

MARKET NEWS ORGANIC OUTLOOK



PEAK SEASON ORGANIC PEARS

Organic Pears are in peak season from Oregon and Washington!

Late-October through Christmas will be an outstanding time to promote a broad variety. There are excellent supplies on:

- **Organic Green Anjou**
- **Organic Red** (*Starkrimson is winding down, Red Anjou & Red Bartlett are in season*)
- **Organic Bartlett**
- **Organic Bosc**
- **Organic Concorde**
- **Organic Tosca**
- **Organic Asian Pears**

We're stocking 80/90sz and 100sz in the bulk 40-44lb boxes, as well as 12/3lb bags and some 12/2 pouches.

Make sure to prepare for our November USA Pear display contest with lots of great prizes!



OG APPLES

PEAK SEASON VARIETIES:

- OG Ambrosia
- OG Braeburn
- OG Fuji
- OG Gala
- OG Golden Delicious
- OG Granny Smith
- OG Honeycrisp
- OG Jonagold
- OG Pink Lady
- OG Red Delicious

PREMIUM VARIETIES:

- OG Envy (arriving 10/30)
- OG Jazz
- OG Kanzi
- OG Lady Alice
- OG Opal
- OG Pinata
- OG Rosalynn
- OG SugarBee
- OG Sweetango

HEIRLOOM ORCHARDS (OREGON):

- OG Cortland (ending)
- OG Grimes Golden (starting)
- OG Mutsu (starting)



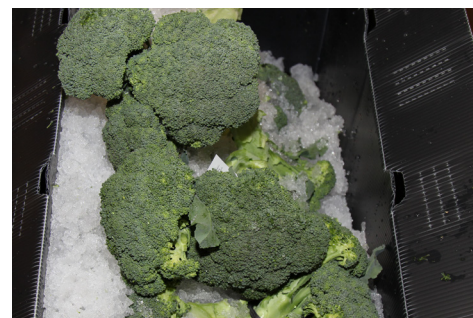
OG BERRIES

Driscoll's **Organic Blueberries** are in firm but steady supply out of CA and Mexico with excellent bloom, size, and flavor. Other brands from Argentina, Peru, and Chile are steady with very nice quality.

Driscoll's **Organic Raspberries** out of Mexico and California are in limited in volume, but other brands out of Mexico are back in very good supply at affordable pricing.

ALERT! **Organic Strawberries** continue in light supply with expensive prices. Weather issues have really impacted the fall plantings.

ALERT! Driscoll's **Organic Blackberries** out of California and Mexico continue in extremely firm supply. Heavy prorates should be expected with prices continuing to rise. Other brands of **Organic Blackberries** out of Mexico have started, but heavy rains will have an impact on supplies and quality for the next couple of weeks.



OG BROCCOLI

ALERT! **Organic Broccoli** and **Broccoli Crowns** remain extremely limited from California as we head into November. Many shippers from California continue to be without supplies and are 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 because of the extra demand of some shippers being completely out of product. Expect to see inconsistent availability and less than ideal quality, combined with extremely high pricing.

Organic Broccoli will be in limited supplies from Quebec. Canada has seen inconsistent weather that is stunting the growth and availability. Supplies from East Coast shippers will begin in early to mid-November.



OG CAULIFLOWER

ALERT! **Organic Cauliflower** from CA remains limited. Expect the trend of tight supplies, high pricing, and less than ideal product to continue into late October and spill into November as many shippers from CA are currently without supplies and are forecasting to have limited to no supplies until they transition into new growing regions in mid to late November.

Organic Cauliflower from Quebec has seen supplies begin to tighten as October concludes.



OG HARD SQUASH

Organic Hard Squashes are in full swing! Demand is high and retailers are beginning to really promote seasonal fall hard squashes with big displays.

Be sure to check out **Organic Koginut Squash** (a butternut and Kabocha cross), and **Organic Pie Pumpkins** while they're at their best.

Organic Spaghetti and **Kabocha Squash** are starting to tighten up from local growers.



OG ROOT VEG

Organic Gold and Red Beets are seeing consistent supplies from both the West & East Coasts. As October closes and November begins, prepare to see steady pricing and availability with improving quality.

Make sure to expend your root sections during the fall months to capitalize on fall items such as **Organic Beets, Celeriac (Celery Root), Rutabagas, Burdock Root**, and other root vegetables!



OG CELERY

NOTE: Expect California **Organic Celery** quality to be less than ideal with inconsistent volume which is pushing pricing up. Poor growing conditions, combined with many West Coast growers going through a field transition period, has created this lack of supply.

