

MARKET NEWS ORGANIC OUTLOOK



NOVEMBER PEAK SEASON ORGANIC BRUSSELS SPROUTS



Organic Brussels Sprouts from Mexico continue to be in excellent supply and promotable pricing. Additionally, expect to see sporadic supplies from Wisconsin and New York, though at a slightly elevated price over the imports.

Steady supplies, excellent quality, and promotable pricing are expected throughout November. While other vegetable items will remain uncertain as Thanksgiving approaches, **Organic Brussels Sprouts** are shaping up to be a great item to promote.

16oz bagged **Organic Brussels Sprouts** from Organic Valley are now available. Although these bags are not microwavable, they provide a great packaged option for customers at consistent pricing and quality product.



OG FALL FRUIT

Organic Cranberries from Quebec, Canada continue in peak season supply in 8oz bags and 22lb bulk.

Organic Pomegranates and **Organic Pomegranate Arils** will be in steady supply from California, with the coveted "Wonderful" variety beginning to be shipped.

California grown **Organic Hachiya Persimmons** (cone shaped, must ripen to soft) and **Organic Fuyu Persimmons** (flat, can be eaten when firm) are in peak season for November promotion.

Organic Black Mission Figs will be limited in supply going forward.



OG BERRIES

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

Driscoll's **Organic Raspberries** out of Mexico and California are in firm but steady supply. Other **Organic Raspberries** out of Mexico are back in good supply with promotional opportunities available.

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

ALERT! **Organic Strawberries** continue in limited supply with high pricing. With lingering heat and rain damage, quality and shelf-life has not been very strong. Plan to turn your inventory quickly.



OG CELERY

Organic Celery has seen a surge in availability, as well as much improved quality. Early November will see this trend continue and pricing to see a slight price drop to the point where store will be able to take advantage of the lower prices and promote.

NOTE: Mid to late-November remains uncertain as shippers continue to work on a day-to-day pricing model and some shippers remain extremely limited due to crop damage.

While product should be available for Thanksgiving, it remains unclear if it will stay limited and what the cost will be. Shippers are just unwilling to lock in a price point at this time without knowing more about their yields.



OG BROCCOLI

ALERT! **Organic Broccoli** from California continues to be in short supply for early November because of less than ideal weather conditions in some regions, combined with shippers winding down in the summer growing regions and preparing to transition to new growing regions in Southern California and Arizona.

Prices are quite high to start the month. Supplies for late November and Thanksgiving will remain limited and pricing remains uncertain as many shippers are not putting out future quotes.



OG CAULIFLOWER

Organic Cauliflower continues to be in limited supply as November begins out of California, plus the Quebec crop is wrapping up for the season. Quality has not been an issue, just harvest volume.

Most of November will see uncertainty for **Organic Cauliflower** as product will remain limited and many shippers are working on a week to week basis for pricing.



OG GREEN BEANS

Organic Green Beans will see steady supplies for most of November and are likely to be a good promotional item for Thanksgiving.

In early November, expect to see product from various regions such as California, Mexico, and Georgia. Florida will see production start in early November and is expected to be fully ramped up in time for the holiday.



OG EGGPLANT

Organic Eggplant from Lady Moon Farms in Florida is in full swing. Expect to see stellar quality and steady supplies from Lady Moon throughout November.



OG ASPARAGUS

Organic Asparagus will be promotable this week. Quality from Mexico has looked great. Continue to promote with confidence through November!



OG SWEET POTATOES

Now is a great time to start thinking about BIG fall **Organic Sweet Potato** displays! Talk to your sales rep today and lock in November long pricing!



OG LETTUCES

Organic Leaf Lettuces from California remain limited and expensive as November begins.

Expect California to be the main source as the Quebec season has finished, and Lady Moon Farms will not start in Florida until December.

Although **Organic Leaf Lettuces** remain limited, expect to see steady supplies and great quality on **Organic Romaine Hearts**.

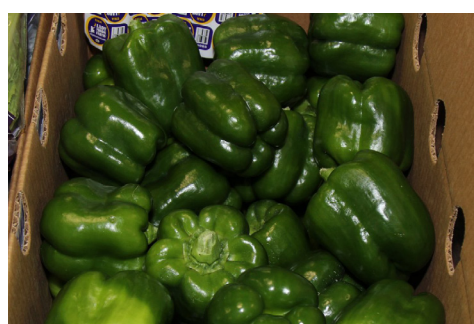


OG AVOCADOS

Organic Hass Avocados from Mexico are in steady supply with good condition. Pricing remains affordable, though is beginning to inch up.

48ct **Organic Fair-Trade Hass Avocados** are in good supply. 60ct fruit will also be available.

Organic Green Smooth Skin Avocados from Florida will be available again for the first week of November.



