



ORGANIC OUTLOOK

NOVEMBER 2 - NOVEMBER 9, 2018



WWW.FSPRODUCE.COM 44 LB

ORGANIC PEARS IN PEAK SEASON



Organic Pears are in peak season from the Pacific Northwest for November promotion.

Now is the time when all varieties are available and at their best.

- OG Green Anjou
- OG Red Starkrimson
- OG Red Anjou
- OG Bosc
- OG Green Bartlett
- OG Concorde
- OG Red Bartlett
- OG Comice

For more information on merchandising and varietal info, check out: trade.usapears.com

Organic Asian Pears will finish earlier than other years. To make it through in supply for November, we'll be bringing in some smaller sized 2-layer fruit.



OG FALL FRUIT

Cranberries, available in both in bags and bulk, are expected to be steady for the season through the holidays. Quality from Quebec has been nice.

Organic Fuyu and Hachiya Persimmons are in season. Now through Thanksgiving will be the best time to promote.

Organic Pomegranates continue with excellent color and steady supplies. They are now available in carton and wooden jumbo crates.

Organic Pomegranate Arils are back in steady supply. Arils are best promoted in the berry set at store level.



OG CITRUS

New crop **Organic Navel Oranges** out of California are increasing in supply and we should see prices decrease in November. Expect some oil spotting on the early season fruit, but so far fruit is looking excellent.

The first California **Organic Satsuma Mandarins** are expected in early November and will be in peak season from mid-November through mid-December.

New crop **Grapefruit** continues out of Southern California, and supplies will improve slightly this week. We expect to see a little bigger fruit and prices to ease in early November.

Organic Valencia Orange supplies will finish for the season the first week of November, and then we will have a gap until December when new crop is expected out of Mexico.

Organic Lemon supplies are excellent and prices have finally returned to a somewhat stable place.



OG APPLES

Pacific Northwest **Organic Apples** continue in abundant supply:

- OG Ambrosia
- OG Arkansas Black
- OG Braeburn
- OG Calville Blanc
- OG Darcy Spice
- OG Envy
- OG Fuji
- OG Gala
- OG Gold Delicious
- OG Golden Russett
- OG Granny Smith
- OG Honeycrisp
- OG Jazz
- OG Jonagold
- OG Kanzi
- OG Lady Alice
- OG McIntosh
- OG Mutsu
- OG Northern Spy
- OG Opal
- OG Pacific Rose
- OG Pink Lady
- OG Pinova
- OG Red Delicious
- OG Rosalynn
- OG Roxbury Russett
- OG Smitten
- OG Spitzenburg
- OG Sweetango

Organic Gala, Honeycrisp, and Fuji Apples are selling the fastest right now. Promote these varieties!



OG MANGOS

Organic Honey (Ataulfo) Mangos are available, along with **Tommy Atkins**, from Ecuador for early November!

Pricing is higher as demand exceeds availability to start the season after a month-long gap.



OG BRUSSELS SPROUTS

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

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



OG CAULIFLOWER

Organic Cauliflower prices began to move up this week. Overall quality has been better, but supplies are limited in CA.

Organic Purple Cauliflower is also limited from a small farm and harvests.



OG BROCCOLI

ALERT! Organic Broccoli is in much more limited supplies this week out of CA. Transition of growing region time is upon us. Growth in the older fields has slowed, but the demand has increased. Prices will continue to increase, and this situation could last for early November.

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



OG LETTUCE

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

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

CA prices on **Organic Red** and **Green Leaf Lettuce** have begun to moderate, but it is still a volatile commodity. Next few weeks will be challenging with transitioning of growing regions. Florida will not begin on **Organic Butter Lettuce** until December.



OG HASS AVOCADOS

ALERT! Organic Hass Avocado pricing had been dropping, but a group of growers in Mexico are trying to disrupt harvests and logistics to influence pricing back up. Harvests at the end of October were disrupted as roads were blocked and protesters prevented many growers' operations from performing daily functions.

ALERT! Organic Fair Trade Hass Avocados from Equal Exchange are also impacted. There will be no crossings for at least a week, causing a supply gap in early to mid-November.

Large, green smooth skin **Organic Avocados** from Florida are available again this week. The fruit has been beautiful.



OG CUCUMBERS

Organic Cucumbers are in abundant supply out of Mexico. Some deals are available. FL has adequate volumes.