Some shippers will begin to harvest in new fields in early to mid-November hopefully creating some relieve.



OG GREENS

Although Lady Moon in PA has concluded, Lady Moon in Florida is not far behind and will begin to harvest **Organic Collards, Kales, Chards, Fennel, Parsleys, and Dandelion** 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 gap, expect to see supplies from Cal-O to keep steady inventories.



OG CABBAGE

Locally grown **Organic Cabbage** from Ephrata, PA is in full swing again. Expect to see both **Organic Green and Red Cabbage** from PA and NY.

Organic Savoy Cabbages continue to have excellent quality and steady supplies at a great price point coming from NY and CA.

Organic Napa Cabbage has seen improved quality and will be available from both NJ & CA, and will begin harvesting in GA and FL in mid to late-November.



OG CUCUMBERS

Organic Cucumbers from Lady Moon in FL are in steady supply with improved quality for late October and early November. Although some rain in Florida has slowed production, expect this to be short lived and rebound with good supplies, excellent quality, and steady pricing.

Mexican **Organic Cucumbers** are also in great supply with excellent quality, creating promotional opportunities.



OG LETTUCE

ALERT! **Organic Leaf Lettuces** from California have become extremely limited and will continue into November. Quebec has provided a safety blanket with excellent quality and pricing, however their season will quickly come to an end in early to mid-November.

Expect to see pricing to remain elevated, inconsistent supplies, and less than ideal quality in early to mid-November.



OG AVOCADOS

Organic Hass Avocados from Mexico are in steady supply with good condition. 48ct fruit has tightened a bit while 60s still remain more readily available. Look for deals in the 60ct lines.

48ct **Organic Fair-Trade Hass Avocados** are in good supply. 60ct fruit will also be available. Organic Green Smooth Skin from Avocados Florida will be available again for late October.



OG PEPPERS

Organic Colored Bell Peppers from Canada and Holland have continued to see excellent supplies and quality during October. Although pricing has begun to climb slightly, do not expect to see these prices to rise to the point they were during the summer months.



OG ARTICHOKE

Organic Artichokes from California continue to see steady supplies. As November begins, expect to see the trends of early October to continue with steady supplies, excellent quality, and superb pricing.



OG SQUASH

Organic Zucchini and Yellow Squash supplies from Lady Moon Farms will start coming from their farms in FL as their GA fields wrap up. Expect to see continued stellar quality and improved supplies into November, with opportunities to promote.



OG TOMATOES

Organic Cherry and Grape Tomatoes from Lady Moon will be available for late October to start off their Florida season! Quality is always excellent from this premium shipper. **Organic Hothouse Grape Tomatoes** will be promotable this week. Quality has looked good.

Organic Beefsteak Tomatoes will be available from Mexico and Canada this week. Quality has looked very nice from both regions.

ALERT! Organic Roma Tomatoes will be extremely tight, and prices are rising due to lack of availability.



OG CITRUS

Fresh crop **Organic Navel Oranges** from California will start at the end of October, with our first arrival on 10/28. California **Organic Valencia Orange** supplies continue but we'll wind down inventories as we transition into Navels.

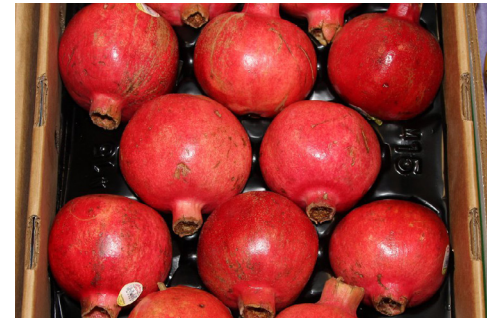
Buck Brand Organic Citrus available this week:

- **OG Finger Limes**
- **OG Makrut Limes**
- **OG Pink Variegated Lemons**

California **Organic Grapefruit** supplies are improving daily with prices expected to ease down.

Organic Lemons out of CA and Mexico continue to improve in quality and supply weekly. Prices continue to come down.

ALERT! Organic Limes will become shorter in supply and more expensive due to unfavorable growing conditions.



OG SPECIALTY FRUIT

Organic Pomegranates and Pomegranate Arils will be in steady supply, with the coveted high color "Wonderful" variety beginning to be shipped!

Organic Persimmons are in peak season. Both Fuyu (flat/can be eaten when firm) and Hachiya (cone-shaped/must ripen to soft) will be available starting the last week of October.

