



# ORGANIC MARKET NEWS



SEPTEMBER 8 - SEPTEMBER 15, 2023

## ORGANIC HARD SQUASH SEASON



September through November will be peak season for **Organic Hard Squash**. Supplies will be good from Pennsylvania, Wisconsin, and Michigan.

**LOCAL Organic Pie Pumpkins** will get started for mid-September out of Pennsylvania. **Organic Honeynut Squash** will also get started in mid-September coming out of California and Pennsylvania.

**Organic Seasonal Specialty** varieties like **Organic Carnival, Kabocha, Red Kuri, and Kojinut Squash** will be in stock for mid-September through Fall.

**Organic Delicata Squash** has had some crop failures at a number of our Pennsylvania growers so the season will be supplied primarily out of Wisconsin, Michigan, and California.

Olivia's **Organic Cubed Butternut Squash** 6/20 oz will be back in stock for the Fall and Winter starting 9/13. This convenient pack is an excellent seller!



### OG BERRIES

**Organic Blackberry** prices and supplies remain steady through the start of September, with not much change anticipated.

**Organic Strawberry** pricing will start inching up as the transition begins from Northern CA fields to southern CA/Baja, Mexico fields. Expect steady supplies with a slight price increase. Quality has been consistently nice overall.

**Organic Raspberry** supplies will bounce back quickly after a short hiccup in production. Expect pricing to ease off a bit and supplies to increase from Baja/CA and Central Mexico.

**ALERT! Organic Blueberry** supplies remain extremely limited due to the lack of Peruvian vessels. Arrivals are scarce, and demand remains high, causing prices to remain high.



### OG TOMATOES

**Organic Cluster Tomatoes** (11 lb) should remain steady moving forward. Several growers are being used to meet demand. Savoura in Quebec is expected to start up again by the beginning of October, slightly later than expected.

**Organic Beefsteak Tomatoes** (15 lb) will see the Savoura brand again by the beginning of October, also a bit later than expected.

Savoura has started with the following items and will continue to deliver outstanding quality: **Organic Tomatoes Cherry On-the-Vine** 12/6.56 oz and **Organic Tomatoes Cocktail** 12/8.8 oz.

Lady Moon **Organic Snacking Tomatoes** continue with great availability. Expect to have **Grapes, Cherry, and Cherry Medley Tomatoes** from PA into October before they move back to Florida.



### OG SPECIALTY FRUIT

**Organic Magenta Dragon Fruit** is coming into season in Southern California and will be available from Wallace Ranch starting in mid-September.

California **Organic Tomatillos** and **Organic Okra** will be available in September from Coke Farms.

**Organic Black Mission Figs** and **Organic Brown Turkey Figs** will be steady for the middle of September, with fruit pricing expected to increase slightly over the month of September due to slightly lower volume.

**Organic Kiwiberries** from the Pacific Northwest are expected to start in the middle of September. The season is expected to last about 1 month.



## OG GRAPES

**NOTE:** The **Organic Grape** crop is still being assessed daily with changes being reported each day. Following the rains from Hurricane Hilary in California's growing region.

The overall outcome seems to be affecting more mature and traditional varieties, while the new crop seems to fare well, especially **Jack Salute**, **Sweet Celebrations**, **Sweet Globes**, and **Great Greens**.

Pricing is up since volumes are lower and picking and packing processes are taking much more labor.



## OG LETTUCE

**Organic Leaf** and **Romaine Lettuce** are still easily accessible in California and Quebec through mid-September. Supply shortages are not anticipated because **LOCAL** production in Pennsylvania or New Jersey will resume, and Quebec will continue to produce at full capacity.

**Organic Iceberg Lettuce** and **Romaine Hearts** are expected to follow suit.



## OG AVOCADOS

**Organic Hass Avocado** supplies continue to be steady, with pricing dropping a bit for the middle of September. 48 and 60ct supplies are ample from Mexico.

Equal Exchange Fair Trade **Organic Hass Avocados** will also be in good supply, including the popular 8/4 ct eco pack.



## OG ASPARAGUS

**Organic Asparagus** is in light supply for early September but will improve in volume from Argentina and Ecuador providing great quality and availability through October. Minimal availability is expected from Mexico during this time.



## OG GREENS

Despite being readily available all summer long, **LOCAL Organic Greens** and **Kales** come in a small selection. Both supply volumes and variety of **LOCAL Organic Greens** and **Kales** will increase in volume as the weather cools and mid-September approaches. To show your support for local agriculture, emphasize locally grown offerings.



## OG APPLES

New crop **Organic Honeycrisp** and **SweetTango Apples** are now in seasons from Washington!

Imported **Organic Fuji** and **Gala Apples** will finish for the season just in time for the new crop out of Washington to ramp up in the middle of September.



