

ORGANIC MARKET NEWS



SEPTEMBER 30 - OCTOBER 7, 2022

FRESH CROP ORGANIC SWEET POTATOES



Fall means **Organic Sweet Potato** season is up and running. Now is the time to begin prominently displaying a full variety of sweet potatoes to suggest the many versatile uses for home cooking during Fall and Winter.

Growers in California are harvesting their 2022 fresh crop and the quality is excellent. We will be offering the full line up of varieties from AV Thomas's "Natural Beauty" brand on #1 Premium Grade: **Organic Red/Garnet, Orange/Jewel, White/Hannah Sweet, Japanese Sweet**, plus the **Stokes Purple** marketed by Frieda's.

A UPC'd option is available in the wrapped and microwaveable **Organic Jewel Sweet Potato** 48ct line.



HURRICANE IAN

ALERT! The massive and destructive storm, Hurricane Ian, that ripped across Florida Wednesday the 28th and Thursday the 29th of September will have significant impact on fresh produce prices and availability for the next several months.

Lady Moon Farms has Fall and Winter production of Organic row crop vegetables based out of their Punta Gorda, Florida farms. This operation is a major supply of Organic vegetables and Tomatoes to east coast buyers. Our thoughts and prayers are with the Lady Moon Farms team along with all the other farmers impacted by this storm.

Growers will be assessing the damage from the hurricane winds and torrential rains/field flooding in the coming days and weeks.



OG TOMATOES

With local **Organic Tomatoes** winding down for the season in the mid-Atlantic and Florida production impacted by the hurricane most of our supply for the Fall will be coming from new crop Quebec greenhouse production and new crop production from Mexico.

NOTE: The harvest of **Organic Grape and Cherry Tomatoes** from Lady Moon Farms in Pennsylvania is done for the season. An outlook on their Florida crop is up in the air following the destruction from Hurricane Ian.

Local **Organic Vine Ripe Tomatoes** from high tunnel production will be available in mid-October from PA (20lb pack) and OH (15lb tray).

Local **Organic Roma Tomatoes** will transition to Mexico production during the month of October.

The first of the season Quebec greenhouse **Organic Beefsteak, Cluster, and Cocktail Tomatoes** arrived looking sharp.



OG BERRIES

Organic Raspberry pricing in Mexico is highly marketable! Arrival quality has been great, and supply is plenty. Consider aggressive pricing for excellent promos for October.

Pricing for **Organic Blueberries** will be great through the start of October. The quantity of fruit from California and Peru is voluminous, and the quality has been superb. Display with confidence on **Organic Blueberries** during October.

NOTE: The demand for **Organic Blackberries** continues to be high while supply remain some-what restricted. Mexico growers are starting some new crop but the volume is very light so far.

ALERT! The demand for **Organic Strawberries** will continue to increase as supply remains tight. Expect prices to climb through October with overall limited volumes. Expect prorates and occasional out of stocks.



OG GRAPES

Supplies of **Organic Grapes** are increasing as the weather becomes more suitable in California.

Organic Green Grapes have had quality issues due to heat stress in the fields especially on the "Great Green" variety. These had weak shelf life but growers are now shipping "Kelley's" and "Autumn Kings", which should have less discoloration and a longer shelf life.

"Scarlett Royal" variety **Organic Red Seedless Grapes** have arrived in great condition and are selling well.

Also available for October: **Organic Black, Muscadines, Sweet Carnival, and Thomcords.**



OG GREENS

Local **Organic Greens** such as **Organic Kale, Col-lards, Chard, and Dandelions** will begin to diminish in Pennsylvania during early to mid-October. Quality has been outstanding. There will be some nice production from mid to late-October from a micro climate in New York.

NOTE: In Florida, Lady Moon Farms **Organic Greens** would usually start harvesting in late October or early November. But with the massive flooding and winds from Hurricane Ian the outlook is unknown at this moment.