Organic Hothouse Cucumbers are in limited supplies out of Spain and Canada.



OG SPECIALTY TROPICALS

Organic Dragonfruit, Kiwano, Passion fruit, and Starfruit will be available again the first full week of November.

Organic Formosa Papayas will finally return in early November. Sizing will be a little on the smaller side to start.



OG CELERY

Organic Celery prices are up across the board. Supply & demand and bug issues have impacted this commodity. Expect limited supplies at higher prices in November.

After a period of good quality **Organic Celery**, we will now be more challenged on that front.



OG POTATOES & ONIONS

Now is the time to lock in all of your Thanksgiving Ads for **Organic Potatoes, Onions, and Sweet Potatoes!** Big displays equal big sales! Aggressive ad prices start this week! Quality is excellent!



OG GRAPES

Excellent supplies of **Organic Green, Red, and Black Grapes** continue out of California, with promotional opportunities. Expect prices to begin rising in November. Quality on the premium line fruit is outstanding.



OG GREEN BEANS

ALERT! Organic Green Beans are in very tight supply out of CA, with prices moving up. The first **Organic Green Beans** out of Florida will hit here the first weekend in November in limited supplies. Mexico has not started yet with its fall harvests.



OG BERRIES

Driscoll's **Organic Berry** production in Baja, Mexico is projected to be lower than expected for November.

Driscoll's Organic Raspberries are expected to steadily increase in price during November.

Driscoll's Organic Strawberries have become very tight with supplies not expected to improve until December. Expect prices to rise.

Other brands of **Organic Strawberries** are available, but berries are on the small side with very aggressive pricing.



OG BERRIES

Driscoll's Organic Blackberries continue to be very limited with high prices. This is not expected to improve until Mexican production ramps up in late November.

Other brands of **Organic Blackberries** out of Mexico are beginning to ramp up. Expect some minor issues because of the rains – more purple cell. Prices should begin easing down in November.

Driscoll's Organic Blueberries from Mexico will be extremely limited until supplies ramp up in mid to late November. Expect very high prices and only limited 4.4 oz packs this week.

Chilean and Argentinian **Organic Blueberries** are increasing in supply. Prices should begin to ease in mid-November.



OG TOMATOES

Organic 2-Layer and Roma Tomatoes are in adequate supply out of Mexico. Florida will start in late November.

Organic 15lb Hothouse Tomatoes are more limited in supply. **Organic Cluster Tomatoes** are in adequate supply and prices are steady.

The first significant harvest of **Organic Grape Tomatoes** out of FL will be the first week of November. Supplies out of Mexico are adequate and prices are steady.

Organic Cherry Tomatoes have begun to be harvested out of FL. Canada also reports adequate supplies. Mexico is very limited. **Organic Rainbow Cherry Tomatoes** are in limited supply out of FL.

OTHER STORIES:

- **ALERT! Organic Salads** have seen some prorates across the board as growers transition from north to south over the next few weeks. This should work its way out by the time the Thanksgiving push happens.

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

- **Organic Mini Watermelons** and **Full-size Watermelons** from Mexico are available. Quality has been excellent, and supplies will continue to improve.

- **Organic Cantaloupes** out of Mexico are available in firm supply and very good quality. Size will flip flop between 9ct and 12ct. The first Mexican **Organic Honeydew** came and went, but we expect more here in early November.

- **Organic Pineapple** quality has been excellent, and supplies in general are good from Dole. The Purity label will be tight in early November.

- Time to promote **Organic Squash!**

The crop is up and running out of FL. The crop looks good. Growers out of Mexico report increasing supplies of **Organic Zucchini**. Prices are dropping. Mexican **Organic Yellow Squash** is available at lower prices, but scarring is still apparent.

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

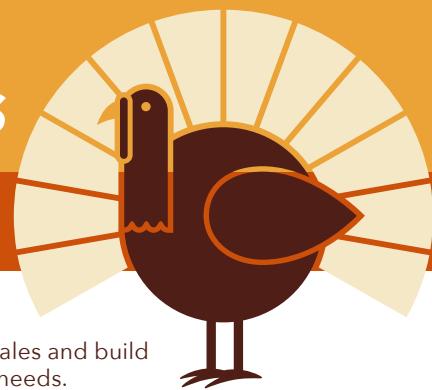


ALL ENTRIES WILL RECIEVE A USA PEAR HAT JUST FOR ENTERING!

