

ORGANIC MARKET NEWS

OCTOBER 22 - OCTOBER 29, 2021

PEAK SEASON ORGANIC SWEETS & POTATOES



With true fall weather beginning to set into the Mid-Atlantic and Northeast, consumers will begin shifting their mindset towards baking and roasting recipes. At the same time, peak season is here for **Organic Sweet Potatoes** and **Organic Potatoes**. Time to expand those displays and prepare for the holidays!

California growers have only a few more weeks left to finish digging this year's **Organic Sweet Potato** crop. There is still a lot of product yet to come out of the ground but from what growers have seen going into storage during September and October, the quality has been outstanding, and we can expect a fantastic crop to promote.

All varieties of **Organic Sweet Potatoes** are now in peak supply and offer excellent promotional opportunities through January. With peak availability and holiday promotional pricing established, talk to your Four Seasons rep about planning opportunities.

Organic Red and **Orange-skin**, **White**, **Japanese**, and **Stokes Purple Sweet Potato** varieties are all in season, along with bags, microwaveable options, and mixed baby packs.

We will see the first arrival of Manitoba grown **Organic Red** and **Gold Potatoes** arrive later in October. Quality will be much improved from this new region, specifically on **Organic Red Potatoes** over what we have seen earlier in October. Pricing will also start to ease off with the start of Manitoba **Organic Color Potatoes**.

Organic Russet Potatoes are in steady supply from Wisconsin and Colorado. **Organic Baby Potatoes** (1-Bite Red, Gold, and Medley) are in peak season from California and selling very well!



OG FALL FRUIT

Organic Cranberries are here with excellent supplies and quality. This is expected to continue right through the holidays.

Organic Pomegranates from California continue to be promotable for the end of October – available in 24-28ct size and 30-36ct.

Organic Pomegranate Arils from I LOVE POMEGRANATES will be available now through the winter season.

Organic Hachiya and **Fuyu Persimmons** are both in season and available! Both of these fall favorites will be available in limited quantities for late October.



OG APPLES

The first of the season new crop **Organic Envy Apples** 27lb euro cases out of Washington have arrived. Steady supplies with excellent quality are expected. This adds to our specialty apple assortment that now includes **Organic Lady Alice**, **Opal**, **Rockit**, **SugarBee**, and **SweetTango**.

The first of the season new crop Washington **Organic Pink Lady Apples** have arrived with excellent quality and steady supplies are expected.

These fresh crop **Organic Heirloom Apple** varieties from Oregon are now available for the last week of October: **Organic Arkansas Black**, **Golden Russett**, and **Northern Spy**.



OG BERRIES

Organic Blueberry supplies have ramped up out of Peru, Chile, and Argentina. Quality has been excellent with large tasty fruit and nice bloom.

NOTE: **Organic Blackberries** out of California have become extremely limited, and Mexico hasn't quite ramped up due to multiple rainstorms. Expect high prices, less than ideal quality, and sporadic gaps.

NOTE: **Organic Raspberries** are in firm supply with high prices. This is expected to continue right into the new year.

ALERT! **Organic Strawberries** are going into "off season" status. Expect high and rising prices, so-so quality, and sporadic gaps. California fruit is very light in the southern growing regions and Mexico volume will be very limited at the start of their season.



OG LETTUCE

Organic Leaf and Romaine Lettuce supplies remain limited from California in late October with now no relief expected until transitioning South. Supplies from Québec will continue to have availability for early November, but the season will begin to wind down in early to mid-November.

Local Pennsylvania and New Jersey supplies are available in limited quantities to supplement California supplies.

NOTE: Organic Romaine Hearts and Organic Iceberg Lettuce also remain limited heading into November. Expect increased pricing because of limited California product, with limited local availability to supplement supplies.



OG LADY MOON WARM VEG

Organic Eggplant and Organic Green Bell Pepper harvests have begun from Lady Moon Farms in Punta Gorda, Florida. Strong yields are expected as the season begins and will continue to grow in November. Stable supplies and pricing with top-notch quality is to be expected throughout the season.

Organic Jalapeños from Lady Moon Farms in Florida have also begun harvesting. Steady supplies are expected.



OG CELERY

Organic Celery quality has remained outstanding. Supplies are expected to be even better in early to mid-November as Thanksgiving approaches.