OG LETTUCE

ALERT! **Organic Lettuce** yields continue to struggle in California as "INSV" disease continues to devastate supply volume in late September and early October. This is affecting **Organic Iceberg, Romaine Hearts, and Leaf Lettuces.** Prices are high.

These lettuce issues in California are expected to continue for the rest of that season this Fall. In November, when the switch to winter desert-growing regions commences, it is anticipated that all varieties of **Organic Lettuce** will continue to be in short supply until then.

Supplemental supplies from Québec have been available as a high quality alternative to California on the **Organic Leaf Lettuces** for early October.



OG DRAGON FRUIT

Organic Dragon Fruit will be available for the beginning of October. White flesh will be in good supply, while red flesh fruit will be a little more limited. These will be available in a 10lb box from Mexico.

Also pictured above in the middle are **Organic Kiwano Horned Melons** which are in season.



OG CRANBERRIES

During first week of October, **Organic Cranber-ries** will be available. Quality should be high, and supply should be consistent on 24/12 oz.



OG GREEN BEANS

NOTE: The local season for **Organic Green Beans** from Elizabethtown, Pennsylvania will come to a stop between early and mid-October. Unless a freeze in early October kills the season, supplies should be accessible during the first two weeks of October; but quantities will decline substantially.



OG CELERY

In October, promotional chances on **Organic Celery** will still be available, but they will be brief, as supplies will tighten, and prices will begin to climb.

Mid-October through November are generally tough months for **Organic Celery** supplies due to the transitioning growing regions and high Thanksgiving demand approaching.



OG BROCCOLI & CAULIFLOWER

ALERT! As October commences, **Organic Broccoli and Cauliflower** conditions in California continue to struggle with quality and price increases. In early October, the tumultuous market conditions are a result of quality difficulties in growing conditions.

Organic Broccoli and Cauliflower from the Québec growing region are available. This will be a fantastic supplementary choice given the supply situation in California.



OG SQUASH

We will expand the **Organic Hard Squash** selection with the arrival of four new squash varieties for the week of 10/3 These will include: **Organic Buttercup, Carnival, Red Kuri, and Sweet Dump-ling Squash.**

These varieties will add to the **Organic Acorn, Butternut, Delicata, Honeynut, Kabocha, Pie Pumpkins, and Spaghetti Squash** that we were already carrying.



OG POMEGRANATES

Organic Pomegranates will be in stock to kick off the season for the week of 10/3 on 30-36ct tray packs.

Organic Pomegranate Arils will also be available to add back into your refrigerated sets starting on 10/5.



OG KIWIBERRIES

Organic Kiwiberries, a brief seasonal fruit, will be available for the first week of October and then likely be sold out for the season from our Oregon grower. The later harvests are not looking strong enough to ship from the west coast to the east.



OG AVOCADOS

Organic Hass Avocados will be promotable for the beginning of October from Mexico.

Look for promotions on Fair Trade Organic Equal Exchange fruit for the month of October, including their new 8/4ct pack that is in a very nice recyclable cardboard box. Available now!

Organic Green Skin Avocados from Florida will be finished in the beginning of October.



OG PEPPERS

Organic Green Peppers from North Carolina have been arriving in nice condition. The outlook on the NC crop along with the winter FL crop are yet to be determined with Hurricane Ian impacts.

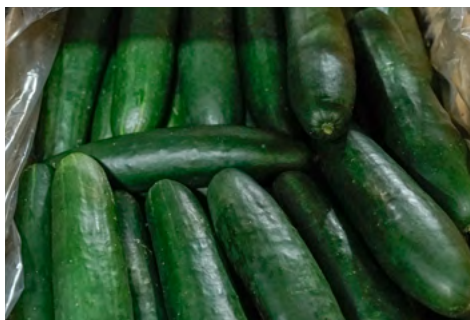
NOTE: In October, **Organic Colored Bell Peppers** remain scarce from both Canada and Holland. The good news is that all indications point to an increase in supply volume later in October and eventual price normalization. **Organic Red Bell Peppers** have been in the shortest supply. Quality has remained high despite supply difficulties, and it is anticipated that this trend will continue when quantities begin to increase.