ENTRIES MUST BE SUBMITTED TO:

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

2018 THANKSGIVING PRODUCE CHECKLIST & MERCHANDISING TIPS



Thanksgiving is Thursday, November 22nd, 2018. **PLAN NOW** while there's still the luxury of time!

As a retailer, you want to help your shoppers create that special meal event for Thanksgiving - this is a big deal for them as family and friends are coming. To do that, you need to anticipate what ingredients they'll be using, when they'll need them, and how much they'll need. Do this well and you'll create big sales and build goodwill with your shoppers that can help them make you their choice for all of their holiday shopping needs.

As a buyer or manager, Thanksgiving is all about **maximizing sales and profits** by building massive, fresh and seasonal, and holiday related displays. Some of these displays can stay up through Christmas. Let's get to planning! Be creative in order to encourage impulse sales and maximize profits. Based on our experience, your customers will put a lot of effort into making sure that their Thanksgiving holiday dinner is perfect. Even consumers that "shop around" most of the year prefer to buy all of their ingredients from one store for major cooking holidays.

10 TIPS & REMINDERS TO HELP YOU ACE THIS UPCOMING THANKSGIVING SALES PERIOD!

1 Nut and Baking Displays should be built no later than November 10th! In fact, many chain stores have their set and ready to go the week of Halloween. Nuts are not just for baking, they're good sellers as healthy, high energy snacking.

What to Include: *In-shell* and *Shelled Mixed Nuts* and *Walnuts, Raisins, Dried Cranberries, Baking Dates, Medjool Dates, Fresh Chestnuts* and *Roasted/Peeled Chestnuts*, and *Dried Figs*. Pistachios and Almond displays for snacking can be included.

Refill: Initial *California shelled* and *in-shell nut* orders have already shipped. Re-order early so you can stay ahead as product sells down. Few things are worse than having a department full of customers, yet empty bins right before the holiday. Nuts and baking products will sell well through New Year's.



2 Convenience and Recipe-Ready Products save time for stressed-out hosts and sell well the week before Thanksgiving. Offer ready-to-use products that are washed and trimmed, peeled and cut, or in a microwavable package.

- *Trimmed & Washed Microwaveable Green Beans*
- *Ocean Mist's Season & Steam Microwaveable Brussels Sprouts*
- *Peeled and Cubed Butternut Squash*
- *Taylor Farms Organic Bagged Cut Vegetables & Veg Trays*
- *Green Giant Bagged Bagged Cut Vegetables & Veg Trays*
- *Fresh Cut Vegetables* and *Fruits & Trays* - available by preorder to help you stay in stock
- *Stuffing Mix (Diced Onion & Celery with Herbs)* - huge mover and available by preorder



PRO TIP:

Plan your ordering with this sales at retail curve in mind.

To be in stock for the Sunday, Monday, Tuesday rushes, you need to have product ordered and delivered 24-48 hours ahead of these peak days.



3 Build a Big Sweet Potato Display to capture Big Sales!

Promote the full variety of **Sweet Potatoes (Yams)** with some aggressive pricing too!

TIP #1: In areas where “sweet potato pie” is popular, jumbo sweet potatoes are ideal.

TIP #2: Post a full case price.

TIP #3: Add **3lb Bagged Sweet Potatoes** for November.

TIP #4: Purple is hot! Add **Stokes Purple Sweet Potatoes** for consumers that want a conversation-sparking side dish.



4 Potatoes & Onions - the staples matter. This is the time of year to build large displays of bagged and loose Potatoes & Onions, Shallots, and Garlic.

- The best varieties for **MASHING** include: **Yellow/Yukon Gold, White potatoes, Red Skin** (for skin-on recipes) and **Idaho russets** (for fluffy texture).

- Fingerling Potato varieties and Baby Potatoes are ideal for **ROASTING** and don't need to be peeled.

5 Classic Thanksgiving ingredients for holiday side dishes drive sales. Be ready with:

Traditional Veg - Green Beans are a favorite! **Broccoli, Asparagus, Brussels Sprouts,** and **Cauliflower** are in peak demand.

