

ORGANIC MARKET NEWS



LADY MOON LOCAL ORGANIC FALL VEG



Premium local **Organic Greens** are back in season as Lady Moon Farms starts their Fall program in Pennsylvania!

Organic Chards, Collards, Dandelions, Kales & Parsleys from Lady Moon Farms in Chambersburg, PA have begun harvest and are entering the peak Fall season. As temperatures drop, supplies will continue to increase in September until mid-October when the Pennsylvania season concludes.

Promotional opportunities will be available on **Organic Greens** during September. Production from local Pennsylvania and New Jersey suppliers will be available throughout September. Make sure to highlight "Local" while carrying these items.

Organic Grape and **Cherry Tomatoes** from Lady Moon Farms will continue in season through most of September.

Organic Summer Vegetables, such as **Organic Eggplant**, **Green Bell Peppers**, **Jalapeño Peppers** and **Zucchini** from Lady Moon Farms in Chambersburg, Pennsylvania & other local growers are winding down for the season. Product will be around through most of this month however, volumes will slow significantly. New crop **Organic Zucchini** from Lady Moon's Florida farms has begun harvest in early September creating a seamless transition to their Florida season.



OG BROCCOLI

ALERT! Organic Broccoli remains expensive and in limited volumes for the week of 9/12.

The good news is that **Organic Broccoli** is showing promising signs of returning to more normal levels for the week of 9/19. Prices jumped to kick off September when production dropped down to 50% due to high heat and the Labor Day holiday.

ALERT! Organic Broccoli Crowns are slightly behind schedule compared to the bunched product due to the development of the crown size.

Expect volume and pricing improvements to be about a week behind bunched production. Supplies from Quebec continue to be available to help supplement supply, however, volumes remain limited.



OG GRAPES

Mid-September through mid-October should be one of the best times of the year to promote **Organic Grapes** from California.

Organic Red Grapes will now be mostly "Scarlett Royals" along with some "Sweet Celebrations" and "Jack Salutes". These varieties will have nice size, crunch, and flavor.

Organic Green Grapes are in great supply with excellent quality on "Sweet Globes" and "Great Greens" with good crispiness and size.

The following Organic Specialty Grapes will be available the week of 9/12 in 1 lb clamshells: Candy Dreams (super sweet, black/purple), Candy Hearts (super sweet, red), Sweet Carnival (similar to Cotton Candy), Thomcord (seedless, cross of Concord and Thompson)



OG GREENS

ALERT! Organic Romaine and Romaine Hearts continue to have very limited supply volume during September.

California growers are yielding about half of their expected volume currently. The main culprit for the shortage is the disease called "INSV" which causes leaf items to completely die in the field before full maturity. This issue is expected to persist into October, and the worst-case scenario is that the Organic Romaine situation may not improve until we reach the new crop desert season in November. Higher prices and low volumes are likely to prevent ad promotions until after Thanksgiving.

NOTE: Organic Leaf Lettuces have begun to have reports of "INSV" that will lighten supply volume in mid-September.

A small bright spot is that **Organic Romaine** and **Leaf Lettuce** production from Quebec continues to have decent availability and excellent quality to supplement shortages from the West Coast.



OG CAULIFLOWER

NOTE: Organic Cauliflower production from California remains low in mid-September, with expectations of current conditions continuing possibly into October. Quality conditions are creating difficulties in making an acceptable box.

Quebec supplies as a supplement are not an option as they are gapping in production currently. With about 50% of expected volume; low volumes and rising costs should be expected throughout the remainder of September.



OG CUCUMBER

Organic Cucumbers from Mexico continue steady availability after a turbulent local season. Quality has been strong and pricing remains average in September from Mexico.

Organic Cucumbers from Florida will begin harvest in mid to late September for Lady Moon Farms. Volumes are expected to increase quickly and quality is expected to be top-notch.



OG CELERY

Organic Celery & Celery Hearts remain in strong production in mid-September with continued promotional opportunities.

OUTLOOK: As late September approaches volumes will begin to suffer creating price increases and less availability. Traditionally, mid to late October and November can be difficult months for Celery so promote while quality and availability are strong!



OG ASPARAGUS

Organic Asparagus is at the tail end of the Mexico season and at the front end of the short Argentina season. Pricing is on the higher side.