OG CAULIFLOWER

Organic Cauliflower volumes have remained steady from California, but late October will become challenging with supplies becoming limited and elevated pricing. Conditions will stay this way until the Yuma, AZ and El Centro, CA growing regions begin in mid-November.

Strong supply of Pennsylvania grown **Organic Cauliflower** is available for late October, including limited supply of unwrapped local **Organic Cauliflower** and **Colored Cauliflower**. Quality is outstanding.



OG PEPPERS

Organic Colored Bell Peppers are in a transition period as most Canadian shippers prepare to finish their crop in early to mid-November. Both the Israel and Mexico seasons will begin to build supplies in late October as main volumes will shift to these growing regions.

Organic Mini Mix Peppers from Ohio and Pennsylvania are finished for the season. Supplies from Mexico will be available, but pricing will increase.



OG GREEN BEANS

ALERT! Organic Green Beans are in limited supply for late October. Production for California is available but limited, and production from Mexico is only due to begin during the final week of October. Expect product from California, Mexico, and Florida in late October into early November. Pricing will be elevated.

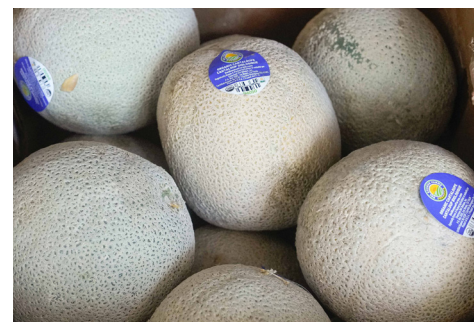


OG CITRUS

Organic Lemons markets are split with some cheap Mexican fruit pulling markets down and good supplies of excellent quality California fruit with good sizes out of both regions.

Organic Grapefruit is ramping up out of California, but smaller sizes are more prevalent. Mexico and additional California growing areas are expected to ramp up in November, and we will see prices come down with excellent quality.

OUTLOOK: We are expecting the first Mexican and California **Organic Navel Oranges** sometime the first two weeks of November, as well as some Mexican **Organic Juice Oranges**.



OG MELONS

Organic Cantaloupes are now back in steady supply with new crop fruit from Mexico. Mostly 9ct will be available as we head into November, but sizing will then drop back to mostly 12ct. Quality has been very nice on our first arrival from Mexico.

Organic Honeydews are off to a slower start from Mexico. Expect better supplies heading into the last week of October.



OG ASPARAGUS

Organic Asparagus prices continue to ease off as harvest numbers increase. Quality from Argentina and Mexico has been excellent.

UPC packaged **Organic Asparagus** (code 228139) is back in stock for fall and winter.



OG BROCCOLI

NOTE: **Organic Broccoli** supplies are back to reduced yields from California in late October. Price increases and less than ideal quality is to be expected as November beings. Supplemental volumes from Virginia and the Carolinas will be available beginning in late October, while limited Pennsylvania product continues to be available. Expect market conditions to remain unchanged until the Yuma, AZ and El Centro, CA season begin in mid-November.



OG SNACKING TOMATOES

Organic Snacking Tomatoes from Lady Moon Farms return here at the end of October, including **Organic Grape** and **Cherry Tomatoes**. Harvests have started on new Florida production and quality will be excellent.

Organic Rainbow Cherry Tomatoes will start harvests the last week of October. There will be limited amounts of **Sungold Cherries** and **Golden Grape Tomatoes** available as well.

Organic Grape Tomato prices will begin to ease off for late October as Florida production has started from other growers as well. Quality will look excellent.

- Local **Organic Sweet Onions** will continue to wind down in late October, marking the last arrival of the season. We will transition over to Nevada grown **Organic Sweet Onions** by early November and should have a seamless transition with no supply gaps.

- NOTE:** **Organic Kiwifruit** from New Zealand will be in stock through the middle of November. Supplies are dwindling and delays at the ports has compounded the supply chain issues.



OG BRUSSELS SPROUTS

Organic Purple Brussels Sprouts from Mexico are back in stock in October.

Organic Brussels Sprouts supplies from Mexico are expected to remain strong into November. Quality has been excellent on both 10lb and 25lb cases, however pricing is likely to elevated head-end towards Thanksgiving. New York product will be available to supplement supplies.



OG TOMATOES

NOTE: **Organic Beefsteak Tomato** prices are extremely short for late October. Mexico and Canada continue to struggle with supplies as new harvests are still not ready to come off the vines. Demand is extremely strong. New harvests are expected to start in early November.