OG PEPPERS

Organic Green Peppers from Lady Moon Farms in Florida are excellent quality, have steady availability, and promotional opportunities in the early part of November.

Organic Colored Bell Peppers from Holland and Canada are coming to a close in early November, but new crop Israeli and Mexican product is coming into season. Prepare to for the possibility of a small gap in product in early November before the new growing regions begin to ramp up.



OG APPLE UPDATE

During the last week of October, Washington growers expected a hard, early freeze that will impact some of the remaining crop of **Organic Fuji**, **Granny Smith**, and especially **Pink Lady Apples**. That said, there is not much to worry about with dozens of proprietary varieties and over 140 million boxes already in the coolers, there will be plenty of **Organic Apples** to promote.



OG GREENS

Organic Greens are in steady supply and pricing from California as November begins.

FLORIDA OUTLOOK: Expect Lady Moon Farms to start harvesting limited quantities of **Organic Greens** in Florida towards late-November. Their volumes will begin to ramp up headed into December.



OG PEARS

Washington **Organic Anjou, Bartlett, Bosc, Concorde, Tosca, and Red Pears** are in excellent supply.

Increase sales and have a chance to win a terrific prize in our November USA Pears Display Contest! Ask your rep about November month long pricing opportunities.



OG APPLES IN SEASON

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 Autumn Glory
- OG Envy
- OG Jazz
- OG Kanzi
- OG Lady Alice
- OG Opal
- OG Pinata
- OG Rosalynn
- OG SugarBee
- OG Sweetango

HEIRLOOM ORCHARDS (OREGON):

- OG Calville Blanc (starting)
- OG Cortland (ending)
- OG Grimes Golden (ending)
- OG King David (starting)
- OG Mutsu



OG CITRUS

The first California **Organic Navels Oranges** are available with some pretty good quality inside and out for such early fruit! The high winds agitating the wildfires in California are also delaying harvests. Volumes will ramp up later in November.

Organic Valencia Oranges continue in steady supply, but we will be winding down inventories as Navels get started.

California **Organic Grapefruit** supply is improving daily with prices expected to come down over the next couple of weeks. Small fruit prevails.

Organic Lemons out of California and Mexico continue to improve in quality, supply, and better pricing each week.

NOTE: **Organic Lime** supplies have tightened up again due to rain. Expect some blanching and yellowing, and higher prices.



OG TOMATOES

Cluster Tomatoes will be promotable this week from Mexico and Canada. Quality has looked excellent from both regions. Promote with confidence.

Organic Grape Tomatoes from Lady Moon Farms in Florida are available again as fields are being harvested in large numbers. Quality is outstanding.

Organic Beefsteak Tomato prices are rising some this week due to higher demand. Field production has not yet begun out of Florida, creating more demand on the hothouse markets. Quality has looked very nice from Canada and Mexico.

ALERT! **Organic Roma Tomatoes** will be extremely limited this week. Florida is roughly 2-3 weeks away from new harvests and Mexico is crossing very little product. Expect gaps in supply.

OTHER STORIES

• **Organic Red and Green Cabbage** will continue to be in plentiful supply for November. Expect good quality and steady pricing.

• California **Organic Black, Green, and Red Grapes** supplies continue tightening with prices on the rise.

• **Organic Green and Yellow Squash** from Lady Moon Farms has continued to see steady supplies and excellent quality from their Florida operation going into early November. Mexican **Organic Green and Yellow Squash** have begun to see stronger numbers in early November and will be available at a price advantage.

• **Organic Fennel** looks to have promotable opportunities in early November. Take advantage by selling at an aggressive price to capitalize on the changing weather and season.

• **Organic Curry Leaves, Dragon Fruit, Horned Kiwano Melons, Mamey, Passion Fruit, Rambutan, Starfruit, Sapodilla, and Cactus Leaves (Nopales)** will all be available for the first week of November.

• **NOTE:** **Organic Mangos** are in a gap. New crop fruit from Ecuador will arrive to the East Coast around November 10th.

• **Organic Bi-Color Sweet Corn** will be available from South Carolina and Florida during November

• **Organic Cucumbers** are abundant from Mexico at affordable pricing. Lady Moon Farms also has nice supplies from Florida.

• **Organic Mini Seedless Cucumbers** are available from both Mexico and Canadian greenhouses. As the Mexican product ramps up, we will see a price drop in November.

