

# ORGANIC MARKET NEWS



OCTOBER 30 - NOVEMBER 6, 2020

## ORGANIC CITRUS SEASON COMING!



The new crop California **Organic Grapefruit** season has begun. Inventory will be sporadic during early November until the pipeline is filled and harvests ramp up. Smaller sizes and bags will be most prevalent.

The first arrival of California **Organic Navel Oranges** will hit the east coast the week of November 1. Volumes are limited early on and demand is high, but this will provide a nice transition as the **Organic Valencia Orange** season is winding down.



California **Organic Satsuma Mandarins** are just beginning to ripen and we expect supplies to arrive to the east coast by mid-November.

California and Mexican **Organic Lemons** are in excellent supply on all sizes. Prices continue to come down. We have some limited supplies Buck Brand **Organic Pink Variegated Lemons** available for the first week of November.

Mexican **Organic Limes** continue in excellent supply.



### OG CARROTS

**ALERT!** Grimmway, the grower that produces Cal-O and Bunny-Luv brand **Organic Carrots**, has encountered some quality issues in some of their **Organic Carrot** fields that were planned for this time of year. The carrots are just not big enough yet.

Because of this production gap at Grimmway, we will be sourcing 25lb **Organic Table** and **Jumbo Carrots** in the Earthbound brand via Bolthouse. Soon after, we'll probably need to get many of our retail cello bags (1lb, 2lb, 5lb) in the Earthbound brand until Grimmway is back in full production around Week 47, close to Thanksgiving.

**Organic Baby Peeled, Chips, Shreds**, etc. are all expected to remain fully available in the Cal-O/Bunny-Luv brands.



### OG BERRIES

**Organic Blueberries** out of Argentina, Chile, and Peru are arriving more and more each week. Expect promotable supplies and pricing for much of November.

Driscoll's **Organic Blueberries** are back in 6oz and pints out of Mexico, but supplies are limited and prices are high.

**Organic Blackberries** are in excellent supply with promotional opportunities. Driscoll's **Organic Blackberries** out of California and Mexico are now in good steady supply.

**Organic Raspberries** are in much better supply for early November with prices coming down.

**ALERT!** Driscoll's **Organic Strawberry** supplies continue to decline out of California and Mexico which is causing high and rising prices. Other brands are sporadic in availability for early to mid-November.



### OG APPLES

There is a fantastic array of varieties of **Organic Apples** to promote to kick off November!

**Organic Honeycrisp, Gala, Granny Smith, and Fuji Apples** are leading the way in volume, but make sure you've got a few premium/managed varieties promoted in your sets.

Available this week:

- OG Ambrosia
- OG Autumn Glory
- OG Braeburn
- OG Envy
- OG Fuji
- OG Gala
- OG Golden Delicious
- OG Granny Smith
- OG Honeycrisp
- OG Jazz
- OG Jonagold
- OG Kanzi
- OG Lady Alice
- OG McIntosh
- OG Opal
- OG Pinata
- OG Pink Lady
- OG Red Delicious
- OG Rosalynn
- OG Smitten
- OG SugarBee
- OG SweeTango

Heirloom Orchards varieties this week:

- OG Arkansas Black
- OG Winesap



### OG PEPPERS

**Organic Green Peppers** are being supplied from Lady Moon Farms in Florida after beginning harvests in the last week of October. Look for great quality and steady availability.

**Organic Red, Orange, and Yellow Bell Peppers** from Holland and Canada are beginning to wind down their season before new growing regions such as Mexico and Israel begin. Expect some inconsistent supplies during the transition time in early to mid-November.

**ALERT!** **Organic Mini Sweet Peppers** are in a gap.



### OG FALL FRUIT

**Organic Pomegranate Arils** will be steady. We will feature the I Love Pomegranate label through the fall and winter this year.

**Organic Pomegranates** from California are steady. Pricing will continue to decrease as more fruit becomes available.

**Organic Hachiya** and **Fuyu Persimmons** are in full swing. Let the Hachiya get soft and squishy before you eat it. Enjoy the Fuyu Persimmon right away while you wait for the Hachiya to be ready!

**Organic Cranberries** out of British Columbia should be in good supply through the holiday season in both 6oz and bulk 22lb bulk.