ALERT! **Organic Mini Sweet Peppers** continue to be difficult to obtain as the local season has ended and Mexican supply remain restricted or unavailable. Expect a supply shortage between early and mid-October.

The availability of **Organic Grapefruit** is still quite restricted, but the situation should improve by mid- to late-October.

Organic Sungold Kiwi will be finishing up for the season by the beginning to middle of October.

Organic Green Kiwi from Zespri will be in good supply through at least October. Look to promote for the rest of the season!



OG CUCUMBERS & ZUCCHINI

ALERT! Pricing on **Organic Seedless Mini Cucumbers** will remain high as many exporters shift crops. There is no product to get here in early October. Greenhouse growers have reduced their **Organic Cucumber** growing and this has impacted their volumes going forward.

Since September, when harvesting began at Lady Moon Farms in Punta Gorda, Florida, the volume of **Organic Zucchini** and **Organic Cucumbers** have been exceptional. **NOTE:** Hurricane Ian pounded Florida and is now dumping rains on the Carolinas so the outlook on these crops for the rest of Fall is very uncertain!

Organic Cucumbers and **Zucchini** are available from Mexico but pricing is expected to jump.



OG MELONS

Organic Mini Watermelons will be in short supply as California's harvest has concluded and Mexico's harvest has not yet begun.

Continue selling with confidence, since the quality of what is available has been good but anticipate a gap in early October.

Organic Cantaloupes and **Organic Honeydews** are slowly finishing in the California deal with some growers finished up already. Supply will continue to remain tight, and we will eventually see a gap in **Organic Melons** later this Fall.

OTHER STORIES

Organic Eat and Drink Cocos will be limited for the end of September. However, **Organic Young Thai Coconuts** will be back in stock for the start of October.

The first of the new crop of **Organic Washington Fuji** and **Granny Smith Apples** are now available.

Organic Asparagus prices will stay elevated as Mexico production decreases. There will be some Argentina product to supplement.

ALERT! **Organic Salad** production has been impacted by some of the same challenges regular lettuce growers are facing. Organic Baby Butter Blends and Organic Romaine Heart Blends and products are being impacted the most with fill rate and quality.



ZESPRI KIWIFRUIT DISPLAY CONTEST WINNERS!

AUGUST 1 - AUGUST 29, 2022

The results are in for our annual Zespri Kiwi Display Contest! Four Seasons Produce partnered again with Zespri to bring you a “golden” opportunity to get some “green” in the registers! Kiwifruit, both green and gold, were very promotable with amazing quality, and were the perfect centerpieces in your awesome display submissions! Thank you to everyone who participated in this display contest. Check out some of the winners below!

1st



GRAND PRIZE WINNER!

Henning's Market - Harleysville, PA



2nd



SECOND PLACE

The Common Market - Frederick, MD

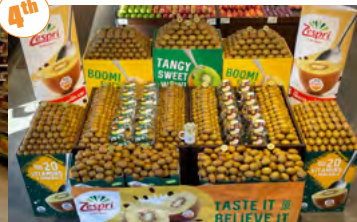
3rd



THIRD PLACE

Takoma Park-Silver Spring Food Co-op - Takoma Park, MD

4th



FOURTH PLACE

Leg Up Farmers Market - York, PA

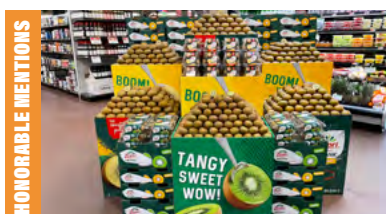
5th



FIFTH PLACE

River Valley Co-op - Easthampton, MA

HONORABLE MENTIONS



Brattleboro Food Co-op - Brattleboro, VT



Dutch-Way Farm Market - Myerstown, PA



Honest Weight Food Co-op - Albany, NY



A Matter of Health - Nanuet, NY



PHONE: 1.800.422.8384

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October 10 - 30, 2022

NatureSweet Constellation October Display Contest

Ursa Major? Orion? Signs of the Zodiac? While these are all cool constellations one might see in the sky at night, how about the one super cool Constellation that you will see in the produce department - **NatureSweet Fall Medley Constellations**, of course!