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). **Product must be purchased from Four Seasons*
- 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:

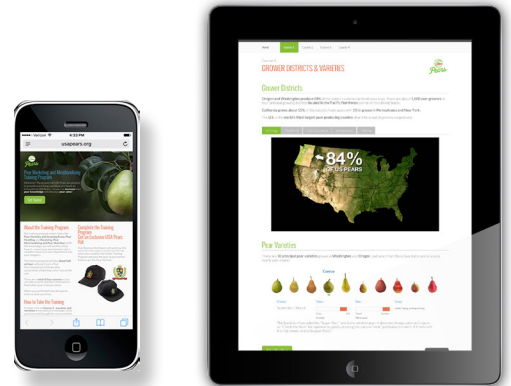
- #1: Location and Varieties
- #2: Handling and Receiving
- #3: Merchandising Best Practices
- #4: Consumer Talking Points

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
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**INCREASE
PEAR SALES**

MARKET NEWS

CONVENTIONAL OUTLOOK

BLUEBERRIES PROMOTABLE FOR NOVEMBER



Historically, November has not been known as a **Blueberry** month, but with the incredible ramp up in production in Peru in recent years, coupled with fresh crop fruit from Argentina and Mexico, there will be lots of delicious **Blueberries** to promote in November 2019!

Arrivals of **Blueberries** by sea container are at their peak here at the beginning of November. Growers are sending affordable 6oz packs, standard pints, plus jumbo-sized fruit in 9.8oz packs. Berry quality is excellent.

Out of Mexico, Driscoll's is promoting their **Limited Edition "Sweetest Batch" Jumbo Blueberries** in 8/11oz packs. These are definitely worth a try!



CV BERRIES

Raspberries will be in excellent supply for the beginning of November from Mexico. Growing conditions have been ideal, and supplies will be promotable for the next couple weeks. Now is definitely the time to promote.

Blackberries were expected to be in good supply by early November, but harvests simply have not recovered from the October rains. Prices remain higher than expected with lighter volume. Stay tuned.

Strawberries are in steady supply from Santa Maria and Oxnard, CA, as well as Mexico. Cooler weather for the first week of November will definitely have an impact on supplies as they're expected to drop. Pricing will begin to rise slightly for the beginning of November. Quality was shaky at the end of October but is expected to improve on the Southern California fruit.



CV CALIFORNIA MANDARINS

California growers are now in season with **Satsuma Mandarins**. The **Satsuma** variety is sweet and tangy, is known for slightly puffy but easy-to-peel skins.

Stem & Leaf Satsuma Mandarins started this week, however the early fruit is being gassed to lessen any greening. We will wait to load until the color is better, and expect to be promoting this attractive seasonal product by the second week of November.

It's getting close to California **Clementine Mandarin** season! We may see actual **Clementine** variety available to ship the first week of November. **Halos** brand California Mandarins are expected to begin in mid-November.



CV IMPORT MANDARINS

Most shippers will try and close out the season on **Mandarins** from Chile and we may see some deals to help push them out in early November.

ALERT! Looking forward to the 2019 Spanish and Moroccan **Clementine Mandarin** season... it's not looking good. Spain is down in volume, and with added tariffs on fruit coming to the US and additional inspection costs before fruit is shipped, this will cut down on what is sent to the US from Europe. Plus, it will be more expensive.

ALERT! On Moroccan **Clementine Mandarins**, early shipping districts that send fruit before the New Year, suffered heavy losses from cold weather. Some growers are reporting an 80% loss up to a total loss. There will be very little volume on the popular **5lb gift box** through Christmas, and maybe not until after the first of the year when later shipping districts start production.



CV SQUASH

Green Squash prices remain extremely promotable this week. Quality has looked great. Mexico, Georgia, and Florida are all harvesting good numbers as well leading to the promotable markets.

Yellow Squash will also remain promotable this week as well. Quality has looked great.



CV CAULIFLOWER

Cauliflower markets hit the ceiling, had a push in harvest due to warmer weather, and then dropped in price. Growers are harvesting out of fields ahead of plans. Because of gaps in fields throughout the season, this market is projected to go back up as well.

Eastern **Cauliflower** growers plan to harvest up to and potentially after Thanksgiving depending on weather. **PA Jacket Cauliflower Bins** are still available - get them while they last!



CV GREEN BEANS

Green Bean prices remain on the higher side to start week but will look to come off as the week goes on as Florida production will begin in full swing starting for the first week of November.

Volume and quality are projected to be nice for Thanksgiving, barring any major weather issues.



CV BRUSSELS SPROUTS

Brussels Sprouts out of CA are readily available. Prices will continue to slowly increase as we approach Thanksgiving. Plenty of Brussels Sprouts options are available from loose 25lb boxes, to 9ct stalks, to microwavable bags!



CV POMEGRANATES

POM Wonderful Pomegranates and bins will be available the first week of November and will be steady for the season. Look to incorporate this popular brand in your set to drive sales!



CV ASPARAGUS

Asparagus prices continue rise slowly and steadily. Mexican production has declined some, creating more demand on the Peruvian shippers, which is firming up the market. Quality from both Mexico and Peru has been excellent.



CV HOTHOUSE TOMATOES

Campari Tomatoes will remain promotable this week. Quality has been excellent. Also continue to look for deals on our premium NatureSweet line of **Snacking Tomatoes**.