## OG LOCAL WARM VEG

**NOTE:** The **LOCAL** season for **Organic Warm Vegetables**, including **Organic Eggplant**, **Peppers**, **Cucumbers**, and **Summer Squash**, is coming to a close. We will see lower production volumes around the middle of September as supply moves down the East Coast. Expect higher costs but do not anticipate any supply shortages.

Lady Moon Farms will transition to their Florida farm for **LOCAL Organic Zucchini** in early September, creating a smooth transition from their local supply.



## OG GARLIC

**Organic Black Peeled Garlic** from Obis One in Virginia are now be available in a 6/3.5-oz clamshell.

**Black Garlic** benefits include higher antioxidant levels than raw garlic and may aid in supporting respiratory health, among many others!



## OG CELERY

As **Organic Celery** becomes more available in mid-September, we will see a price decrease and an uptick in supply volume. Promote and increase displays to draw attention to **Organic Celery**, a customer favorite that will undoubtedly see an upturn in sales, following a lengthy time at higher price.



## OG PEACHES

**Organic Peaches** out of California are virtually done for the season, and while Washington is still producing some fruit, demand exceeds supply, causing sporadic gaps for the remainder of the season. However, Colorado has surprised us with a little fruit to fill the gap before the season ends completely at the end of September.



## OG MANGOS

**NOTE: Organic Keitt Mangos** from Mexico are finishing up. Sizing will shift away from 10 and 12ct and will feature larger sized 7 and 8ct fruit through the end of the season in mid-to-late September. Fruit from Mexico is coming to an abrupt halt soon.



## OG MELONS

**Organic Melon** pricing is increasing; however, quality remains strong on both **Honeydew** and **Cantaloupe**.

**Organic Mini Watermelons** will transition from CA to Mexico over September. Expect shorter supplies as the month progresses. Local production is still ongoing, but supplies will slow down weekly.



## OG BROCCOLI & CAULIFLOWER

Both **Organic Broccoli** and **Cauliflower** are still widely available, although neither product is currently promotable. Early in September, there have been no shortages in the supply of **Organic Broccoli**, but the price has remained average.

Costs are beginning to climb while production of **Organic Cauliflower** is now declining, however no notable shortages or price rises are anticipated. Although the products' quality falls short of perfection, it is still not at all bad.



## OG GREEN BEANS

In the beginning of September, **LOCAL Organic Green Beans** grown in Pennsylvania are still producing in large quantities.

As the month progresses towards the middle of October when the local season concludes, anticipate a reduction in supply volume. While there is an abundance of availability in early September, continue promoting.



## OG CITRUS

**NOTE: Organic Grapefruit** is limited through the start of September. Sporadic supplies and strong pricing should be expected for the next couple of months.

**Organic Lemons** from Argentina continue to be the fruit of choice due to quality and value, with Mexico and California expected to ramp up in the back half of September, providing good supplies with excellent quality and fair pricing.

**ALERT! Organic Lime** pricing out of Mexico remains very strong with seasonal quality and sporadic supplies, but supplies and quality are expected to improve as we move into October.

## OTHER STORIES

**Organic Mini Seedless Cucumbers** in 12/11lb bag will be offered by Savoura this year, due to popular demand.

The domestic supply of **Organic Brussels Sprouts** is starting to increase as California production is now harvesting. As volume increases, price reductions are to be anticipated. As Fall approaches and customer demand shifts, broaden your **Organic Brussels Sprouts** offering, including 1 lb. pre-packaged bags.

**Organic Envy Apples** have finished for the season and will gap until the new crop arrives in mid to late October.

New Zealand grown **Organic Koru Apples** have finished for the season.



CALIFORNIA  
TABLE GRAPE  
COMMISSION

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# News Release

FOR IMMEDIATE RELEASE  
August 31, 2023

Contact: Kathleen Nave  
559-447-8350

## **California Table Grape Growers Estimate 25 Million Boxes Lost to Hurricane Hilary**

Fresno, CA – Hurricane Hilary delivered wind and rain to many of California’s table grape vineyards at peak harvest time for most of the 90 varieties grown in the state. The immediate aftermath of the hurricane brought additional rain and humidity to many growing areas, compounding problems and loss. “The impact of the hurricane and its aftermath is devastating and heartbreaking,” said Kathleen Nave, president of the California Table Grape Commission. “To say that the grower and farmworker community is in shock is an understatement.”

With approximately 30 percent of the crop harvested when the hurricane hit, it is projected that 35 percent of the remaining crop – 25 million boxes – has been lost. “The revised estimate for the California crop is 71.9 million 19-pound boxes,” said Nave. “The last time the crop was under 75 million boxes was 1994.”