So, do you want to put some "bite" into your snacking tomato category? If the answer is yes, (and we are sure that it is!), then we have the answer to help you do just that! Four Seasons Produce has teamed up with NatureSweet Tomatoes to bring you a display contest that's sure to add sales that you can surely sink your teeth into.



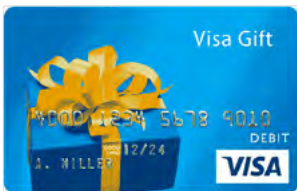
The snacking tomato category is one of the fastest growing categories in the produce department today and now is a great time to drive added cases and increase total basket size at the same time. These **NatureSweet Fall Medley Constellations** have out of this world flavor and one bite, and we are sure your customers will be seeing "stars".

Contest Criteria:



- Build an awesome display of **NatureSweet Fall Medley 15/10oz Constellations** (code 229018) in your produce department. ****All product must be purchased through Four Seasons Produce.****
- You must purchase **at least 8 cases of NatureSweet Fall Medley 15/10oz Constellations** during the contest period in order to qualify.
 - All displays must remain up for **at least one week**.
 - Must utilize the **NatureSweet Fall Medley Constellation display bins** (code 225158) or the display boxes showing the NatureSweet name in order to qualify.
 - Tying in other produce items in your overall display is fine, however actual displays should be at least **50% NatureSweet Fall Medley 15/10oz Constellations** since that is the purpose of the display contest. Your **NatureSweet Fall Medley 15/10oz Constellation** display needs to be separate from your standard tomato sets and used as a satellite display.
 - Must send all display photos to contests@fsproduce.com by Friday, November 4.
 - While not a requirement, the use of **social media is recommended**. Printing out recipe cards and placing them in and around your displays is also a great way to add sales and offer customers meal or snacking suggestions and ideas.

Contest Prizes:



1st Place

\$250 Gift Card

2nd Place

\$150 Gift Card

3rd Place

\$100 Gift Card

So, now its time for some snacking tomato fun! Build a super cool display that's sure to boost sales and grab some growth in the category!

Talk with your Four Seasons Sales Rep or Merchandiser for additional tips and display ideas.



PHONE: 1.800.422.8384

www.fsproduce.com



CONVENTIONAL MARKET NEWS

SEPTEMBER 30 - OCTOBER 7, 2022

RASPBERRIES & BLUEBERRIES PROMOTABLE FOR OCTOBER

Strawberries will be a struggle in October but that doesn't mean there isn't exciting opportunity in the berry category. **Raspberries** and **Blueberries** are primed for promotion this month!

Raspberry supplies in Mexico and California are highly marketable. There are abundant volumes from Mexico, resulting in attractive deals. The quality of new harvests is exceptional.

Blueberry pricing out of Peru continues to ease off as more fruit is expected to arrive into the port of Philadelphia for the month of October. Pricing will be promotable on 12/1 pints for the whole month of October with plenty of supplies and excellent quality.

Mexico **Blueberries** are starting lightly with very limited availability. Expect better supplies available out of Mexico towards the end of October.

NOTE: Blackberries are less promotable. Mexico's harvests are limited to begin the season but are projected to increase by the end of the month. The quality has been amazing on the Driscoll's brand. Other shippers are starting their Fall programs too, priced at a little more value.

ALERT! Strawberry supplies are not great. Pricing is on the high side. New crop Oxnard, CA fruit is beginning as Salinas Valley finishes up for the season. Quality is only okay but is expected to improve throughout the month. The impact of Hurricane Ian on the upcoming Florida winter crop is yet to be assessed.