OG ONIONS

We will transition over to a new crop of Nevada grown **Organic Red**, **Yellow**, and **White Onions** towards the middle of September.

As we make this transition to Nevada, the medium **Red** and **Yellow Organic Onions** will be limited until we get into the Nevada crop. Once we get into Nevada, we will see ample supplies.



OG AVOCADOS

Organic Avocados are in season from Mexico with good supply. Pricing is becoming more advantageous for promotion as we move closer to Fall.



OG CUBED BUTTERNUT

Olivia's **Organic Cubed Butternut Squash** is coming back into season for the Fall and Winter months.

This 6/20 oz pack (FSP Code: 41568) is a best seller and popular convenience item. Supplies will ramp up in stock around 9/15.



OG HARD SQUASH

Organic Hard Squashes are in peak season from local farms with good availability on the main three: Acorn, Butternut, Spaghetti.

Local Organic Specialty Hard Squashes are also in season including: Organic Pie Pumpkins, Honeynut, Kabocha, and Delicata.



OG CANTALOUPES

Organic Cantaloupes are in great supply with excellent quality. Pricing on 9 ct is reasonable, making this item super promotable through September.

Organic Cantaloupe and **Honeydew** will get tighter from California headed into October when they start to go out of season.



OG PEPPERS

Organic Color Bell Peppers from Holland and Canada experienced slightly less production in late August and early September which kept pricing on the higher side.

OUTLOOK: In mid-September expect to see supplies bounce back and help prices become more affordable. Quality has remained outstanding throughout both growing region's seasons.



OG WATERMELONS

Organic Mini Watermelons will begin to transition back out to California during mid-September. Pennsylvania Local growers are finishing up after an excellent season. Quality has been excellent on all arrivals.



OG LEMONS

NOTE: Organic Lemons have been a bit expensive and not in the steadiest of supplies during late summer.

Improved supplies are expected as Western growers begin ramping up through the middle of September and be in excellent supply once we move into October.

OG BERRIES

Organic Blackberry prices are rising slightly. Vol-

ume has been steady and quality has been good.

The high heat in California is limiting harvest hours

slightly affecting volumes, however, demand has re-

Organic Blueberry pricing are rising as the Pacific

Northwest crops begin to finish up. Peruvian fruit has

been coming in steadily but prices are rising as less

fruit is in the marketplace. Quality from both regions

has been good to excellent. Supplies will be steady.

NOTE: Organic Raspberry pricing will be limited

out of California. High temps are keeping the fruit

on the plants creating heavy pro-rates as crews

cannot harvest. Quality has been good and expects

Organic Strawberry markets remain steady out of CA. Quality has been fair-good from shippers as the high temps are leading to higher bruising. This is not limited to any on the shipper, keep fruit

turning as supplies are steady.

mained soft.

pro-rates.

Driscol



OG APPLES

Washington **Organic Honeycrisp Apples** are in a short gap as we transition between old crop storage fruit and freshly harvested new crop. Growers are reporting less red blush in their early harvests of new crop.

New crop **Organic Gala Apples** from Washington are in peak season with the size profile heavy to 100 sz and smaller.

Import **Organic Granny Smith** will finish for the season in mid-September and then we may see a limited shot of California fruit before we get started in new crop Washington in October.



OG TOMATOES

Organic Hothouse Beefsteak Tomatoes out of Canada will be gapping until the Fall. This gap will be filled with **Organic Beefsteak Tomatoes** from Hoop House field production from Ohio and Pennsylvania in 15 lb flats.

We have **Organic Vine Ripe Round Tomatoes** from King Family Farm in Pennsylvania. Availability is expected to start to decline the closer we are to October.

Organic Heirloom Tomatoes continue in peak season from Lady Moon Farms out of Chambersburg, PA for mid-September.

OTHER STORIES

fornia starts in April or May of 2023.

ALERT! Organic Cut Veggies and Snap Peas from Earthbound are experiencing lower fill rates due to the California heat wave impacting yields and quality on several vegetables during September. NOTE: Organic Packaged Salads are seeing some fill rate and quality challenges on certain SKUs due to the "INSV" disease impacting romaine and some of the tender leaf items.

Organic Peaches, Nectarines, and Plums will wrap up from California and Washington by late September. The Stemilt Washington fruit on Yellow Peaches has been excellent.