Organic Black Mission Figs be available once again for late October. Quality is just ok after making the long trek cross country. Plan to sell them quickly.

Organic Magenta Dragon Fruit, Curry Leaves, Mamey, Starfruit, Sapodilla, Rambutan, and Cactus Leaves (Nopales) will all be available for the last week of October.

OTHER STORIES

• As October ends and November begins, expect to see **Organic Green Beans** pricing to rise and product from various regions during this time. Early to mid-November will see steady supplies to start from Georgia & Florida with more consistent pricing.

• **ALERT! Organic Sweet Baby Broccoli** is extremely limited and in high demand because of the current season. Expect to see limited to non-existent supplies and extremely high prices when available for most of the month of November and possibly into December.

• **Organic Brussels Sprouts** from Mexico continue in steady supplies and is expected to continue into early November. Expect to see continued plentiful supplies and promotable opportunities, as quality

will remain stellar. Also, look forward to some supplies coming from New York.

• **Organic Cranberries** out of Canada continue in steady supply on 6 oz bags. 22lb bulk **Organic Cranberries** are available for loose display or in-store packing.

• **Organic Kiwifruit** from Italy and California are available right now and in steady supply.

• We will see the first arrival of Manitoba grown **Organic Red and Yellow Potatoes** this week. Pricing is very affordable and will be locked in for the next couple weeks. This is a great item to promote and quality will be fantastic!

• We are fully into **Organic Onions** out of Nevada. Pricing at the moment is very aggressive as there are multiple regions pushing onions to make room for storage crop. This market should strengthen as we get closer to Thanksgiving.

• California **Organic Black, Green, and Red Grapes** continue in season, though pricing is inching up as volume levels off.

• Finished for the season: **Biodynamic, Organic Thomcord, and Organic Sweet Carnival Grapes.**

• The first Oregon fresh **Organic Chestnuts** have arrived in both 10lb and 25lb.

NORTHWEST PEAR BUREAU DISPLAY CONTEST

NOVEMBER 4 - DECEMBER 2, 2019



**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:

- Build a super attractive pear display using Northwest Pears - **organic, conventional, or both!**
- All displays must carry a minimum of 3 varieties (Anjou, Red Anjou, Bosc, Bartlett, Forelle, Concorde, and Comice will be available).
- Keep your pear displays up for at least 1 week.
- Utilize NWPB Point of Sale material on your displays. POS materials will be available through your Four Seasons Produce sales rep or merchandiser. There will be a handful of bins available this year.
- Use of social media is strongly encouraged. Share a photo of your pear display and tag @USAPears on Instagram, Twitter, or Facebook.
- Entries must be submitted to Steph Mayer (stephf@fsproduce.com) by December 5th.



Ask us about ad promos on “Cascade Crest” Organic Pears by Chelan Fresh!

**CHELAN
FRESH**



**GRAND PRIZE:
\$750**

PRIZES:

2ND - \$500

3RD - \$400

4TH - \$300

5TH - \$200

DISPLAYS WILL BE JUDGED ON CREATIVITY AND OVERALL EYE APPEAL.

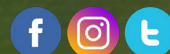


****Every entry will receive
a USA Pears hat!****

For more merchandising tips and information on pears, contact your Four Seasons sales rep or merchandiser.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