ALERT! HURRICANE IAN

ALERT! The massive and destructive storm, Hurricane Ian, that ripped across Florida Wednesday the 28th and Thursday the 29th of September will have significant impact on fresh produce prices and availability for the next several months.

Growers will be assessing the damage from the hurricane winds and torrential rains/field flooding in the coming days and weeks. **Tomatoes, Cucumbers, Peppers, and Zucchini** all will be impacted for sure.

Some initial reports indicate that Florida **Juice Oranges** saw some significant damage but that **Grapefruit** growers may have fared a little bit better, stay tuned!

Green Bean plantings were already expected to be lighter for this Fall headed into Thanksgiving. Now with the Hurricane Ian impacts **Green Beans** could become a problem for fresh and packaged this Fall.



CV GRAPES

Red Grapes are in good supply with vast varieties shipping, including; "Jack Salutes", "Scarlett Royals", and "Timcos".

Green Grapes remain strong with great arrival and superior taste with the majority of the varieties shipping being "Sweet Globes", "Autumn Kings", and "Autumn Crisp".

We will remain in stock on "Stella Bella", "Moon Drops", "Cotton Candy" and seeded "Globes".

The "Pretty Lady" line has been transitioned into the "Hobgoblin" branding for their premium **Grapes** on red and green for the month of October.

For value minded customers California medium-large sized red and green **Grapes** will be affordable for October.

We are also pleased to offer hand selected **Jumbo Grape** lines that feature the best size, quality, and texture. Currently "Jack Salutes" and "Autumn Crisp" from Illume.



CV TOMATOES

Local **Vine Ripe/Round Tomatoes** will wind down quickly during early October. There is some nice product coming from Mexico. Pricing may be higher than usual due to the hurricane in Florida which would have been the next main growing region.

Due to disease issues in greenhouse facilities in Canada and Mexico, **Beefsteak Tomato** prices are beginning to increase.

Different types of **Snacking Specialty Tomatoes** from "Nature Sweet" will be available for promotion through the month of October including Fall Medley Constellation pack.



CV CUCUMBERS

Cucumber pricing is anticipated to go up for October. There are supplies coming from New Jersey and Pennsylvania for now. Impact on the NC and FL product from Hurricane Ian is yet to be determined.

NOTE: Seedless Cello and Mini Cucumbers pricing is anticipated to remain elevated through the middle of October, when shipments from Canada will begin to flush again.



CV SQUASH

Green Squash from Pennsylvania and New Jersey will continue to be of superior quality, as will Green Squash from New Jersey and Delaware. As we approach the conclusion of the local season and enter October, pricing is extremely promotable.

Yellow Squash pricing should maintain a continuous flow of customers from New Jersey, Delaware, and Pennsylvania. All local product has arrived with exceptional quality and will begin to be cleaned up by mid-October when we will transition away from local.



CV GREEN BEANS

The pricing for **Green Beans** is anticipated to stay stable for the beginning of October out of New Jersey and Pennsylvania. The quality and availability are exceptional.

ALERT! Already-planted **Green Bean** fields in Florida have very likely been harmed by Hurricane Ian and will probably not be able to be replanted in time to harvest for Thanksgiving. Stay tuned for more updates.



CV ASPARAGUS

Asparagus pricing is anticipated to drop as additional produce from new fields in Peru and Mexico enter the market.



CV LETTUCE

ALERT! California growers are warning of an expensive and low supply **Lettuce** season for all of October and November, until winter desert growing regions start up after Thanksgiving. "INSV" disease plus the extreme heat from earlier in the season is creating very poor yields on **Iceberg**, **Romaine Hearts**, and **Green Leaf** in particular.

There will be an October NJ local crop **Leaf** and **Romaine Lettuces** at more reasonable prices.