Organic Cluster Tomatoes will be available from Mexico. Demand is strong but supplies are keeping up for now. Quality out has been nice. Canadian harvests are expected to begin in early November.

Organic Heirloom Tomatoes will be in a brief gap for the end of October. Demand is strong and supplies are very limited.

NOTE: **Organic Roma Tomatoes** are available, and prices are extremely high. Mexico is not producing strong numbers and demand continues to increase.

OTHER STORIES

- Organic Cucumbers** from Lady Moon Farms in Florida continue with steady availability in October, and supplies from the Carolinas, Georgia, and Florida are also available. Pricing remains stable and quality has been excellent for all growing regions. Mexican **Organic Cucumbers** will be available starting in early November.

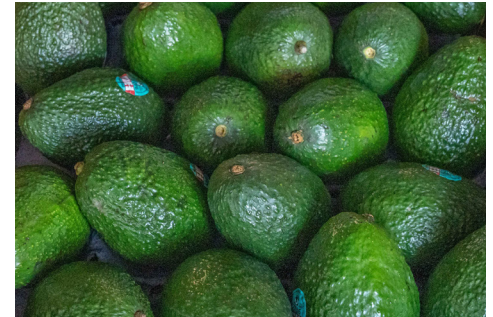
- Organic Euro Seedless Cucumber** prices will ease off as new harvests from Canada are starting in the end of October. Quality is expected to be excellent on new crop!



OG SQUASH

Organic Zucchini production from Lady Moon Farms in Florida remains plentiful in late October. Strong volumes, promotable pricing, and excellent quality are expected to continue into November. Mexican supplies will become available in early November.

Organic Yellow Squash has decreased yields from the Carolinas in late October. With harvests from Mexico increasing, expect supplies to shift to this growing region with disruption of price.



OG TROPICALS

Organic Hass Avocado supplies continue to be steady. Some growers were trying to bump pricing just a bit from early October when pricing fell very quickly. Overall costs should be steady for the end of October and allow for more reasonable price points.

Equal Exchange **Fair-Trade Organic Hass Avocados** from Mexico are in great supply! Pricing should continue to drop.

Organic Royal Star Papayas from Mexico will be promotable for the end of October. This flavorful papaya is quickly becoming a favorite as it is gaining popularity.

Organic Red/Magenta Dragon Fruit will be in limited supply from California. **Yellow Organic Pitahaya Dragon Fruit** will be available for a very short season for the end of October.

- Organic Mini Seedless Cucumber** supplies are steady out of Canada and Mexico. Quality has been nice.

- Organic Keitt Mangos** from California continue in season and should last into November. We will be offering a 12ct piece of fruit. Organic Ecuador fruit will be available in early November.

- Price increases are expected to be levied by **Organic Mushroom** growers headed into November due to the rise in costs.

NORTHWEST PEAR DISPLAY CONTEST

NOVEMBER 1 - NOVEMBER 28, 2021



**Pear Bureau
Northwest**

Four Seasons has teamed up with the Northwest Pear Bureau (USA Pears) to bring you a display contest for the month of November. What a “pear”fect way to show off some creativity and “pear flair”, win some amazing prizes, have fun and most importantly, grow your sales in the pear category.

CONTEST CRITERIA:

- Build an awesome pear display using Northwest pears purchased from Four Seasons Produce.
- All displays must contain four varieties of pears to qualify, and this can be a mix of bulk or bagged fruit, organic or conventional. Anjou, Red Pears, Bartletts and Bosc will be the featured varieties, however Seckels, Concorde and Comice might also be available to include. Talk to your Four Seasons Sales Rep or Merchandiser for availability.
- Utilize the Northwest Pear Bureau Point of Sale material, which will be available through your Four Seasons Sales Rep or Merchandiser. There are some sharp display bins also available.
- Keep your pear displays up for at least one week.
- All entries must be submitted to Steph Mayer (stephf@fsproduce.com) by Friday December 3rd 2021.



CODE: 222220



GRAND PRIZE:
\$750



CONTEST PRIZES:

MOST CREATIVE

1st—\$350
2nd—\$250
3rd—\$150

LARGEST

1st—\$350
2nd—\$250
3rd—\$150

BEST ALL ORGANIC

1st—\$350
2nd—\$250
3rd—\$150

DISPLAYS WILL BE JUDGED ON CREATIVITY
AND OVERALL EYE APPEAL.

