Darcy Spice Heirloom Orchards 28 lb
- 43128 OG Apples Golden Russet Heirloom Orchards 28 lb 56/78 ct
- 43127 OG Apples Northern Spy Heirloom Orchards 28 lb 50 ct
- 42198 OG Apples Roxbury Russet Heirloom Orchards 28 lb
- 43422 OG Apples Spitzenburg Heirloom Orchards 28 lb
- 43457 OG Apples Winesap Heirloom Orchards 28 lb
- 42089 OG Apples Envy USXF 27 lb 56ct/80sz
- 43062 OG Apples Pacific Rose 40 lb 80/88 ct
- 42967 OG Apples Pink Lady/Cripp WXP 40 lb 80/88ct
- 43032 OG Apples Pink Lady/Cripp WXP 40 lb 100 ct
- 43033 OG Apples Pink Lady/Cripp WXP 12/3 lb bag
- 43605 OG Cranberries 22 lb Bulk
- 43701 OG Cranberries Canada 18/8 oz Bag
- 44121 OG Oranges Navel CA FCY 56 ct
- 44096 OG Oranges Navel CA FCY 72 ct
- 44100 OG Oranges Navel CA FCY 88 ct
- 44099 OG Oranges Navel CA 10/4 lb bag
- 43694 OG Cantaloupes MEX 9 ct
- 43696 OG Cantaloupes MEX 12 ct
- 43752 OG Honeydew MEX 4ct
- 43763 OG Watermelons Mini 32 lb 9 ct
- 215367 OG Pears Bartlett 6/2 Lb Pouch
- 43291 OG Pears Comice USA 22 lb 35/45 ct
- 43547 OG Pears Seckel 2 1/8" 20 lb 100 ct
- 43537 OG Dragon Fruit Magenta 8-9 ct
- 44365 OG Mangoes Ataulfo ECU 20/22 ct
- 46110 OG Passion Fruit 20-36 ct
- 43203 OG Persimmons Fuyu 20-28 ct 1-Layer
- 43199 OG Persimmons Hachiya 21-32 ct
- 214702 OG Pomegranates 175/210 ct 90 lb Crate
- 40491 OG Burdock Root 10 lb
- 40497 OG Burdock Root 16/10 oz
- 214280 OG Brussels Sprouts 12/16 oz Bag
- 40951 OG Jicama 20 lb
- 41175 OG Lettuce Romaine Red 24 ct
- 40583 OG Parsnips 25 lb
- 40788 OG Peppers Mini-Mix Sweet 12/1 lb Pouch Bag
- 41279 OG Radishes Daikon Purple 10 lb
- 40657 OG Radishes Daikon Red 10 lb
- 40135 OG Romanesco 12 ct 20 lb
- 40616 OG Rutabagas 25 lb
- 40623 OG Sunchokes White 10 lb
- 40965 OG Turnips Baby Bunched 24 ct
- 40171 OG Potatoes Fingerling Crimson 16/1.5 lb Gold Cinacia
- 215373 OG Potatoes Red Rooster 16/3 lb
- 215429 OG Potatoes Red Rooster A 50 lb
- 41548 OG Sweet Potatoes Garnet 10/3 lb
- 41549 OG Sweet Potatoes Hannah 10/3 lb
- 41544 OG Sweet Potatoes Oriental 10/3 lb
- 204992 OG Apples Sweet Sliced 4/5-2.2 oz Crunch Pak
- 46007 OG Cider Apple 9/59 oz Mayer
- 44920 OG Sparkling Juice Apple 12/25oz Val de France Glass
- 44922 OG Sparkling Juice Apple Peach 12/25oz Val de France Glass
- 44924 OG Sparkling Juice Apple Pomegranate 12/25oz Val de France Glass
- 44923 OG Sparkling Juice Apple Raspberry 12/25oz Val de France Glass
- 44921 OG Sparkling Juice Pear 12/25oz Val de France Glass
- 40478 OG Soup Mix Vegetable 8/3 lb
- 46098 OG Applesauce 12/16 oz Oyler's
- 46099