Noting that it is typical for California to ship over 65 percent of its crop after September 1, Nave said that based on the revised estimate there are still over 45 million boxes of grapes the industry plans to ship. “Reaching consumers at retail stores is a major focus of the work done by the commission,” Nave said. “Partnering with retailers to get grapes on store shelves and to promote them to consumers is work that will continue throughout the season.”

Nave said that retailers understand the damage the storm caused and the many ways that labor costs will increase as a result. “Retailers understand that even with skilled workers it will take more time to harvest much of the remaining crop and that accordingly, to keep grapes on the retail shelves throughout the fall the price paid to growers will need to be enough to make it worthwhile to harvest.”

Nave said the industry plans to continue assessing the situation in the weeks ahead, providing updates as needed, and that the commission will continue its retail promotion activities and consumer advertising campaigns throughout the season.



# CONVENTIONAL MARKET NEWS

SEPTEMBER 8 - SEPTEMBER 15, 2023

## PEPPERS FOR SEPTEMBER



**LOCAL Green Bell Peppers** continue in season from PA and NJ with late summer harvests. **Chili Peppers** are also abundant from NC and **LOCAL** farms.

**Color Bell Peppers** from greenhouse production are becoming more promotable for September. Keep an eye out for spot buy opportunities!



### CV APPLES

**Eastern Gala, Ginger Gold, Honeycrisp, and McIntosh Apples** are in peak season. Bulk bags and totes are available.

Eastern **Red Delicious** are expected to begin in the second week of September.

New crop **Rave** and **Honeycrisp Apples** from Washington are in season for back to school snacking!

**Granny Smith Apples** out of Washington are expected to arrive in the third week of September, with supplies limited to start. Early reports suggest there will be a higher proportion of blush on the crop this season.

**Lil Snappers Pouch Apples** from Stemilt are in stock!



### CV BERRIES

**Blackberry** prices ease off a little bit as CA continues with good volume. Quality has been nice, and the fruit is eating excellently. Mexico will begin to trickle in later this month and ramp up in October.

**ALERT!** **Blueberry** supplies remain extremely limited, and prices will stay high. Even as Peruvian vessels start to arrive, volume will remain extremely limited due to weather challenges in the growing region.

**Raspberry** supplies are on the tighter side. Fields are bouncing back, so supplies should stabilize over the middle of September. Quality out of Baja/CA has been good. Central Mexico also has production. Prices have risen due to strong demand.

**NOTE:** **Strawberry** supplies are tightening up quickly as we move into the transition in CA growing regions. Pricing will rise quickly to catch up with demand before stabilizing. Quality is improving as new areas begin harvesting.



### CV TOMATOES

**GOOD NEWS!** **Tomato Clusters** (11 lb) will remain steady and promotable into the middle of September.

New crop greenhouse grown **Beefsteak Tomatoes** from Candaa, the first crop for the fall/winter season, will continue to roll in with outstanding quality.

**Roma** and **Round Vine Ripe Tomatoes** have started new fields in Mexico and will continue to drive the price down and cross great quality. We will look to transition to this region before quality issues present themselves on the fields finishing on the East Coast.

Campari **Cocktail Tomatoes** continue to be promotable for September.



## CV POMEGRANATES

California early **Pomegranates** are here. The early crop fruit will be the Grenada variety. Early Foothill and Foothill varieties will follow, and the season will finish with the Wonderful Variety this winter!



## CV POTATOES

North Carolina **Sweet Potatoes** continue to strengthen in terms of price due to limited supply of old crop before new crop is ready this Fall.

10/5 **Gold Potatoes** out of New Jersey have been gorgeous on the last couple arrivals and pricing has come off a bit as product is a bit more available this week.



## CV MANGOS

**Mangoes** from Brazil have been of very nice quality on **Tommy Atkins** variety in a range of sizes.

There are still some larger **Keitt Fruit** coming from Mexico, but quality has been subpar compared to the Brazilian fruit.



## CV GRAPES

**NOTE:** California **Grape** crops are still being assessed daily with changes being reported each day following rains from Hurricane Hilary. The overall outcome seems to be affecting more mature and traditional varieties as the new crop seems to fare well, especially **Jack Salute**, **Sweet Celebrations**, **Sweet Globes**, and **Great Greens**.



## CV FIGS

**Black Mission Figs** are in full swing, and the initial large picks on fruit are complete. Fruit will be available through October, but pricing may increase as September progresses due to lesser supplies.



## CV CELERY

**Celery** quality has been slowly diminishing over the past few weeks. CA has been struggling with odd weather patterns that have been putting too much stress on the product as it is growing. Pricing will inch up.