Organic Bi-Color Corn will sell out from local farms by mid-September and go out of season until Cali-







SEPTEMBER IS NATIONAL MUSHROOM MONTH



September is Mushroom Month, and Four Seasons Produce is celebrating this super month of "Fun"-gi with some great promotional opportunities on mushrooms!

Mushrooms are one of the fastest growing categories in the produce department and September is the perfect month to promote. Now is a great time to start thinking about expanding your mushroom sets and sections by adding new varieties or make a statement with a dynamite standalone display sure to wow your customers.

Mushrooms are one of the most versatile commodities in the produce department. So many uses, from being used as meat substitutes to side dishes to main course, the mushroom category covers it all. There truly is a mushroom for every occasion!

LEARN A BIT ABOUT OUR MUSHROOM PARTNERS:



<u>Mother Earth Mushrooms</u>



Mushroom King Mushroom Farm

MUSHROOM FACTS:

- Mushrooms are 90% water and double in size every 24 hours.
- Mushrooms do not need sunlight to grow.
- It takes three weeks to produce the first mushrooms for picking.
- One portabella mushroom has more potassium than one medium banana!
- On average, one square foot of space in a mushroom bed can produce over six pounds of mushrooms.

So lets get a start on mastering the mycilia and growing your mushroom category! Talk with your Four Seasons Sales Rep or Merchandiser and plan a date to expand on your current offerings to sell more mushrooms!





APPLE CIDER SEASON









	Available N
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	Available N
Available Sept Only	9/9/22
Available Oct-Dec	10/7/22
Pre-order	9/23/22
Pre-order	9/23/22

AVAILABILITY	CODE
Available Now	6226
Available Now	3247
Available Now	226005
Available Now	226006
9/9/22	226007
10/7/22	225997
9/23/22	222020
9/23/22	222021

DESCRIPTION
CV Cider Apple
CV Cider Apple
CV Cider Cinnamon Spice
CV Cider Carmel Apple
CV Cider Apple Gala Blend
CV Cider Apple Honeycrisp Blend
CV Cider Autumn Harvest
CV Cider Autumn Harvest



PK/SZ
9-1/2 gal Zeigler's
4/1 gal Zeigler's
9-1/2 gal Zeigler's
9-1/2 gal Zeigler's
9-1/2 gal Zeigler's
9-1/2 gal Zeigler's
4/1 gal Zeigler's Shelf Stable
9-1/2 gal Zeigler's Shelf Stable

UPC	



AVAILABILITY CODE Available Now 6165 Available Now 6167 Available Now 222097 End of Sept 226659

DESCRIPTION CV Cider Apple **CV Cider Apple CV Cider Apple** OG Cider Apple PK/SZ 4/1 gal Country Acres 9-1/2 gal Country Acres 12/16 oz Country Acres 9-1/5 gal Country Acres

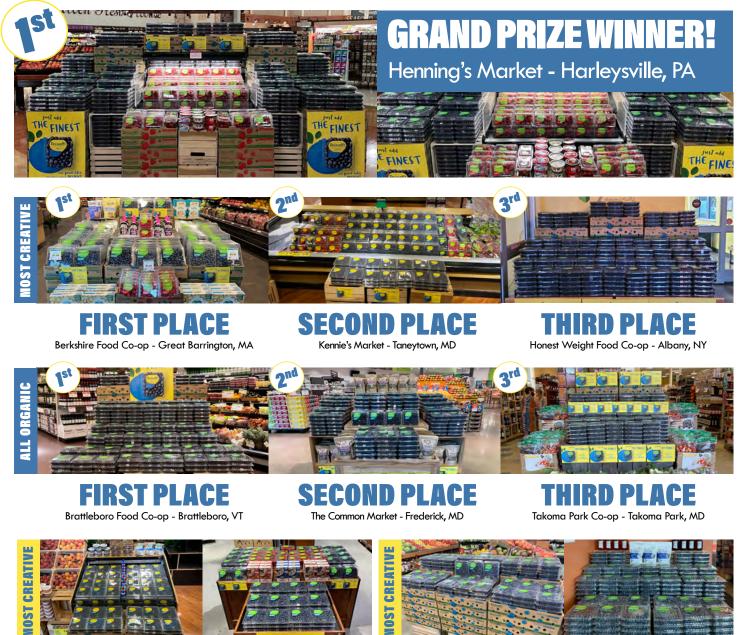
UPC 831134000105 831134000785 831134000532 831134000518





Driscoll's BIG Pack Blueberry Contest Winners July 18 - August 14, 2022

The results for our first ever BIG Pack Blueberry Display Contest are in! We had a stellar month of selling fresh Driscoll's blueberries in stores and getting in some fun builds to create some excitement! Check out some of the winners and honorable mentions below. Thank you to everyone who participated in this amazing contest!