Did you know? Thanksgiving week sales are often higher than at any other week of the year for:

White Mushrooms, Fresh Cranberries, Brussels Sprouts, Rutabagas, Parsley, Fresh Herbs (including poultry blend), Leeks, Baby Peeled & Whole Carrots, Green Beans, and White Pearl & Cipollini Onions.



6 Be ready with Fresh Herbs!

Pre-book your FRESH HERBS. Don't wait and be disappointed the day before Thanksgiving when you can get more in. **Poultry Mix, Thyme, Rosemary, Sage, and Chives** will be the top 5 fastest moving herb packs for Thanksgiving.

7 Pay attention to Stuffing and Filling ingredients. Think about the items your customers add to Stuffing, Filling, and to their Turkey:

- **Celery or Celery Hearts and Yellow Onions or Sweet Onions** are on almost everyone's shopping list. Be ready and fresh!
- **Chestnuts, Bunched Parsley, Mushrooms, Sage, Apples,** and **Cranberries** are key stuffing ingredients in many recipes.

8 Greens Sell! Collards, Kale, Mustard, Turnip Greens are extremely important for many ethnic and vegetarian holiday dinners.

TIP #1: Get pre-books in for **Washed & Chopped Collards** and **Kale** bags.

TIP #2: Get pre-books in for **bunched Collards** and **Kale** at stores where that is a in-demand traditional side dish.

TIP #3: Post a case price for **Collards** where appropriate.



9 **"Whoops, I forgot these sell so well for Thanksgiving!"** Some items just move surprisingly well around Thanksgiving. Be ready on:

- **Artichokes and Fennel (Anise), Cabbage, Parsnips, Rutabagas, Cole Slaw mixes, Bananas** with a good yellow color are a "MUST" on display, **Fresh Apple Ciders, Pomegranates and Pomegranate Arils, Persimmons and Grapes, Jarred fruits** and **citrus salad, Clementine** and **Satsuma Mandarins**, and **Pineapples**.

****Tofurkey Plant-Based Roast & Gravy** are very popular with your vegetarian customers.

** Beginning Black Friday, **Lettuce** and **Tomato** displays for leftovers are perfect for the weekend after Thanksgiving.



10 **Labor Scheduling and Order Planning can MAKE or BREAK your Thanksgiving Sales.**

ORDERING TIP #1: Being a last minute orderer will burn you. PRE-BOOKS on key holiday items are strongly encouraged. You can always back off on your orders following the holiday, but you can't sell what you don't have in your store. Deliveries will be available on Wednesday 11/21, but that should be for last minute fill in and highly perishable only.

ORDERING TIP #2: Bring hard items in for THURS 11/15 - SAT 11/17; and fresh items in by SAT 11/17 - MON 11/19 **BEFORE** Thanksgiving so you and your staff are on the sales floor Wednesday 11/21, not in the back room waiting on and unloading a truck.

LABOR TIP #1: Your produce department should be set and ready to shop by 9:00 AM Monday through Wednesday for your customers' convenience. Don't get behind the '8' ball or you'll disappoint your customers. Stay ahead and your holiday business will go smoothly. Expect a 5% sales bump the week before Thanksgiving and a 15-20% bump the week of Thanksgiving, but packed into 6 days. Sales will then likely drop 15-25% for the week after Thanksgiving.

LABOR TIP #2: Schedule evening help on Sunday through Wednesday. Have your evening associates fill all hard goods like potatoes, onions and roots, along with semi-perishable product lines such as juices, dressings, dips, nuts, dried fruits, etc. Most of the fruit counters can also be packed-out in the evenings - apples, pears, citrus, pineapples, bagged fruit, and melons. Stock your greens and wet vegetables, mushrooms, berries, and grapes in the morning before opening.

Be Organized! Be Fresh & Full! And Be Successful! Have a great holiday! And THANK YOU for being our customer!

- Bruce Meidinger, Retail Services Manager, and the whole Four Seasons Produce Team

***Want more advice or tips individualized for your store situation? Contact your Four Seasons Produce Merchandiser or Sales Rep!**

2018 Q4 HOLIDAY SCHEDULE

THANKSGIVING

MON 11/19 & TUES 11/20 - Normal Office and Delivery Schedule

WED 11/21 - Extra Deliveries Available in Most Regions' Orders for **FRI 11/23** Due at Normal Cutoff Times

THURS 11/22 - Happy Thanksgiving! Office Closed. No Deliveries.