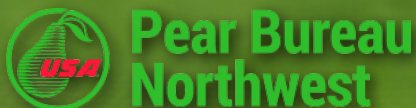
For more merchandising tips and information on pears, contact your Four Seasons sales rep or merchandiser.



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



PEAR CODES & PRICING



CODE	DESCRIPTION	PACK/SIZE
6310	CV Pears Anjou US #1	80/90 ct
43242	OG Pears Anjou US #1	80/90 ct
42167	OG Pears Anjou US #1	12/2 lb Pouch



CODE	DESCRIPTION	PACK/SIZE
229437	CV Pears Red	40/50 ct
43260	OG Pears Red	40/50 ct
42168	OG Pears Red	12/2 lb Pouch



CODE	DESCRIPTION	PACK/SIZE
6542	CV Pears Bartlett US #1	80/90 ct
43604	OG Pears Bartlett US #1	80/90 ct
216035	OG Pears Bartlett US #1	12/2 lb Pouch



CODE	DESCRIPTION	PACK/SIZE
6600	CV Pears Bosc US #1	80/90 ct
43224	OG Pears Bosc US #1	80/90 ct
49241	OG Pears Bosc US #1	12/2 lb Pouch

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



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RETAIL MARKETING AND MERCHANDISING TRAINING

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

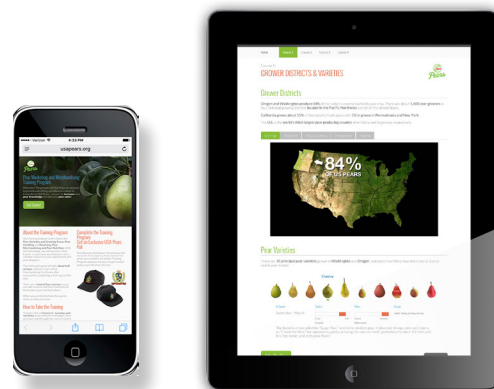
- #1: Location and Varieties
- #2: Handling and Receiving
- #3: Merchandising Best Practices
- #4: Consumer Talking Points

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**



SugarBee
Apple



rockit



SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

NOVEMBER 1 - NOVEMBER 28, 2021

Do you want to see your produce sales “Rockit”, add some sting, and drive volume in your apple category? The long-awaited SugarBee apple season is finally here and we are celebrating the arrival of this customer favorite with a display contest filled with great prizes, great sales potential and surely, a lot of great fun! Four Seasons Produce has partnered with Chelan Fresh to bring you this amazing contest sure to create a buzz in your store and a blastoff in your sales and profits. This year we are throwing in the super cool, super crisp Rockit apple into the mix and you, nor your customers will be disappointed with this small apple with a monster crunch! This is a great opportunity to showcase the SugarBee and introduce the Rockit to your customers; once they have a bite, they are sure to return to your “hive” for more!

DISPLAY CONTEST CRITERIA:

- Build a super awesome display of SugarBee and Rockit apples in your produce departments. All fruit MUST be purchased from Four Seasons Produce.
- A minimum of 8 cases of SugarBee apples need to be purchased over the contest period time and a minimum of 2 cases of Rockits must be purchased over that same time.
- Displays can be built with conventional or organic fruit, but we recommend carrying both (where applicable) to maximize exposure and target both customers.
- Utilize the high graphic display bins (codes below) and boxes in your display to highlight the SugarBee and Rockit brands.
- All displays must be up for a minimum of one week.
- Send all photos to Steph Mayer (stephf@fsproduce.com) by Wednesday, December 1, 2021.

THE QUEEN BEE--GRAND PRIZE

All-expense paid trip for two to Chelan Fresh in Washington state to meet the growers and tour the orchards.

Date is yet to be determined, but we are targeting the pre-cherry harvest in 2022.

Grand Prize winner will be chosen in a random drawing from each of the winners in the categories below.