HONORABLE MENTION Kennie's Market - Gettysburg, PA



HONORABLE MENTION GreenStar Food Co-op - Ithaca, NY



HONORABLE MENTION Friendly City Food Co-op - Harrisonburg, VA



PHONE: 1.800.422.8384

www.fsproduce.com





CONVENTIONAL MARKET NEWS

SEPTEMBER 9 - SEPTEMBER 16, 2022

SEPTEMBER SPECIALTY FRUIT

Here's an update on some of the specialty or seasonal fruits that will be available during mid-to-late September:

 \cdot Black Mission Fresh Figs are selling well in the 12/8 oz clamshells with peak season flavor.

• Early varieties of **Pomegranates** are in season with 36 ct fruit. Larger sizes will come on during October.

• Rambutan is in season in 5 lb bulk and 6/12 oz packaged options.

· Starfruit/Carambola is in season with nice quality.

 \cdot Quince is coming into season for the Fall with 32/36 ct fruit.

 \cdot Late summer crop **Dragon Fruit** is available out of California in both white and red flesh varieties. Supplies should be decent through the week of 9/19

• On the berry front **Driscoll's** will have small volumes of their **Rosé Strawberries**, **Sweetest Batch Strawberries** and brand new **Tropical Bliss Strawberries**.





CV TOMATOES

Snacking Specialty Tomatoes from Nature Sweet will be promotable through September and into October with promotions on various varieties. Availability is excellent and quality has been superb on all inbounds. A promotion is currently available on the **Comet Tomatoes** and a promo/ display contest on **Constellations** is in the works for October.

Grape Tomatoes continue to arrive from Sam Zook out of PA in the Native Grown PA label. Quality has been outstanding, and production will allow us to support this label primarily during mid-September.

Tomatoes On the Vine pricing will increase as we head into mid-September due to rugose and other disease pressure. Quality has been good on all inbounds, but the heat is also causing tomatoes to turn quicker than usual.



CV PUMPKINS

Pumpkin crops are looking great! The heat has brought on crops early so expect excellent availability through September and early October. That said, with an earlier start growers expect an earlier finish this Fall.

Face Pumpkins and Heirloom/Specialty Pumpkins are expected to be plentiful this year with no issues with labor or supplies or quality. Pricing is expected to be very close to the start of last year with a slight increase due to increasing costs all around this year.

Fall Ornamentals and Decoratives are available for themed display builds - everything from Gourds, Indian Corn, Straw Bales, Corn Stalks, and more.

In recent years some of the best sellers have been miniature items like **Jack Be Littles**, **Baby Boo**, **and Tiger Stripe Pumpkins**, which can be displayed both inside and outside and are easy for consumers to take home and to the office.

CV GRAPES

HEAT WAVE NOTE: A week of record-setting heat in California's Central Valley is causing difficulty. Harvest days have been cut in half and most vineyards are canopied to keep the grapes from cooking. Growers consider this time to still be pick season vs. pack season so this is causing challenges in getting full orders loaded. Many growers noted there is a lot of fruit in the pipeline, so we should see some spot buy deal pricing on large and medium-large **Red** and **Green Grapes** in our value lines in the upcoming weeks.

On premium grade **Grapes**, **XL Red Grapes** continue excellence in quality as we transitioned into better varieties (Sweet Celebration, Scarlett Royal, and Jack Salutes). **XL Green Grapes** are still in great supply with excellent quality as we transition into good varieties there too (Great Greens, Sweet Globes/Green Emeralds, Autumn Kings, and Stella Bella).



CV LOCAL BIN VEG

Local PA growers are getting started in mid-September on their **Stem Broccoli** and **Jacket Cut Cauliflower** programs.

Stem Broccoli will be available in 110 ct bins (FSP Code: 631) and **Jacket Cut Cauliflower** will be available 60 ct bins (FSP Code: 999).

Volumes will be limited during September but ramp up in October. These products can add to a local farm market look in your store.