GOLDEN RUSSET



NORTHERN SPY



HACHIYA



FUYU



ORIENTAL

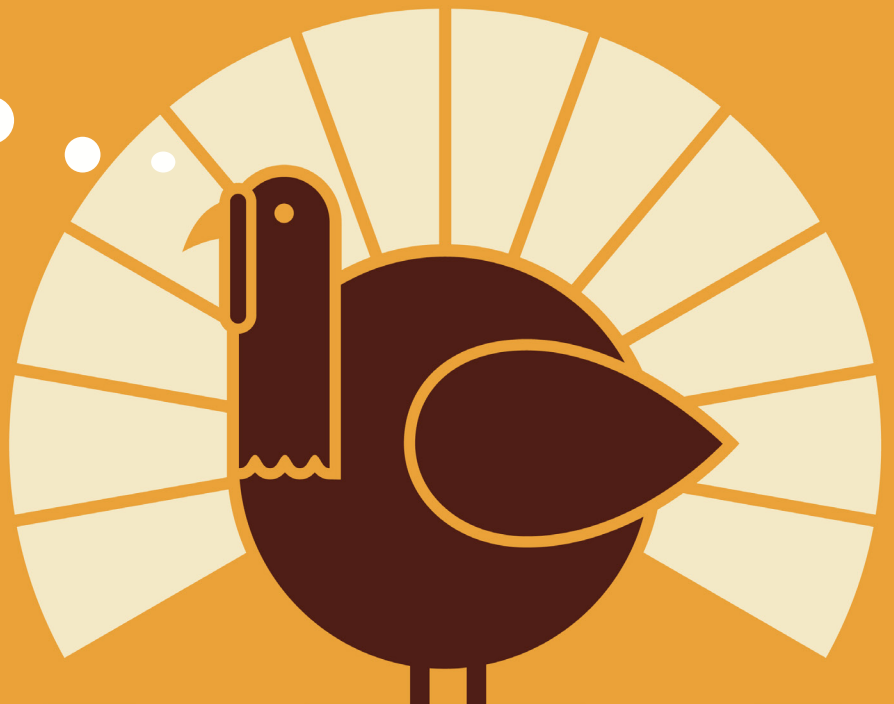


CONVENTIONAL

- | | |
|-------|--|
| 5867 | CV Apples Autumn Glory 27 lb 48 ct |
| 12176 | CV Apples Pinata 9/3 lb Lil Snappers Pouch Bag |
| 6028 | CV Apples Pinata WXF 40 lb 88 ct |
| 5823 | CV Apples Pink Lady WXF 40 lb 72/88 ct |
| 5559 | CV Apples Pink Lady East 40 lb 72/88 ct |
| 5029 | CV Apples Pink Lady East 12/3 lb Bag |
| 10308 | CV Cranberries NJ 24/12 oz |
| 12810 | CV Grapefruit Rio Star TX 27 ct |
| 12815 | CV Grapefruit Rio Star TX 36 ct |
| 12556 | CV Grapefruit Rio Star TX 8/5 lb |
| 12515 | CV Grapefruit Red FL PREM 32 ct |
| 12425 | CV Grapefruit Red FL 40 ct |
| 14381 | CV Mandarins Satsuma CA FCY 10/3 lb |
| 14275 | CV Mandarins Satsuma JBO FCY 22 lb |
| 13570 | CV Oranges Navel CA 88 ct Sunkist |
| 13573 | CV Oranges Navel Choice 88 ct SK |
| 13575 | CV Oranges Navel CA 113 ct Sunkist |
| 13576 | CV Oranges Navel Choice 113 ct SK |
| 13611 | CV Oranges Navel CA 8/4 lb Sunkist |
| 13623 | CV Oranges Navel CA Choice 8/4 lb |
| 17582 | CV Pummelos 12 ct |
| 17604 | CV Pomegranates 22 sz 308 ct POM Wonderful Bin |
| 17689 | CV Pomegranates 30 sz 420 ct POM Wonderful Bin |
| 17603 | CV Pomegranates 22 ct POM Wonderful |
| 17680 | CV Pomegranates 30 ct POM Wonderful |
| 9412 | CV Pomegranates Arils POM POMs 12/4.3 oz |
| 9413 | CV Pomegranates Arils POM POMs 8/8 oz |
| 485 | CV Beans Fava 28 lb |
| 190 | CV Cardoon 28 lb |
| 690 | CV Brussels Sprouts Stalk 9 ct - call for holiday pre-bookings |
| 17448 | CV Olives Fresh Super Colossal 16 lb |
| 4117 | CV Onions Sweet JBO "Mayan Sweet" 40 lb |
| 4163 | CV Onions Sweet MD "Mayan Sweet" 16/3 lb |



**THANKSGIVING
MERCHANDISING TIPS
COMING NEXT WEEK!**



PEAR UP WITH FOUR SEASONS PRODUCE PEAR DISPLAY CONTEST!