### OG LETTUCE

**Organic Leaf Lettuce** from California continues to remain tight and expensive. Look for product from PA to supplement CA supplies at a more cost-efficient price.

**ALERT!** **Organic Romaine Hearts** remain limited and high priced as the California market continues to rise, and Quebec shippers are now finished with their harvests. Look for consistent supplies, but pricing to be very expensive and to continue to rise in price as we approach transition time (California ending and Arizona starting).



### 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 BOK CHOY

Local **Organic Baby Bok Choy** from PA and NJ continue to see excellent supplies. Look for steady pricing, availability, and excellent quality. **Organic Purple and Red Baby Bok Choy** will also be available.



### OG EGGPLANT

**Organic Eggplants** are now seeing excellent yields from Lady Moon Farms' Florida facilities. Look for volumes to grow and pricing to fall in November, along with promotional opportunities throughout the month.



### OG GRAPES

California **Organic Red Grapes** continue in excellent supply with nice quality and promotional opportunities are expected through Thanksgiving.

California **Organic Black and Green Seedless Grape** supplies are firming as we enter the back half of the season.



### OG CUCUMBERS

**Organic Cucumbers** from Lady Moon Farms in Florida continue to see steady supplies and pricing. Mexican **Organic Cucumbers** are available at a cheaper price for price conscious shoppers or for promotional opportunities.

**Organic Euro Cucumbers** have leveled off in price and become more promotable.

**NOTE:** **Organic Mini Cucumbers** remain limited in availability. Expect to see inconsistent availability and high pricing.



### OG SQUASH

**Organic Zucchini and Yellow Squash** are seeing excellent availability. **Organic Zucchini** is being sourced from Lady Moon Farms in Florida and continues to see excellent quality and availability. Look for **Organic Zucchini** from Mexico at a more aggressive price and promotional opportunities available.

**Organic Yellow Squash** has been sourced from both SC and Mexico. Look for improved pricing and availability in late October as supplies improve and to continue into early November.



### OG CELERY

**Organic Celery** and **Celery Hearts** from California continues to see steady yields and pricing is expected to take a tick down as November begins. **NOTE:** Although supplies were originally thought to be limited as Thanksgiving approached, some shippers are projecting to have excellent supplies leading into the holiday.



### OG GREEN BEANS

**Organic Green Beans** are back in steady supplies with Georgia in full production. Look for excellent quality, steady supplies, and promotion opportunities to arise in November as we approach Thanksgiving.



### OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** continue to see excellent supplies and aggressive pricing as November begins. Mexico, NY, CA, and WI are all in production which is causing supplies to be plentiful. As Thanksgiving approaches, expect to see excellent supplies continue and promotional opportunities to arise.



### OG TOMATOES

Savora **Organic on-the-vine Cocktail Tomatoes** are in season and selling well. **Organic Campari Tomatoes** are also available.

**Organic Cluster Tomatoes** will continue to be promotable this week out of Canada. Quality is excellent and supplies are great.

**Organic Beefsteak Tomatoes** will be available this week from Canada and Mexico. Supplies from both regions are light but we shouldn't experience any shortages.

**Organic Grape Tomato** prices remain steady this week. Quality from South Carolina remains excellent. Lady Moon will have better harvest numbers this week as their slow start the season improves.

**Organic Roma Tomato** markets continue to be steady this week and quality is nice out of Mexico.



### OG BROCCOLI & CAULIFLOWER

**Organic Cauliflower** from California is promotable. November brings transition time from CA to AZ for **Organic Cauliflower**, however due to supplies in both areas, product is not projected to be impacted in supplies or pricing as the holiday approaches. Continue to promote and expand displays.

New York grown **Organic Romanesco** continues in season for fall.

**Organic Broccoli** from California is in okay availability to kick off November as growers start to transition from Salinas, CA down to Yuma, AZ.

**NOTE:** Although supplies will be available, **Organic Broccoli** is not expected to be promotable for Thanksgiving.

Local PA **Organic Stem Broccoli** is in season in limited availability from King Family Farm in Lancaster County.



### OG TROPICALS

**Organic Hass Avocados** are steady with plenty of fruit available! Pricing continues to be very promotable and should remain that way for the next few weeks at least.