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

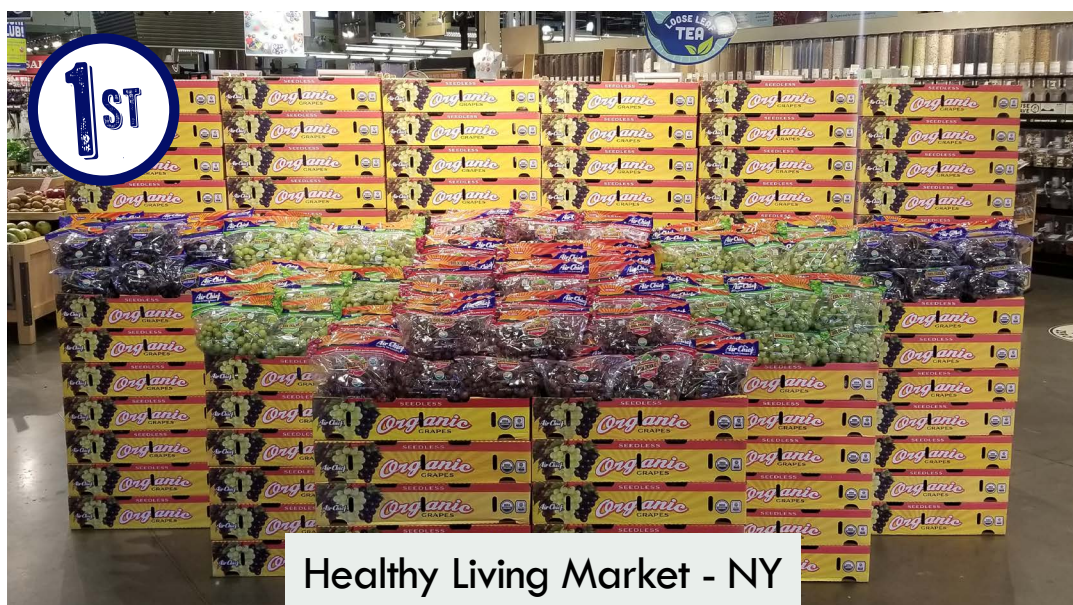
**INCREASE
PEAR SALES**



ORGANIC "GRAPE-TACULAR" DISPLAY CONTEST WINNERS

Four Seasons Produce partnered with Sun Pacific, marketers of Air Chief label Premium Organic Grapes, to bring you a display contest with "grape" potential for added sales and excitement throughout September. All three colors were to be featured, so there was sure to be a flavor for everyone!

LARGEST DISPLAY



MOST CREATIVE



WHOLLY[®] GUACAMOLE

NEW PACKAGING & PACK SIZE CHANGES



CODE	DESCRIPTION	NEW PK/SZ	NEW UPC	OLD CODE
221055	CV Guacamole Classic Bowl	8/7.5 oz	6-16112-86670-2	(replacing code 17102 - 8/8 oz)
221056	CV Guacamole Spicy Bowl	8/7.5 oz	6-16112-86672-6	(replacing code 17105 - 8/8 oz)
221057	CV Guacamole Chunky Bowl	8/7.5 oz	6-16112-86671-9	(replacing code 17107 - 8/8 oz)
221058	CV Guacamole Hatch Chile Bowl	8/7.5 oz	6-16112-87772-2	(replacing code 17100 - 8/8 oz)
221059	CV Guacamole Classic Bowl	6/15 oz	6-16112-86673-3	(replacing code 17136 - 6/16 oz)
221060	CV Guacamole Spicy Bowl	6/15 oz	6-16112-86675-7	(replacing code 17137 - 6/16 oz)

NEW!



OBIS ONE LLC

ORGANIC BLACK GARLIC

Obis One is often asked...why organic black garlic? The answer is simple: taste, health, and the wow factor. Start off with a healthy food, create a culinary delight that elicits a "Wow!" when someone tastes it for the first time.

So, what is Obis One Black Garlic?

- Aged Organic Raw Garlic
- All Natural, No Additives
- Black in Color, Sweet & Savory in Flavor
- Twice the Antioxidants of Raw Garlic
- Soft Like Dried Fruit
- No Garlic Breath!

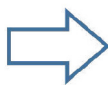
CODE	DESCRIPTION	PK/SZ	UPC
221953	OG Black Garlic	6/3.5oz	705332909150
221954	OG Black Garlic Bulb	12/2 ct	705332909181



NEW BOTTLE SIZE



15oz



13oz



Marzetti is switching their bottles from a 15 oz to a 13 oz bottle. This brings with it a change in UPCs. The pricing on the bottles have not changed.

OLD CODE	NEW CODE	DESCRIPTION	PK/SZ	NEW UPC
19505	221624	Dressing Bleu Cheese Chunky	12/13 oz	070200504219
19510	221627	Dressing Ranch Classic	12/13 oz	070200504257
19525	221630	Dressing Slaw Original	6/13 oz	070200504202
19530	221633	Dressing Thousand Island	6/13 oz	070200504226
19535	221634	Dressing Sweet Italian	6/13 oz	070200504240
19562	221642	Dressing Asiago Peppercorn	6/13 oz	070200504554
19555	221643	Dressing Poppy Seed	6/13 oz	070200514089
19545	221644	Dressing Caesar Supreme	6/13 oz	070200504391
19500	221645	Dressing Honey French	6/13 oz	070200504448
19507	221646	Dressing Bleu Cheese	6/13 oz	070200524521

MARKET NEWS

CONVENTIONAL OUTLOOK

FALL CITRUS OUTLOOK

CALIFORNIA CITRUS -

California will start new crop **Navel Oranges** for the beginning of November with 88ct and smaller. 72ct and larger next week will be limited for a few weeks until things start to ramp up. We'll ramp down on California **Valencia Oranges** as Navels start.