“THE BEEKEEPER” (Best Overall Display): \$750

“THE BEE HIVE”

Largest Display:

1ST: \$300
2ND: \$200
3RD: \$100

“THE HONEY COMB”

Most Creative Display

1ST: \$300
2ND: \$200
3RD: \$100

“THE POLLINATOR”

Best Organic Display

1ST: \$300
2ND: \$200
3RD: \$100

BLAST-OFF BONUS

Best Rockit Display

\$300

****Each entry will get a super cool SugarBee beanie perfect for the cool weather ahead. Everyone’s a winner!****

ORGANIC:

Code 226761

OG Rockit WXP 6/3 clam/shuttle

Code 226404

OG SugarBee Apple 12/2lb High Graphic Pouch Bag

Code 222328

OG SugarBee Apple 80/88 WXP

CONVENTIONAL:

Code 222529

CV SugarBee 72/88ct

Code 229275

CV Rockit 12/2lb Pouch Bag



CODE: 223135
POS Display Pop Up Bin #1

Code: 226771
Rockit Pop up display

So, it's time to start dreaming up your next display contest winner! “Bee” creative, have fun, and use this promotion to introduce your customers to the incredible SugarBee and Rockit Apple!



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SOUPS NOW AVAILABLE!

Kettle Cuisine premium, 100% natural soups, chilis & chowders are made with impeccably sourced ingredients and cooked from the heart using their most trusted, traditional methods.

Gluten Free, Dairy Free, Vegetarian, Vegan

CODE	DESCRIPTION	SIZE	Dairy Free	Gluten Free	Vegan	Vegetarian
29802	CV Soup Broccoli Cheddar	2/8lb		X		X
29806	CV Soup Chicken & Dumpling	2/8lb	X			
29807	CV Soup Chicken Noodle	2/8lb	X			
29845	CV Soup Chili Three Bean	2/8lb	X	X	X	X
29817	CV Soup Hungarian Mushroom	2/8lb		X		
29820	CV Soup Lentil	2/8lb	X		X	X
29875	CV Soup Macaroni & Cheese	4/4lb				
29825	CV Soup Minestrone	2/8lb	X			X
29853	CV Soup Chowder NE Clam	2/8lb				
29804	CV Soup Butternut Squash	2/8lb		X		
29862	CV Soup Spiced Pumpkin Bisque	2/8lb		X		
29830	CV Soup Roasted Vegetable	2/8lb	X	X	X	X
29811	CV Soup Chipolte Sweet Potato	2/8lb	X	X	X	X
29822	CV Soup Lobster Bisque	2/8lb				
29800	CV Soup Vegetable Beef Barley	2/8lb				
29821	CV Soup Loaded Potato	2/8lb		X		
29840	CV soup White Bean & Escarole	2/8lb	X	X	X	X
29848	CV Soup Corn Chowder	2/8lb		X		X
29833	CV Soup Thai Chicken Red Curry	2/8lb	X	X		
29847	CV Soup Chili White Chicken	2/8lb		X		



ORGANIC "GRAPE-TACULAR" DISPLAY CONTEST WINNERS

AUGUST 30 - SEPTEMBER 26, 2021

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. These grapes were absolutely the best grape around and September was the perfect month to build big displays to promote! Thank you to all those who participated in the contest. Be sure to check out the winners below!

LARGEST DISPLAY WINNERS

1st



FIRST PLACE

McCaffery's Food Market - Blue Bell, PA

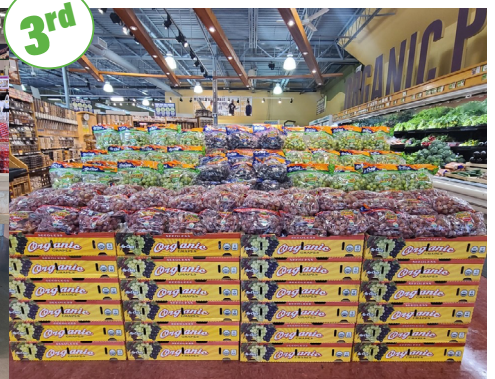
2nd



SECOND PLACE

Common Market - Fredrick, MD

3rd



THIRD PLACE

Roots Market - Clarksville, MD

MOST CREATIVE DISPLAY WINNERS

1st



FIRST PLACE

River Valley Co-op - Easthampton, MA

2nd



SECOND PLACE

Healthy Living Market - Saratoga, NY

3rd



THIRD PLACE

Hudson Greene Market - Jersey City, NJ



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

WWW.FSPRODUCE.COM



CONVENTIONAL MARKET NEWS

OCTOBER 22 - OCTOBER 29, 2021

PA LOCAL BROCCOLI & CAULIFLOWER



Stem Broccoli Bins from Lancaster County, PA are available and looking really nice!

Jacket Cauliflower bins and cases are also being harvested through a co-op in Lancaster County and Howard, PA.