CV CUCUMBERS

Cucumber pricing is expected to remain steady through the middle of September. The local product started into its second plantings. There is a Product coming out of New Jersey and Pennsylvania. Quality is outstanding in the new fields.

NOTE: Cello Seedless Cucumber pricing is expected to remain high during September while volumes are low. New crop plantings will start to increase in October out of Canada.



CV CITRUS

Import **Navel Oranges** from South Africa and Chile continue to remain excellent with the following sizes available: 56ct, 72ct, 88ct, and 9/3lb.

Import **Cara Cara's** and **Minneola's** are in season to add variety to displays. Import **Mandarins** are available at a value for September.

Look for new crop **Juice Oranges** from Florida to start around early October.



CV ASPARAGUS

Asparagus prices have been on the high side but are poised to inch down as more volume comes into the market from new fields in Peru and Mexico.

Weather is causing the slow production of the new crops in Mexico which would typically cause the flush and drop in the market price as we head into September. The quality has been good.



CV PEPPERS

Green Pepper prices will be promotable as we head into mid-September. There is a lot of quality jumbo fruit out there and shippers are looking to deal. We will continue to source products from NJ, DE, and PA. The quality has been excellent!

11 lb **Hothouse Pepper** pricing has dipped for the **Yellow** and **Orange** as Canada flushes and Mexico is coming into the market. Red are priced higher than the other two.



CV LETTUCE

ALERT! Fresh Express and other salad producers are warning of other fill rate issues ahead as growers struggle with "INSV" disease in their fields decreasing yields throughout late Summer and Fall.

These same issues are keeping **Iceberg Lettuce**, **Romaine Hearts** and other **leaf products** on the expensive side.



CV PARSNIPS

ALERT! Parsnips in 20lb and 12/1lb supplies continue to be out of stock. Supplies are to return by the end of September.



CV ONIONS

Onions continue to be slightly limited through the first week of September as we make the transition over to new crop-growing regions.

We are poised to make the transition from Pennsylvania **Simply Sweet Onions** over to new crop **Peruvian Mayan Sweet Onions** through the middle of September.



CV CAULIFLOWER

Cauliflower pricing has inched up as production has been less stable in California. Quebec and Maine have less production for mid-September.

Purple, Green, and Orange Cauliflower are available from California.



CV PLANTAINS

ALERT! The pricing for **Plantains** has tightened up significantly over the beginning of September. Supply is expected to be very tight because of storms in the tropics. Dole also lost an entire container at sea so that has caused the supply to be even tighter.



CV BROCCOLI CROWNS

Broccoli Crowns quality remains beautiful. Pricing is poised to inch up on Crowns since the nights are getting cooler in Maine, and California growers are dealing with hot temps. Both regions will have a little less volume moving forward.



CV APPLES

PA/NY **Gala Apples** are in season peaking on 100 sz and smaller, ideal for bags and totes.

Storage crop and import Fuji Apples will finish for the season over the start of September, and gap until the last week of September when new crop begins in Washington followed up by a new crop of PA/NY fruit in mid-October.

Honeycrisp Apples out of Washington are transitioning from old crop to new crop, expect to see some lighter color blush on the new crop fruit. Eastern Honeycrisp Apples are in good steady supply with excellent quality.

Storage crop **Red Delicious Apples** out of Washington will wind down during September and may gap briefly until new crop starts in October. New crop **Red Delicious** from PA are now starting up for the season.



CV GRAPEFRUIT

Grapefruit crop has transitioned into **Summer Rubies** in California, so expect lighter internal color than the **Star Rubies.**

Florida Grapefruit will start in October.



CV EGGPLANT

Eggplant pricing will be promotable during September with abundant product available from local PA and NJ farms!



CV BERRIES

Blueberry pricing is strong as the imported fruit from Peru. Arrivals are coming in and supplies have been steady. Stronger volume is expected to arrive as we get deeper into September. The quality has been excellent, and packs with Jumbos are available.

NOTE: Raspberry pricing will become more expensive as the heat wave in California has really cut down on the volume. Mexico has started harvesting fruit as well keeping the supply line full. Quality has been fair-good but keeps fruit turning to ensure optimal quality to customers.

Strawberry pricing remains steady. Pricing has come off some to keep fruit moving steadily. **NOTE:** The high temps are creating some bruising issues on the quality. This is an industry issue not limited to any one shipper. Keep fruit moving and turning product.