New crop **Satsuma Mandarins** are now in season in 10/3lb bags. **Pummelos** are expected to start for the beginning of November.

California is still looking at a late start on **Clementine Mandarins** around November 10th. Supplies will be light to start and will take time to increase with a shortage expected until the pipelines get filled. Demand is expected to exceed demand for most of November. **Satsuma Mandarins** will be an alternative until then.

TEXAS AND FLORIDA CITRUS -

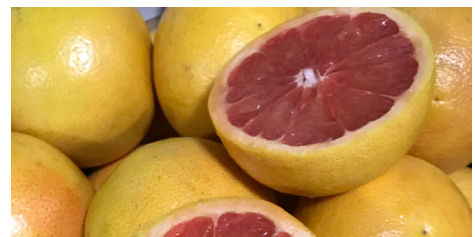
Texas Rio Star Grapefruit is now in season! We've got 56ct, 40ct, 27ct, and 8/5lb SK Bags TX Grapefruit. Once again this year, we will be relying much more on Texas for **Grapefruit** versus Florida, where volumes are lower and prices are higher.

Florida Citrus will start ramping up a little more in November, as growers start to see better quality with more **Grapefruit**, **Tangerines**, **Juice Oranges**, and **Navel Oranges**. We've got 40ct Florida **Grapefruit**, plus 80ct and 12/3lb Florida **Fall Glo Tangerines** in stock this week.

IMPORT CITRUS -

Clementine Mandarins from Spain and Morocco are running two weeks late and fruit may not be available by Thanksgiving. There is still a lot of uncertainty on how the season will pan out due to less volume from Spain and the effect of tariffs on the imports.

Old crop Southern Hemisphere **Mandarins** and **Navel Oranges** are winding down here in early fall and trading at higher prices.



CV GRAPES

Thanks to recent dry weather, most California **Grape** growers will have everything in the box by mid-November, which should ensure good volume and quality shipping through Thanksgiving and into December, depending on the variety.

This week, we start the following premium varieties from The Grapery in California:

- **Moon Drops** (elongated black)
- **Red Flavor Promise** (Sweet Celebration)
- **Green Flavor Promise** (Sweet Globe)

We're done loading Harvest Hobgoblin branded premium grapes from Dulich Vineyards, and are switching back to Pretty Lady bags.

On the import side, we already have **Red Globes** from Peru and **Cotton Candy Grapes** in 10/1lb clamshells from Spain and Brazil.



CV BERRIES

Strawberries are in steady supply from California, as well as Mexico.

Pricing is remaining firm out of these new growing areas, but some are dealing on the weaker Northern California crop to finish the season. The best quality has been from Oxnard, CA, and the Mexican **Strawberries** have been a little hit-or-miss so far.

Raspberries are in excellent supply from Mexico. Look for plenty of good opportunities to promote this week. Quality has been excellent.

NOTE: Blackberries were supposed to be in good supply by the end of October, but so far that has not materialized due to lingering issues from rain in Mexico. Stay tuned for updates on when pricing will drop and volume will increase.



CV BLUEBERRIES

Blueberries are currently in excellent supply and volumes will continue to increase from Peru over the next couple weeks.

The month of November will be the best time of the fall to promote pint **Blueberries**. It's time large to build displays and sell away!

Be sure to consider offering the big size and high flavor of **Driscoll's Limited Edition** special **Blueberries** from Mexico.



CV GREEN BEANS

Green Bean prices will be reasonable as Florida has now begun harvests. Local deals have finished for the most part but as the pipeline fills and Mexico comes in with harvests as well, look for prices to become more promotable for mid-November.



CV CAULIFLOWER

Cauliflower out of California had a spike in yields. Pricing will come down a bit for the end of October, but has potential to go back up headed towards Thanksgiving.

PA growers are still cutting 9ct carton and 60ct bins of **Naked Cauliflower**, along with **Purple** and **Orange** for a few more weeks.



CV CUCUMBERS

Super and Select Cucumber prices will be steady this week after a quick spike last week caused by limited harvests. Quality has looked great from Mexico and GA.

Seedless Cucumber prices will look to fall some this week as Mexico is now in production and Canadian hothouses are also still harvesting. Quality has looked great from both areas.