Now is the best time of the year to promote these products grown by Amish and Mennonite farmers. Both of these items are expected to be harvested through Thanksgiving, depending on weather.

California is back to being tight on **Broccoli Crown** supplies. Growers expect ups and downs in availability until transitioning to winter growing regions in mid-November.

Prices are holding steady since Mexico, PA, and GA growers are harvesting **Broccoli Crowns** with NC a few weeks out.

CA Cello Cauliflower demand is strong. Pricing holds on the higher end. Supplies look to be tighter until transition mid November.



CV BERRIES

Blueberries are in excellent supply from Peru, Argentina, and Mexico heading into the last week of October. There could be outstanding promotional opportunities on all 12/1 pints and 12/6 oz clamshells beginning now and throughout the entire month of November. Quality has been excellent on all fruit.

ALERT! Strawberries will be in tighter supply as we head into November. Rain and cooler weather in the Santa Maria, CA area is causing supplies to drop, and Oxnard, CA does not have the additional supplies to cover the demand. Expect pricing to climb into the last week of October. Quality has been very nice as we've moved south into Oxnard, CA.

Raspberries and **Blackberries** have been sputtering in volume. Growers report out of Mexico that quality and volume is improving. Both berries could become more promotable in November.



CV CITRUS

Grapefruit will be in good supply from California, and now Florida is ramping up for the season. Sizing is beginning to improve with more larger fruit, and the quality is excellent. Get ready to promote Florida Red Grapefruit!

Lemons are still in steady supply from District 3 in California, but there is still lots of import fruit around from Argentina and Chile. There will definitely be a spread in the market between domestic and import fruit, but right now we're mainly carrying all California fruit. Quality has been nice on all fancy and choice fruit.

Limes are in steady supply from Mexico as we head into November. We will have good supplies on all place pack 42's and 54's as well as bulk 175's and 200's. Quality has been very nice!

Mandarins continue to be in high demand with light volumes from Chile. California will begin harvesting during November with "Halos" start date around mid-November.



CV GRAPES

Grapes are in steady supply from California, and the quality continues to be very nice. We will see pricing remain steady as we head into November, but we may start to see some pressure on the market depending on the number of imports at that time.

Hobgoblin brand XL Grapes will be available through the end of October for seasonal promotion!

New crop Peruvian imports will overlap the California crop, but we'll try to stay in domestic fruit as long as possible.

Cotton Candy Grapes are done out of California and will now transition to 10/1lb clamshells out of Brazil headed into November.



CV BRUSSELS SPROUTS

Brussels Sprouts are in better availability and pricing is poised to drop.

Stalk Brussels Sprouts are now available for weekly pre-book through the holidays.

Now is the time to expand on the Ocean Mist “**Steam & Serve**” **Brussels Sprouts** line and net bag **Brussels Sprouts**.



CV MELONS

Cantaloupes and **Honeydews** have now started for the season out of Mexico, and we'll have good supplies rolling our way for the week of 10/25. As growers get into these new fields, sizing will be on the larger side with mostly 9ct on **Cantaloupes** and 4/5ct on **Honeydew**.

Looking forward, offshore **Cantaloupes** and **Honeydew** will begin mid-November from Guatemala.



CV MANGOS

Ataulfo Honey Mangos from Ecuador and Brazil will be available for the last week of October in 18ct. Fruit has been very nice in quality!

Mangos will be steady from Brazil. Fruit from Puerto Rico will be available into November in 6, 10, and 12ct sizing. The very first Ecuador fruit is also starting to make its way into the marketplace.



CV LETTUCE

ALERT! Iceberg Lettuce has become very limited in volume and prices have skyrocketed. Quality is poor even on the light yields being harvested. Cut back displays and keep your turns quick.

Some **Lettuce** growers from CA will transition to Huron at the end of October and the rest with transition to Yuma, AZ in early to mid-November. CA is starting to see cooler temps. Expect to see end of season quality out of CA across labels.

On a positive note, local New Jersey growers have started to harvest their fall crop of **Red Leaf**, **Green Leaf**, and **Romaine Lettuce** and expect strong numbers out of the fields to kick off the season.



CV CUCUMBERS

NOTE: Super Select Cucumber prices are rising for late October. East coast production has been slowed down by cooler temps and rain. We will be switching to product from Mexico for the most part as quality is excellent and supplies are steady.