NOVEMBER 5th - DECEMBER 3rd, 2018



**Pear Bureau
Northwest**

Four Seasons Produce has "peared" up with the Northwest Pear Bureau to bring you a display contest for the month of November! What a pear-fect time of year to promote and drive sales in the pear category, show off your creativity AND have a chance to win some amazing prizes all at the same time!



Contest Criteria and Prizes:

- Build a super attractive pear display using organic, conventional (or both) northwest pears!
 - All displays must carry a minimum of 3 varieties.
 - Have your pear displays up for at least a week.
- Utilize NWPB Point of Sale material on your displays. POS Material will be available through Four Seasons Produce Sales Reps or your Merchandiser.
- Use of social media is strongly encouraged.

(Share a photo of your pear display and tag @USA PEARS on Instagram, Twitter or Facebook)

- 1st** - \$750 VISA Gift Card and 2 Four Seasons Jackets
- 2nd** - \$500 VISA Gift Card and 2 Four Seasons Jackets
- 3rd** - \$350 VISA Gift Card and 2 Four Seasons Jackets
- 4th** - \$250 VISA Gift Card and 2 Four Seasons Jackets
- 5th** - \$150 VISA Gift Card and 2 Four Seasons Jackets

VISA



ALL ENTRIES WILL RECIEVE A USA PEAR HAT JUST FOR ENTERING!

ENTRIES MUST BE SUBMITTED TO:

Stephanie Fleetman (stephf@fsproduce.com) by December 7th, 2018



CONVENTIONAL OUTLOOK

OCTOBER 26 - NOVEMBER 2, 2018

WWW.FSPRODUCE.COM \$\$\$

GREEN BEANS OUTLOOK FOR THANKSGIVING



Shippers in NJ and VA will finish with their local crop **Green Beans** at the end of October. The end of season quality has been excellent, but they won't last long.

Following Hurricane Michael, significant portions of the fall **Green Bean** crop were damaged in Georgia and parts of Northern Florida. This will have a major impact on supplies and pricing for bulk and bagged **Green Beans** for Thanksgiving.

There will be limited supplies from Northern Florida in early November and Southern Florida in mid-November from farms that escaped hurricane damage, but supplies are expected to be down versus what was planned, and prices up.

Brussels Sprouts, **Asparagus**, and **Broccoli** may prove to be better featured vegetables for Thanksgiving promotions in 2018.



CV CALIFORNIA CITRUS

The new season of California **Citrus** is starting!

The first California **Navel Oranges** are on the road and will arrive at the end of October. **Navel Oranges** will be 88ct and smaller, as well as 4 lb bags, to start. Then, in early November larger sizes will become more available.

The first of the season **Satsuma Mandarins** are in season from Sunkist in 3lb bags and bulk cases. **Satsumas** are an easy-to-peel variety that will become sweeter during late November and into December.

California **Clementine Mandarins** are projected to start soon. Sunkist "Smiles" will arrive around 11/10, and "Halos" around 11/19.



CV TOMATOES

Grape Tomatoes are very promotable right now. With Mexico, Florida, and hothouse growers all looking to push product, there are plenty of opportunities to promote. Quality has been excellent from every region.

Hothouse Beefsteak Tomato supplies are on the tighter side, with solid demand, so prices will start to rise. **Cluster Tomatoes** however, are still very promotable with excellent quality.

Round Tomato markets are a bit snug. Hurricane Willa hit Mexico this week and the extent of the damage is not yet known. Florida is beginning their **Round Tomato** deal after being delayed by Hurricane Michael. There is promotable product this week, however will see what happens in the coming weeks because of the hurricanes.