FRI 11/23 & SAT 11/24 - Normal Office and Delivery Schedule

CHRISTMAS & NEW YEARS

MON 12/24 - Orders for **WED 12/26** due before 1 PM

TUES 12/25 - Merry Christmas! Office closed. No deliveries.

WED 12/26 - Normal office schedule. Extra deliveries in most regions.

MON 12/31 - Orders for **WED 1/2** due before 1 PM

TUES 1/1 - Happy New Year! Office Closed. No Deliveries.

WED 1/2 - Normal office schedule. Extra deliveries in most regions.

**For clarification or special requests on this schedule, please contact your sales rep. or merchandiser.*

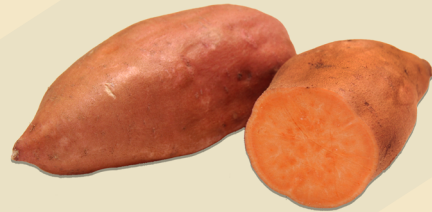
Have a safe and enjoyable holiday season!

GUIDE TO SWEET POTATOES



PURPLE STOKES

- Purple skin, deep purple flesh
- Rich with antioxidants and phyto-nutrients
- Flesh is slightly more waxy and drier than orange-flesh sweet potatoes
- The flavor is a rich balance of sweet flavor and yam-like earthiness
- A longer baking time is required to bring out the best flavor



JEWEL

- Orange-red skin
- Deep orange, moist flesh
- Ideal for boiling, whipping, roasting, casseroles, fries, & baking



GARNET

- Ever-popular variety, all-purpose
- Reddish-purple skin
- Vivid orange flesh, moist texture, sweet flavor



JAPANESE (ORIENTAL)

- Purple skin, white flesh
- Feature a very sweet flavor
- Firm, dry texture
- Holds shape even after cooked, ideal for baking & roasting



COVINGTON

- Grown prominently in North Carolina
- All-purpose
- Red-tan skin
- Moist orange flesh



WHITE HAMON

- Cream-tan color skin
- Off-white flesh
- Moist and sweet
- Primarily grown in New Jersey



HANNAH

- Light yellow to tan skin
- White flesh
- Has a mild flavor and excellent sweetness
- Primarily grown in California

SWEET POTATO TIPS:

Orange-flesh Sweet Potatoes are ideal for boiling, whipping, roasting, casseroles, fries and baking.

White-flesh Sweet Potatoes have a drier texture and are excellent for baking, roasting or pan frying.

At home, do not store Sweet Potatoes in the refrigerator. Simply, keep them in a cool, dry place like the bottom or your pantry.

Do not seal uncooked Sweet Potatoes inside a plastic bag during storage. Some ventilation is best.

What we often call "Yams" in the United States are actually Sweet Potato varieties.



CONVENTIONAL OUTLOOK

NOVEMBER 2 - NOVEMBER 9, 2018

WWW.FSPRODUCE.COM 10/3 LB

CLEMENTINE MANDARIN SEASON UPDATE



UPDATE: California has pushed the start of their **Clementine Mandarin** season to the middle of November, and it will be a slow start. Size will be small as well, with 32/36 size being the peak size, and will be for the beginning of the season.

Old crop **Murcott Mandarins** from the Southern Hemisphere will be available for early November, possibly long enough to cover demand until California starts. However, size will be mostly small with the larger fruit all but sold out. The cost of the smaller sizes will be attractive as the importers want to clean up before domestic fruit hits.

New crop 5lb gift box **Clementine Mandarins** from Spain are slated to arrive to the east coast around November 8th - 10th by container, and will slowly ramp up until the first vessel fruit arrives later in the month.



CV HASS AVOCADOS

ALERT! Unfortunately, some Mexican **Hass Avocado** growers went on strike over pricing, and harvests have stopped completely.

This week was already going to be a short week due to the Mexican holiday, Day of the Dead. Most are thinking that harvest will not resume until the first full week of November. As a result, inventories are very low, and prices are up significantly.



CV BROCCOLI

ALERT! California **Broccoli Crowns** harvest volumes continue to be light, with most shippers reporting. Cooler weather has most fields running a week or two behind projected harvest. California **Broccoli** will remain tight at least through mid-November.

The ship date for eastern **Broccoli Crowns** in Georgia has been pushed back another week. Most shippers now project to start in mid-November. Volume will be way down, with most product going to fill national chain contracts.