**ALERT!** **Organic Formosa Papayas** will gap again for the beginning of November but are expected to return the second week of November. Quality should be nice.

**Organic Pineapple** supplies should be good for November, provided no additional striking takes place in Costa Rica.

**ALERT!** **Organic Mangos** continue to be out of stock. We are anxiously waiting the start of the season in Ecuador, but it is not expected until the 2nd week of November.

### OTHER STORIES

- **Organic Black Mission Figs** will be available the first week of November from Mexico. Quality has been a challenge the past few weeks, but we are hopeful those issues are behind us. Quality going forward should be good.

- **Organic Green Kiwifruit** will be available for early November. Italian **Organic Kiwifruit** will be available in a 33/36sz VF pack, as well as some limited New Zealand fruit. New Zealand **Organic SunGold Kiwifruit** in volume-filled bulk cases are done for the season. There is still some 8/1lb clamshells.

- **ALERT!** **Organic Leeks** continue to remain very limited with many west coast shippers having inconsistent supplies or gapping completely. Look for limited California product and for New York and Vermont product to supplement the lack of CA supplies. Expect pricing to remain expensive for the foreseeable future.

- **Organic Asparagus** markets continue to be steady this week. Quality out of Mexico has been very nice and supplies remain steady.

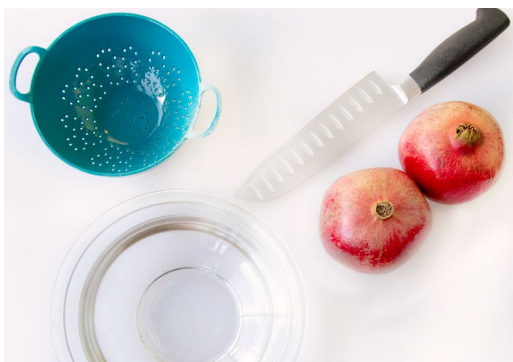
- **Organic Chestnuts** from California are now available (10lb - code 44251, 25lb - code 44532).

- **Organic Mini Seedless Watermelons** will be promotable again this week out of Mexico. Supplies remain excellent and quality is great.

# HOW TO CUT A POMEGRANATE

## - AQUA METHOD -

YOU GOT THIS!



### WHAT YOU'LL NEED

Pomegranates  
Bowl of water

Colander  
Knife



### STEP 1

Slice the crown off the top.



### STEP 2

Score the skin, making cuts from top to bottom along the membrane seams.



### STEP 3

Open the pomegranate while submerged in a bowl of water to prevent juice splatter.



### STEP 4

Pull the arils from membranes under water.



### STEP 5

By pulling the arils under water, it will prevent juice splatter.



### STEP 6

The arils sink and the membranes float. Skim the membranes out before straining.



### STEP 7

Strain the arils.



### STEP 8

Enjoy!



## NEW ORGANIC OAT BEVERAGES!

These 2 new Oat Beverage products are the smart alternatives to dairy-based Creamers & Egg Nog. They are organic, plant-based, Non-GMO, and absolutely delicious!

CODE: 226149  
Organic Oat Creamer  
12/32 oz Natural by Nature  
UPC: 8 57330 00022 0

CODE: 226148  
Organic Oat Nog  
12/32oz Natural by Nature  
UPC: 8 57330 00023 7  
**\*\*Seasonal item\*\***



## NEW! CHOPPED SALAD KITS FROM JOSIE'S ORGANICS

- 226388 - OG Salad Southwest Chopped 6/11.5 oz
- 226390 - OG Salad Sriracha Ranch Chop 6/11.5 oz
- 226391 - OG Salad Sweet Kale Chopped 6/11.5 oz
- 226332 - OG Salad Chop Asian 6/11.5 oz
- 226333 - OG Salad Chop Mediterranean 6/11.5 oz
- 226334 - OG Salad Caesar 6/9 oz



Introducing...  
MAKE YOUR SALAD SIZZLE!

just add: **Chicken Kit**



Sauté Sauce & Finishing Sauce included in every bag!