CV MELONS

We are slowly finishing up our variety melon season but will be offering hot deals on **Dino Melons** the next week. **Honeydew** remains tight due to limited planting, look for light supply going forward and peaking on larger size fruit.



CV WATERMELON

Watermelon pricing remains steady. Delaware and North Carolina growers continue to supply steady volume as demand for bin Watermelons begins to decrease. The quality has been exceptional. We will continue to offer bins and cartons.



CV STONE FRUIT

Late crop **Cherries** will finish out of Washington through the middle of September for the season and gap until imports begin in December.

Nectarines are expected to wrap up for the season during mid-to-late September.

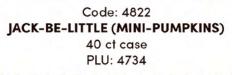
Peaches will continue in season through September on the West Coast. Local Pennsylvania **Peaches** have finished, and New Jersey fruit is expected to finish within the middle of September.

California **Donut Peaches** are in excellent supply and are expected to stay this way until the end of September.

PUMPKINS & FALL ORNAMENTALS STARTING SEPTEMBER 2022

MINI DECORATIVES/ORNAMENTALS







Code: 4929 JACK-BE-LITTLES BAGGED 14/5 ct case UPC: 743425-08950



Code: 214521 WHITE JACK-BE-LITTLES (BABY BOO) 40 ct case PLU: 4734



Code: 4901 INDIAN CORN 16/3 ct case UPC: 033383-40077



Code: 214039 MINI INDIAN CORN Display box 16/3 ct case UPC: 743425-40076



Code: 4944 **PUMPKIN LITTLES** (Hardball size Pumpkin) 20 ct case PLU: Retailer-Assigned



Code: 4913 TIGER STRIPE/POKEMON PUMPKINS 20 ct case PLU: Retailer-Assigned



Code: 232524 **GOURDS BAGGED** 12/6 ct case UPC: 7-46309-12347-6



Code: 4930 GOURDS 40 ct case PLU: 3135





MINI DECORATIVES/ORNAMENTALS



Code: 4950 BABY PAM (PIE) 12 ct case PLU: 3134



Code: 4945 CORN STALKS 1 bunch PLU: Retailer-Assigned



Code: 4935 **REGULAR SIZE STRAW BALES** 1 ct PLU: Retailer-Assigned



Code: 222242 MINI CELLO STRAW BALES 50 ct 21879-20080 *Pre-Order Survey Only*



Code: 222243 SMALL SINGLE STRAW BALE 24 ct *Pre-Order Survey Only*



Code: 229043 CORN STALK HORSE *Available by request*



For more information on pre-ordered painted pumpkins & kits, contact your sales rep!







PUMPKIN BINS



CARVING/JACK-O-LANTERN/FACE PUMPKIN BIN PLU:3130

4984 - CV Pumpkins Face 40 ct bin 4982 - CV Pumpkins Face 50 ct bin 4981 – CV Pumpkins Face 30 ct bin 4987 – CV Pumpkins Face 60 ct bin



PRIZE WINNER PUMPKINS 4994 - CV Pumpkin Prize Winner 100-170 lb *Available by request*



FIELD TRIP/MYSTIC PUMPKINS W/ LONG STEM BIN (For painting or decorating) 7390 – CV Pumpkins Field Trip 140 ct bin *Available by request*



PIE (BABY PAM) PUMPKINS BIN (For baking or decorating) 4951 – CV Pumpkins Baby Pam (Pie) 150 ct bin – PLU: 3134 *Available by request*

MIXED VARIETY PUMPKIN BINS



Code: 4968 **"AUTUMN MIX" PUMPKIN BIN 35 CT** (Blue Jarrahdale, Pink Porcelain, Peanut) *Varietal mix is subject to change due to availability*



Code: 4980 **"FALL FANTASY" PUMPKIN BIN 35 CT** (Fairytale, White Flat, Cinderella)

O.

in



PUMPKIN VARIETAL BINS - AVAILABLE BY REQUEST



WHITE PUMPKIN BIN



BLUE JARRAHDALE PUMPKIN BIN



PEANUT PUMPKIN BIN



ONE TOO MANY PUMPKIN BIN



WARTY GOBLIN / KNUCKLEHEAD PUMPKIN BIN



LONG NECK GREEN SQUASH BIN (Goose Gourds)