CV MELONS

There are some late season buys coming for early to mid-October on **Honeydew** as California growers finish out their season.

Cantaloupes have seen rain and record heat this season, causing some growers to end early. Cost is high as the California season looks to close out shortly. We will shortly transition back into Arizona for the Fall and then hop into the offshore deal during the Winter.



CV FIGS

Black Mission **Figs** will be in and out of stock over the month of October. The "Brown Turkey" variety handled the heat more favorably and are expected to be in and out of stock through the Fall season, with pricing rising as more limited supplies are available.



CV GRAPEFRUIT

Grapefruit from California is in light supply. Look for California Grapefruit to wrap up for the season while Florida will start in early October (Hurricane damage pending) and Texas will start in mid to late October.



CV PERSIMMONS

Fuyu Persimmons will be in stock by mid to late October. Look to promote this increasingly popular piece of fruit. **Fuyu Persimmons** can be eaten when firm, like an apple!

Hachiya Persimmons will be available later this Fall. This is the variety that must ripen to soft.



CV WATERMELONS

Watermelons will begin to transition out to Mexico as we move into cartons. There will continue to be a limited number of **Bin Watermelons** out of Delaware and North Carolina but could end very quickly with the cooler temperatures and rain forecasted.



CV BROCCOLI

Broccoli Crowns are in season from Maine and New York with nice quality to kick off October. Out west California growers are really struggling with **Broccoli** volumes and quality. Pricing will spike if the eastern supply goes down.



CV CAULIFLOWER

ALERT! California growers are really struggling with their harvest volumes on **Cauliflower** to start off October. Prices have jumped up due to low supply. There will be some Maine and New York supply here in the east.



CV ONIONS

We will see be carrying the Green Valley **Bagged Yellow Onion** products again this October in the pink netting in support of Breast Cancer awareness. This product will arrive during the start of October.



CV CORN

Fall has arrived, and **Sweet Corn** harvests and demand have slowed considerably. Crate Corn will be in limited supply and higher priced and most of the movement will be in tray packs moving forward.



CV SALADS

NOTE: **Salad** producers are also dealing with the quality and supply challenges of the California Lettuce market (INSV Disease, quality, poor yields). Bulk **Chopped Iceberg** and **Romaine Lettuces** have gone up in price and down in availability recently.



CV PEPPERS

As we start the month of October, **Green Pepper** prices will be promotable with nice product coming from NJ, DE, and PA.

Hothouse Color Bell Pepper pricing will stay steady for the **Yellow and Orange Pepper**. **Red Bell Peppers** will be tighter as we head into October. Weather is causing low production of them out of Mexico and Canada is experiencing some root rot in their plants causing this gap. There is cheaper small sized peppers available but not on the XL and the jumbos.

California **Sweet Red Pepper** pricing will remain steady.



CV HARD SQUASH

Now through Thanksgiving is prime time to promote the Fall **Hard Squash** varieties.

We have been getting our **Hard Squash** locally from Cedar Meadow Farms in Lancaster, PA known for their regenerative practices.

The big three; **Acorn Butternut** and **Spaghetti Squash** are all in stock now.

Delicata is in stock as well and additional varieties are available in our organic lines.

Simple Beginnings brand 12/20 oz **Cubed Butternut Squash** is available and a hot seller during the Fall months. (Code: 3462)



CV CITRUS

Import **Navel Oranges** are selling well and have nice quality. All sizes are in ample supply for now from Chile but the season may end sooner than expected.

We have Imported **Cara Caras** and **Minneolas** in-house as well to some additional options.

We currently offer the following choices in California **Valencia Oranges**: 56ct, 88ct, and 113ct, 10/4 and 6/8 options but supplies are drying up as we will finish in October.

Florida **Juice Oranges** were expected to become available for early October but may be delayed due to hurricane damage.

Look for California **Navels** to start at the end of October, pending on color. Expect a strong season with volumes up compared to last year and early peak sizes on smaller fruit.