- Provides a sensory adventure & affordable escapism
- Fulfills unmet needs of Salad Lovers
- Offers freshness platform built on Salad Kits & the Consumer's Chicken
- Leverages popularity of Chopped Kit format

CODE: 226341  
CV Salad Kit Caesar Pesto  
6/11.9oz

CODE: 226342  
CV Salad Kit Sweet Orange  
6/12 oz

CODE: 226343  
CV Salad Kit Roasted Red Pepper  
6/11.3oz

CODE: 226344  
CV Salad Kit Lemon Herb  
6/11.3oz



# SUGARBEE® APPLE DISPLAY CONTEST

## NOVEMBER 1 - NOVEMBER 30, 2020

Do you want to put some major “sting” in your produce sales and drive volume in the apple category? Then look no further than this! The SugarBee Apple season is upon us, and we are celebrating with a display contest that will have your customers “swarming” in to buy this incredible piece of fruit. Four Seasons Produce has partnered with Chelan Fresh to bring you a contest sure to create some serious “buzz” in your produce departments, and have some un-“bee”lievable prize packages up for grabs. This is a great chance to have your customers discover this amazing apple, and then return to the “hive” for more!

### DISPLAY CONTEST CRITERIA:

- Build a super awesome display of SugarBee apples in your produce department (fruit must be purchased from Four Seasons Produce)
- A minimum of 8 cases of fruit need to be purchased over the contest period 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 brand.
- All displays must be up for a minimum of one week.
- Send all photos to Steph Mayer (stephf@fsproduce.com) by Thursday, December 3.

### 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 2021.

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



### “THE BEEKEEPER” (Best Overall Display): \$1,000

#### “THE BEE HIVE”

Largest Display:

- 1ST: \$400
- 2ND: \$200
- 3RD: \$100

Honorable Mention--\$50

#### “THE HONEY COMB”

Most Creative Display

- 1ST: \$400
- 2ND: \$200
- 3RD: \$100

Honorable Mention--\$50

#### “THE POLLINATOR”

Best Organic Display

- 1ST: \$400
- 2ND: \$200
- 3RD: \$100

Honorable Mention--\$50

#### “SOCIAL STINGER”

Best Social Media Post

\$100

\*\*Each entry will get a super cool SugarBee swag bag!!

CODE: 222328

Organic SugarBee Apples 80/88ct

CODE: 226404

Organic SugarBee Apples 12/2lb

CODE: 222529

CV SugarBee Apples 72/88ct

CODE: 222647

CV SugarBee Apple Cider 8-1/2 gallon



CODE: 223135  
POS Display Pop Up Bin #1



CODE: 226286  
POS Display Pop Up Bin #2

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 apple!



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



# CONVENTIONAL MARKET NEWS

OCTOBER 30 - NOVEMBER 6, 2020

## WONDERFUL POMEGRANATES SEASON

**Pomegranates** are now in peak season for November and December promotion!

We are now starting our **POM Wonderful Pomegranate** program for the year! POM Wonderful's quality is second to none and we will be using their fruit through the fall and winter. 22ct and 30ct will be in stock for cases, plus we'll have display bins with fruit in them available.

**Pomegranate Arils** are now shipping in the POM POM brand from Wonderful. 4oz and 8oz cups are available.

### OTHER FALL FRUIT:

**Fuyu** and **Hachiya Persimmons** are steady and in great supply. Eat **Fuyus** while the fruit is firm. **Hachiyas** must ripen until soft.

**Quince** is now in season.

**Cranberries** are in peak season. We have Ocean Spray 12oz bags and 2lb pouches, along with a value brand out of Massachusetts.

Italian **Chestnuts** will be in stock during the first week of November in 16/11lb clamshells (AAA) and 25lb bulk (AAAA).



### CV CAULIFLOWER & BROCCOLI

12ct cello **Cauliflower** quality from CA is improving! Availability is still higher than demand, keeping prices on the lower side.

Local **Purple, Green, and Orange Cauliflower** are available, but in limited quantities.

Local bin **Jacket Cauliflower** quality is really nice.

**Broccoli Crowns** from Maine are winding down and a few vendors will transition down to new fields in GA. Quebec and PA are expected to have product, but a few days of freeze will dramatically affect their harvests. For now, pricing remains affordable.