Cluster Tomato prices should remain steady this week. Mexico is in full production and new crops from Canada and Ohio should be starting up in the coming weeks.

Beefsteak Tomato prices continue to rise steadily. Demand has been strong, and Mexico is short on product. Quality has looked very nice from Mexico or new crop Canadian fruit.



CV FIELD TOMATOES

Roma Tomato prices remain high and limited this week. Florida has just began picking **Roma Tomatoes** to start their season. Quality should be excellent as we are expecting our first arrivals for early November. Prices should ease off some now that Florida has started.

Round Tomato prices also will remain high and limited this week out of Florida. Demand has been strong as supplies have been limited. Florida has started production, but product is limited to start. Look for prices to start to come down as better numbers are expected.

Grape Tomatoes will remain extremely promotable from new crop Florida. Quality has look great on the first arrivals.



CV PEPPERS

Green Bell Peppers remain promotable this week from Georgia and Florida. Florida has new crop and quality should be great. Mexico has also just started their season as well and will be available for early November.

11lb Red, Orange, and Yellow Peppers will be very promotable this week from Mexico. Quality and sizing have looked very nice on the early crops from Mexico.

15lb Red Pepper prices will remain steady this week. Mexico has started production as the California season is finishing, so there should be no gap as we have all new crop Mexico harvests now. Quality and sizing have looked great, so sell with confidence.



CV CELERY

NOTE: California **Celery** demand is continuing to increase. Prices will most likely continue to climb as long as there is an unknown in how much Celery will be available.

Most shippers are not willing to commit to any pre-pricing or lid pricing. The fungus issues that some growers experienced in the Oxnard growing regions are causing hesitation for ad prices.

Florida will be ready to harvest in December.



CV ONIONS

The overall **Onion** market is finally starting to pick up! Demand is slowly picking up pace as we get closer to Thanksgiving.

New crop **Onions** are available from growers in Nevada, Oregon, Washington, Idaho, New York, Michigan, Wisconsin, Utah, and Colorado. Supplies are plentiful and quality is excellent. Now is the perfect time for Thanksgiving ads!



CV GRAPES

California **Grapes** continue in season.

Specialty varieties this week include: **Moon Drop** (elongated black), **Flavor Promise Red Sweet Celebration**, and **Flavor Promise Green Sweet Globe**.

11lb clamshells of import **Cotton Candy Grapes** are in peak availability.



CV LETTUCE

The demand of **Romaine** and **Romaine Hearts** out of California demand has been consistently strong, keeping prices higher. New Jersey growers are reporting that their **Romaine** will end the first week of November.

In an attempt to stretch out supplies to cover the pending growing region transition gap, prices of California **Iceberg Lettuce** hit the ceiling. The warm weather brought on more production, forcing a temporary price drop, but higher prices are expected as we continue into November. New Mexico and Mexican **Lettuces** are available during this transition time.



CV CUCUMBERS

Super Cucumber prices will be steady this week. Georgia is beginning to finish up and Florida is starting new harvests. Mexico is also crossing more product daily with excellent quality.

Euro Seedless Cucumbers will be more promotable this week as the Mexico harvests are in full production. Quality has looked great.

Mini Seedless Cucumber prices are starting to come down after a strong couple of weeks. Mexico started harvests, easing the Canadian markets.



CV BROCCOLI

PA continues to supply gorgeous 110ct **Stem Broccoli Bins!**

The market on **Broccoli Crowns** out of California peaked and there is now a gradual price decline. The warmer nights are pushing product to harvest faster than expected. Prices may surge back up as we get closer to Thanksgiving. Stay tuned.

Eastern growers are still bringing in beautiful **Broccoli Crowns**, and they are readily available. PA, VA, SC, and GA will have full availability for November.

Mexico has been a strong player in the **Broccoli** market and will be available through December as well.



CV POTATOES

The **Russet Potato** market continues to strengthen, as the weather remains an issue in Idaho. This has caused much uncertainty throughout the industry. All areas are trying to price accordingly to meter out inventories. All in all, every major growing area believes that size is considerably lower than normal. Pricing remains stable on smaller sizes while pricing continues to climb on the larger sizes.

Demand will exceed supply in the **Red Potato** market. Growers in the Red River Valley have been battling weather this season, many still battling to harvest Potatoes despite the cold weather. Supplies in North Dakota and Wisconsin are down as opposed to typical availability. Growers in Idaho have ample supply but likely will not be able to keep up with the demand that is shifting their way due to the limited potatoes available from ND and WI.

Local PA **White Potatoes** will get started this week and pricing is very sharp. This is a good item to promote given the fact that all other **Potatoes** will be higher priced at least in the near future.

10lb **Unclassified White Potatoes** are now back in stock!