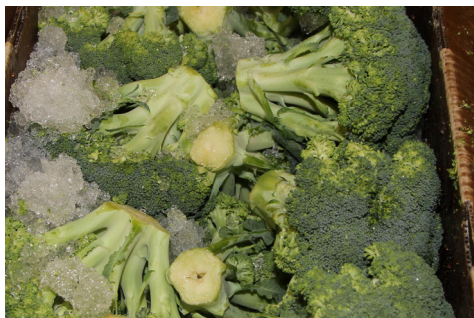


CV ASPARAGUS

Asparagus will be promotable for late October. Most product will be coming out of Mexico as their season is beginning. Quality on the early crop from Mexico has been excellent!

There will also be some product coming out of Peru, but quantities are limited from that region.

Purple and **White Asparagus** are also available.



CV BROCCOLI

CA **Broccoli Crowns** continue to be light in volume, with most shippers prorating. Cooler weather has most fields running a week or two behind projected harvests. CA **Broccoli** will remain tight at least through mid-November.

On the east coast, PA-grown **Broccoli Bins** (code 631) are available for special order. VA-grown **Broccoli Crowns** have been delayed until mid-November due to quality issues on the early part of the crop.



CV ONIONS

Onion prices remain affordable with plentiful volumes as we enter the Thanksgiving holiday shipping season. There are plenty of supplies to fill demand, especially in the Pacific Northwest.

Demand will be stronger in November, but pricing is expected to remain steady.

We are transitioning from local PA **Sweet Onions** to the "Mayan Sweets" **Sweet Onion** program out of Peru for **November**.



CV STRAWBERRIES

Strawberries will be in steady supply out of California for the beginning of November and quality has been good on all fruit. We're still seeing dry bruising on arrivals, but that's typical for this time of year.

Supplies are also beginning this week out of Mexico, and quality looks good on these new arrivals.



CV BLACKBERRIES

Blackberries are beginning to tighten as supplies are lighter this week, particularly out of Driscoll's.

Product will be impacted from Hurricane Willa from what we're hearing, so look for pricing to climb in November. Quality has been solid on all Blackberries at this time.



CV RASPBERRIES

Raspberries will remain promotable out of California and Mexico.

It's still too early to tell if some growing areas were impacted from Hurricane Willa, but we shouldn't see pricing jump this week. Quality is beginning to improve on all **Raspberries**.



CV BLUEBERRIES

Blueberries are in steady supply from Uruguay, Argentina, and Peru at this time. Look for volumes to increase this week, and for pricing to slide.

We will have plenty of **Jumbo Blueberries** from Family Tree Farms this week.



CV HASS AVOCADOS

Hass Avocado prices continue to be low. Supplies exceed demand and many growers are looking to move an excess of fruit.

Early November will be an excellent time to promote **Hass Avocados** from Mexico.



CV BRUSSELS SPROUTS

Brussels Sprouts production is outpacing demand and shippers are making deals. Look for an awesome deal in early November! Quality remains outstanding from most shippers.

Brussels Sprouts on the stalk are available for holiday pre-books!



CV GRAPES

Grapes quality has been very nice and size has been outstanding. Prices are stable on the premium fruit, but there is a lot of nice quality fruit on the large and medium-large sizes available.

We finished the **Hobgoblin** program and are transitioning back into the **Pretty Lady** label. They expect to ship well into December.



CV PINEAPPLES

Pineapple supplies are good, and prices are down. We are looking at a rollercoaster market for the next few weeks.

The premium labels have dropped their prices because of an increase of second and third label fruit in the market. As they clean up, prices will go back up.



CV LETTUCE

ALERT! Cello Iceberg Lettuce is transitioning to Huron and Yuma, and will be extremely tight in supply during late October and early November.

CA Leaf Lettuce is steady. Green Leaf Lettuce prices are slowly coming back down but expect prices to begin creeping up again as growers begin the transition to Yuma.

Quality and availability on NJ-grown Leaf Lettuce from Flaim Farms is excellent.



CV MELONS

Watermelons from South Texas and Mexico are still cutting excellent! Quality and sizing are very promotable. Continue to push those cuts!

California is **Cantaloupes** and **Honeydews** are done, but supplies are shipping from Arizona. Prices are firm and look to get stronger as demand is strong.