CV CHERRIES

The first **Cherries** from Chile are being air-freighted into Miami for late October at high prices. We will begin stocking this item by the beginning of November.

The pricing will to start but should ease down when **Cherries** will come into the East Coast by container. Vessel fruit should be expected by the first or second week of December, where price should drop significantly.



CV BROCCOLI

Pennsylvania growers continue to have still has strong harvests of **Bin Stem Broccoli**!

Broccoli Crowns out of California are still tight with some quality issues, and supplies will remain light. Eastern growers are still bringing in beautiful crowns. Maine is finishing up on **Broccoli Crowns**, causing a bit more demand. Expect a slight increase in price as we head down to new fields along the Southern Atlantic Coast.



CV ONIONS

The **Onion** market has been steady with good availability on all sizes and colors. New crop Onions are available from growers in Nevada, Oregon, Washington, Idaho, Wisconsin, Michigan, Colorado, and Utah. With plenty of **Onions**, supply now is an excellent time to promote!

Nevada grown **Sweetie Sweet Onions** continue to be in promotable supply with sharp pricing.



CV ASPARAGUS

Asparagus prices will rise some this week. Quality has looked great from Peru and Mexico. Continue to sell with confidence.



CV CELERY

Celery is readily available but will continue to increase in price due to demand. Other growers are coming to the end of their season, bringing more sales into CA crop. This could be an "interesting" Thanksgiving on **Celery**.



CV PEAS

Snap and Snow Pea prices continue to be high with prorated orders. Quality on what has been coming in has been nice.



CV LETTUCE

Romaine and **Romaine Hearts** out of California have hit a plateau on pricing and have a little more availability. There is talk of supplies tightening again soon. New Jersey is still harvesting has been coming in beautiful!

Iceberg Lettuce out of CA will be a roller coaster ride, most likely for the remainder of the year. Some growers have started their transition to Huron. At this time, **Iceberg Lettuce** should be readily available but there is expectation to tighten again before Thanksgiving.



CV POTATOES

NOTE: Weather continues to be an issue for **Potato** growers across the country as they attempt to finish up their harvest. **Idaho Russet Potatoes** have seen some dramatic price increases due to weather with very limited product available.

NOTE: The **Red Potato** prices are expected to continue to increase as growers in Wisconsin and North Dakota have seen some severe weather destroy parts of their crop. Idaho new crop Red Potatoes are coming to market, but pricing is seasonally high.



CV SQUASH

New this week at Four Seasons: We're starting to stock **Grey Squash** on a regular basis. This pale green, soft squash variety is very popular in Mexico and the West Coast.

Green and Yellow Squash from Mexico will be very promotable this week. Quality has been excellent look for some great deals!



CV TOMATOES

Beefsteak Tomato prices are rising up this week and look to continue to rise in the weeks to come. New minimum floor prices and overall demand has become much stronger as most local deals are now finished for the season.

Cluster Tomato prices are also rising up due to stronger demands and most production coming from Mexico right now. Expect some new crop Ohio grown product to be available in mid-November.

Round Tomato prices are rising and very limited as Mexico and Florida have just begun harvesting in a very small numbers to start. Expect some gaps in supplies and higher than average markets.

Roma Tomato prices will remain higher this week as Florida has barely started harvests. Mexico is crossing better numbers daily, but prices are expected to remain higher. Look for more steady supplies available this week.



CV SPECIALTY & TROPICALS

POM Wonderful Pomegranates and bins will be available for late October and steady for the season. Look to incorporate this popular brand in your set to drive sales. "POM POM brand" **Pomegranate Arils** will be in season for November and December.

Pineapple Quince, Fuyu Persimmons, and Hachiya Persimmons are all in steady supplies for late October!

Pineapple supplies will be good for the last week of October, but rumors of fruit tightening loom for a few weeks following.

Tommy Atkins Mangos from Brazil are steady. Prices will drop a bit as Ecuador starts and drives pricing down.

White Flesh and Magenta Flesh Dragon Fruit are in season, along with **Guava** and **Rambutan**!



CV PEPPERS

Green Pepper prices remain very promotable out of GA. Local farms are also harvesting with good yields but starting to slow down some with less sunlight. Quality has looked very good. Continue to promote this week.

15lb Red Peppers and **25lb Red Choice Pepper** prices continue to rise this week with less available volume. California is beginning to finish some fields while Mexico is only just beginning harvests. Supplies should be steady.

Mini Sweet Peppers continue to trade at higher prices as we're on the bookends of the greenhouse and Mexico seasons.