Out west, **Broccoli** is poised to increase in price with lighter availability during transition. Heading into Thanksgiving, **Broccoli Crowns** are expected to be on the tighter side.



### CV CITRUS

Good supplies of import **Mandarins** are expected to carry through until new crop California starts packing in early to mid-November. For the first 2 weeks of November, our "Halos" brand will still be import, and we will also have a value line in the "Sunrays" brand.

The first new crop **Navel Oranges** from California arrived to the east coast at the end of October from Sunkist. Sizing will mostly be 72 and 88ct, and 113ct for bags to get started. Bigger fruit will peak after Thanksgiving.

California fresh crop **Pummelos** and **Satsuma Mandarins** are just getting started and should be in stock in early to mid-November.

Texas **Rio Star Grapefruit** is in peak season!

Florida **Fall Glo Tangerines** continue to be available.



### CV BERRIES

**Blueberries** are now very promotable on both 6 oz and pints. Look for excellent supplies on fruit from Peru as well as Mexico. Sizing on the Blueberries has been really large, and the quality is excellent.

Driscoll's has officially started harvesting and packing the "Sweetest Batch" **Jumbo Blueberries**. We'll have these 8/11 oz **Blues** available in code 224112.

**Strawberries** continue to be in steady supply out of California as well as Mexico. We've made the switch to sourcing the majority of our fruit from Mexico, and the quality has been very nice. Pricing will begin to inch up slightly for the beginning of November.

**Raspberries** and **Blackberries** are very promotable from Mexico, and the quality has been very nice. Please let your sales rep know if you have interest in carrying larger pack sizes such as the 12 oz clamshell.



### CV BRUSSELS SPROUTS

25lb **Brussels Sprouts** quality coming in beautiful.

**Stalk Brussels Sprouts** are available for pre-books.

**Season and Steam Brussels Sprouts** bags make easy “grab and go” options as cooler weather settles.



### CV GRAPES

We are back into the **Pretty Lady Grapes** this week as Hobgoblins are finishing up. The **Green Grape** market is strong for the better boxes. There are plenty of **Red Seedless Grapes** and growers are pushing to move volume.

Some import **Green Grapes** are already hitting from Peru and getting a premium price. Depending how quality holds up on California fruit, we will hold off bringing any in.



### CV APPLES

There are some really outstanding **Apple** varieties to promote right now:

- **Envy** (code 6076)
- **Stemilt Honey Hill Honeycrisp** (code 226236)
- **Lucy Rose Apples** (code 222706 - red skin/flesh)
- **Opal 2lb pouch** (code 222955)
- **Snap Dragon** (code 5118, 2lb pouch code 5119)
- **SugarBee** (code 222529)
- **SweeTango** (code 5053)

The first **Cosmic Crisp Apples** are scheduled to be released at the end of November.



### CV POTATOES

5lb and 10lb Local PA **White Potatoes** are a great item to promote for the month of November. Pricing is going to decrease slightly here this week and then remain steady through the month of November.

The **Russet Potato** market has started to strengthen with increased demand as we inch closer to Thanksgiving. Trucks continue to be extremely tight out of Idaho is expected to drive the market price up even further on product heading east.



### CV TROPICALS

Look for some beautiful **5ct Jumbo Del Monte Pineapples** to promote for all of November. 7ct Dole will be limited, but we'll have extra 8ct.

**Hass Avocado** prices from Mexico continue to be steady with plenty of fruit available in the marketplace. Pricing is also very promotable right now!

**Maradol Papayas** from Guatemala and Mexico will be available for the beginning of November as they are just now coming back into steady supplies. **Solo Papayas** will be available from Brazil for the start of November.



### CV MANGOS

**Mangos** found a little bit of a break in price as the first containers from Ecuador arrived here on the east coast. Brazil and Ecuador will compete for business over the next few weeks, and prices will drop slowly because of it.

**Ataulfo Honey Mangos** will make their return the first week of November. The first fruit from Ecuador should be nice.



### CV KIWIFRUIT

**Green** and **SunGold Kiwifruit** from Zespri are available in good supplies.

Italian **Green Kiwifruit** is in-house as well, offering a cheaper alternative to New Zealand fruit.