We do not expect eastern **Broccoli Crowns** to be a major player for Thanksgiving broccoli sales.



CV GREEN BEANS

ALERT! **Green Beans** continue to be extremely limited. There are a few beans in GA, but quality remains a challenge.

Northern FL, which has been relatively unscathed by recent hurricanes, is expected to begin in early November. Shippers report decent quality, but yields will be lower compared to previous years.

The Mexican deal officially starts December 1st, but there will be a few beans in Nogales next week. Prices will remain high through November.



CV BRUSSELS SPROUTS

Brussels Sprouts production continues to outpace demand. Quality remains outstanding from most shippers. Now is the time to promote!



CV SQUASH

Green and Yellow Squash are abundant out of Georgia and Mexico.

There is a glut of product and minimal demand, but quality is excellent in both growing areas. Early November will be an excellent time to make margin at great price points!



CV WATERMELONS

Watermelons out of Mexico, are still cutting excellently! Sizing, sugar content, and color have been great. Keep pushing those cuts in your cut fruit section to help out your gross profits.



CV ASPARAGUS

Asparagus prices are promotable compared to some other vegetables.

Quality from Mexico and Peru have been excellent, and markets have been steady. Pricing will increase slightly as we start to move closer the Thanksgiving holiday, but quality and availability will be excellent.

We also have the **White and Purple Asparagus** varieties as well to add some color to your holiday displays!



CV SWEET ONIONS

Fresh crop **Sweet Onions** from Peru are in peak season and ready for Thanksgiving promotion!

The jumbos in 40lb bulk cases are packed with the flatter varieties being grown in Peru.

We'll also have high-graphic 3lb Giro bag **Sweet Onions** in the "Mayan Sweet" brand.



CV BLUEBERRIES

Blueberries are in excellent supply this week out of Peru and Argentina, and we'll have promotable opportunities on all 6 oz. clamshells.

Chilean **Blueberries** is now on the water, and it looks like the majority of this fruit will be packed in pints. Look for the transition from 6 oz. into pints over the next couple weeks.



CV RASPBERRIES

Raspberries will be very promotable in early November from Mexico. Now is the time to build large displays of **Raspberries**. Quality has improved and the outlook is good.



CV BLACKBERRIES

Blackberries are in good supply right now out of Mexico. Sizing is excellent, and quality is very nice. We'll have good opportunities on **Blackberries** all the way into Thanksgiving.



CV STRAWBERRIES

Strawberries are in steady supply. We're beginning to get more Mexican grown product now that California volumes are beginning to decrease. Quality on the new crop Mexican fruit has been nice.



CV LETTUCE

ALERT! Cello Lettuce is transitioning to Huron, CA and Yuma, AZ and will be extremely tight for the next few weeks until those regions are up and running with people and production.

CA Leaf Lettuce availability is steady. Prices are beginning to creep up as growers begin the transition to Yuma (most shippers will be in Yuma by mid-November). Romaine Heart production is not keeping up with demand, which is raising prices for early November.

Quality and availability on NJ-grown Leaf Lettuce from Flaim Farms is excellent and will last until Thanksgiving.



CV TOMATOES

Tomato prices are coming down as Mexico starts to ramp up production. Quality has been excellent so far on Round and Grape Tomatoes. Central Florida will begin new crop Mid-November and should have good supply and quality when they open new fields.

Hothouse growers have good supply as well. Look for Cluster Tomatoes to be promotable this week. Quality has been excellent.

Roma Tomato prices are also dropping as Mexico continues to harvest. With more supply coming across the border, pricing is dropping on great quality product. Central Florida will open their Roma season mid-November as well, but will not have a huge crop.



CV POTATOES

Russet Potato availability and quality is very good out of Idaho. Non-Idaho Russet Potatoes from Prince Edward Island, Canada are still in their harvest time. However, Wisconsin growers are struggling with their harvest, that, coupled with truck availability, is keeping the price up a bit in those other regions.

Yellow Potato growing areas are experiencing good harvested yields. Pricing remains steady, if not more promotable than last year.

Eastern White Potatoes are now in season from Pennsylvania and Prince Edward Island. These will be available starting in November in 10 lb and 5 lb bags.



Did you know that Four Seasons offers a variety of non-produce items from natural and organic producers?



For more information, check out fspfresh.com.