Euro Seedless Cucumber prices will ease off as new crops kick in from Canada and Mexico. Quality has been excellent.

Mini Seedless Cucumber prices will hold for late October. Prices are then expected to start easing off as new harvests start up from Mexico and Canada. Quality has been excellent.



CV PEPPERS

11lb **Red**, **Orange**, and **Yellow Pepper** prices will stay high for late October. Picks are very low from Mexico and Canada, keeping supplies very tight. Mexico is coming into better volume expect to see markets more promotable mid-November.

NOTE: Green Pepper prices are up for late October after the southern growing regions experienced some unfavorable weather. California production did start, and quality will be excellent. Sizing will be closer to XL to start.



CV SQUASH

Green and **Yellow Squash** will be promotable out Mexico. Harvests came on strong for mid-October and quality is excellent. East coast production is much more limited, but it has to match pricing to stay competitive with flushing West Coast markets.



CV HASS AVOCADOS

Hass Avocados markets were stable in late October, with pricing seeming like it was trending up just a bit for the end of October. 48 and 60sz continue to be promotable. 40sz+ fruit remains very limited as we approach the end of October.



CV ASPARAGUS

Asparagus will be very promotable for late October as Mexico has come on strong. Quality has been excellent.



CV KIWIFRUIT

Red Kiwifruit will be available for the month of October in an 8/1lb clamshell.

NOTE: Kiwifruit from New Zealand has slowed down considerably. Port delays and extended amount of time on containers have caused some quality issues and some product to be lost. Zespri is expecting to have fruit until about the beginning or middle of November.



CV APPLES

The first of the season new crop **Envy Apples** in 27lb euro cases out of Washington are now in season! Steady supplies with excellent quality are expected. This adds to our specialty selection of **Jazz, Rockit, Snap Dragon, SugarBee, and Sweet-Tango Apples.**

New crop PA **Stayman Apples** are expected the last week of October.



CV GREEN BEANS

Green Beans jumped up for late October as East Coast harvests are slowing down due to cool temps and rainy weather. Most production is coming out of Georgia as Florida has not yet begun. Quality has been nice.



CV FALL FRUIT

Fuyu and Hachiya Persimmons have started and will be available for the last week of October and should remain steady.

Brown Turkey Figs will be available in limited quantities for the last week of October.

Quince will be available once again from California in a 32-36ct single layer pack!

Pomegranates from California are in full swing! Quality has been excellent on the 36ct and 24ct 2-layer sizing!

Four Seasons will begin offering POM Wonderful label fruit in display bins and cartons beginning 10/22. Pricing will be steady through the season, with promotions built in along the way.

Pomegranate Arils will also be offered by POM Wonderful and will start a bit earlier than the whole pomegranates! These will be available for the entire season in a 4oz and 8oz cup!

• **Pineapples** started to see a slight rise from the rock bottom pricing we were experiencing in the beginning of October. They will still be very promotable through the end of the month.



CV FIELD TOMATOES

Grape Tomato prices are easing off from Florida. Production is beginning to ramp up with better supplies and quality is excellent.

ALERT! Roma Tomatoes remain extremely short for late October from Mexico. There was a hurricane that hit the growing regions, but overall demand is stronger than supplies right now. Florida is expected to begin new harvests in early November.

NOTE: Vine Ripe Round Tomato prices continue to be strong for late October as well. Florida production did start in a limited capacity for late October on their Vine and Mature Greens. Mexico volume is still very light.



CV HOthouse TOMATOES

NOTE: Beefsteak Tomato supplies are extremely short, and demand is very strong. Demand is surpassing supplies as many greenhouses are still waiting for new crops to start up from USA and Canada. Prices are expected to stay strong heading into November as less acreage has been planted.

Cluster Tomato prices continue to increase for late October. New greenhouses are expected to harvest and be available for the last week of October. Quality has been excellent.

Campari Tomatoes will be available for late October from Mexico, but prices are rising as demand begins to pick up. Quality has been excellent.

OTHER STORIES

• **Green Cabbage** remains promotable for late October from local PA, NY, and NJ farms. Quality has been excellent. **Bok Choy, Baby Bok Choy, Red Cabbage,** and **Savoy Cabbage** are also

available from New Jersey with excellent quality.

• **ALERT!** Peeled Garlic has continued to be very tight due to container delays.

• **Artichoke** supplies are tightening, and prices are firming.