### CV MELONS

**Cantaloupe** and **Honeydews** out of Arizona and Mexico are going strong. Prices on both are much lower than they were from mid-October.

There are some spot buys on **Watermelons** out of Mexico.



### CV GREEN BEANS

**Green Beans** will be very promotable this week. Georgia and South Carolina crops came on with great supplies and quality.





### CV CUCUMBERS

**Super Select Cucumbers** will be steady this week. Quality from the South and Mexico has been very nice, and volume is promotable.



### CV ASPARAGUS

**Asparagus** markets will remain steady this week. Supplies still remain somewhat limited, however demand is very low right now. Mexico continues to have very little available with high prices.



### CV SQUASH

**Green and Yellow Squash** prices continue to be very promotable again this week. Mexico has had some cold weather and rain slowing production down. Farmers down south did stop harvesting briefly to allow for better markets.



### CV PEPPERS

**Green Pepper** prices have eased down this week out of the south. California and Mexico will look to start up in the beginning of November. Right now, quality out of the south has been outstanding.

11lb **Red, Orange, and Yellow Peppers** remain generally affordable but are starting to inch up. Due to weak markets, some greenhouses in Canada are finishing for the year and will replant for Spring. Mexico continues to produce nice numbers but prices will rise some.

**ALERT!** **Mini Sweet Pepper** volumes continue to be extremely low as there is an industrial wide shortage. It has been a tough year for greenhouse plants and labor. In the next month, new harvests out of Mexico are expected and should lead to steadier supplies and better prices.

Ask your sales rep about the pouch bag **Pepper** line from Bailey Farms, which include **Sweet Pepper, Frying Pepper, and Chili Pepper** offerings.



### CV ARTICHOKES

Jumbo 12ct **Artichokes** are available, but it's unclear for how long. Future fields are showing quality issues. Heading into Thanksgiving there is expected to be little to no availability. Sales will be day to day.



### CV TOMATOES

**Cluster Tomatoes** continue to be promotable again this week! We are starting to switch into more USA grown product as Ohio and New York greenhouses get fired up for the fall and winter months.

**Beefsteak Tomato** prices have come down this week due to lack of demand. Prices are expected to rise again as business picks up. Quality has looked great.

**NOTE:** **Cocktail and Campari Tomatoes** continue to be short again this week. **Cocktail** supplies are improving; however, the **Campari** variety will be short again due to tight supplies.

**Grape Tomato** prices are falling this week as Florida ramps up production. Demand has been very weak and light, leading to more promotable prices. Quality has been excellent.

**Roma Tomato** prices will be falling down some this week as well. Florida and Mexico are starting production which should lead to more availability. Quality should be excellent from both regions.

**Vine Ripe Tomato** prices will start to come off some more this week as more Florida product becomes available. Quality has been nice from Mexico and Florida so far.



### CV LETTUCE

**NOTE:** The California **Iceberg Lettuce** transition has begun for most vendors into Huron. Quality is coming in with lighter weights. This is expected until the transition to Yuma, AZ later in November.

**ALERT!** **Romaine, Romaine Hearts, Red Leaf, and Green Leaf Lettuces** remain limited. Expected limited supplies and higher pricing until transition. Quantities are expected to be limited for Thanksgiving.

The NJ **Lettuce** season is started coming to an end on **Green Leaf, Red Leaf, and Romaine Lettuces!** The NJ season is expected to be fully done by early November dependent on weather.

**ALERT!** **Artisan Lettuces (8lb and 12/4)** are gapping due to quality as the Salinas, CA season comes to an end. They are expected to be back in stock for mid-November once transitioned to Yuma.

**TIP:** During this time of transition and disruption in the field-grown **Lettuces**, now is a good time to increase your displays on **Hydroponic/Greenhouse Grown Lettuces**, like the Pete's Living and Gotham Greens lines, as well as the clamshell **Baby Greens** from Bright Farms.

### CV FRESH FIGS

**Black Mission Fig** supplies have dried up in CA and will gap. Mexico will be starting with some nice Fresh Figs available over the next month.

### CV CABBAGE

**Green Cabbage** will continue to be promotable this week from PA and NJ shippers. Quality is outstanding.