## CV PEARS

**GOOD NEWS:** **Green Bartlett Pears** and **Red Starkrimson Pears** are now in peak season from Washington.

**Bosc Pears** will transition over the middle of September from California to Washington. **Comice Pears** will begin in the second week of September; make sure to add this great variety to your set for added sales.



## CV AVOCADOS

48 and 60ct **Hass Avocado** volumes have increased, and pricing is starting to come down on fruit from Mexico. Columbia, Peru, and California fruit are winding down, and soon most of the fruit available will be from Mexico.



## CV BROCCOLI BINS

**LOCAL** Pennsylvania Hydro-Cooled **Broccoli with Stems 110ct Bins** have limited volume starting 9/14, with each week bringing stronger numbers during the Fall. Ask your sales rep how you can prebook now!



## CV CAULIFLOWER

The big **Cauliflower** push has leveled off. Expect slightly higher pricing for the second full week of September with product from California and Maine.

**LOCAL Green, Orange, Purple, and White Naked Cauliflower** will be available from Lancaster County, PA growers starting the week of 9/18. Get your prebooks in with your Four Season's rep.



## CV CUCUMBERS

**LOCAL Super Cucumbers** 72 ct—pricing continues to remain steady. New fields have started in Mexico, and we will transition to this region when quality becomes a concern with east coast product.

**NOTE: Mini Seedless Cucumbers** have tightened up drastically with disease pressure and quality affecting yields. This will be tight into the middle of September as of right now.



## CV PUMPKINS & ORNAMENTALS

**Pumpkin and Ornamental** display season is here! Create engaging displays in front of your stores, in the vestibule and/or in the produce department that offer a mix of **Mini Pumpkins** for desk and table decorations plus larger **Carving Pumpkins** and **Heirloom** types for shoppers to decorate their front porches.

**LOCAL** growers in Pennsylvania are now shipping their **Pumpkins and Ornamentals!**



## CV MELONS

**Cantaloupe** and **Honeydew** pricing is slowly increasing as smaller fruit is becoming harder to procure and larger fruit is being contracted out for programs. Fruit will remain in stock, but we won't see summer prices going forward.

**Watermelon** prices have gone up as supply slows down with the changing seasons. Availability should be steady, and quality remains excellent from NC and DE fields.



## CV STONE FRUIT

**White Donut Peaches** are back; make sure you don't let summer end without trying this great treat. We welcome some great varieties of

**Plumcots** for the beginning of September, like the **"Emerald Beauty"** and **"Gold Rush"** with their greenish skin and yellow flesh, and the **"Supernova"** with its red skin and red flesh.

**LOCAL Peaches** are winding down for the season. Modest supplies will be available from out West through September.



## CV CITRUS

**GOOD NEWS!** Import **Mandarins** are in ample supply showing little to no quality issues; this is a great time to promote with school back in session.

**Grapefruit** from California has transitioned into less desired Summer/Marsh varieties, but quality has been outstanding.

California **Lemons** are still struggling with quality to so we have fully transitioned into Argentina to remain right in quality and price until the California new crop is ready late this Fall.

**ALERT!** The **Lime** market remains highly priced due to weather, poor yields, and post-holiday demand drop. Stay away from ads and promotions as quality will suffer!

California **Valencia Oranges** are showing great color and superb quality as they are peaking on fancy fruit vs. choice fruit currently but have all sizes available from California.

## CHECK OUT OUR 2023 LINEUP OF PUMPKINS AND ORNAMENTALS!

CLICK ON PHOTO BELOW OR SCAN QR CODE:



Code: 4822  
JACK-BE-LITTLE (MINI-PUMPKINS)  
40 ct case  
PLU: 4734



Code: 1929  
JACK-BE-LITTLES BAGGED  
14/5 ct case  
UPC: 743425-08950



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



Code: 4901  
INDIAN CORN  
16/3 ct case  
UPC: 033363-40077



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



Code: 4944  
PUMPKIN LITTLES  
(Miniature Size Pumpkin)  
20 ct case  
PLU: Retailer-Assigned



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



Code: 232924  
GOURDS BAGGED  
12/6 ct case  
UPC: 7-49309-12347-6



Code: 4830  
GOURDS  
40 ct case  
PLU: 3135



THE LITTLE POTATO CO.



# THE LITTLE POTATO CO.

## BACK TO SCHOOL DISPLAY CONTEST

### AUGUST 27 – SEPTEMBER 30, 2023

The Little Potato Company and Four Seasons Produce will partner once again for our annual “Back to School” Display Contest. As the days get shorter and summer fades, most of your customers will be looking for items that they can quickly prepare before heading out to their children’s after school activities.

These Little Potatoes are available in bags, grilling trays, and microwavable trays - making them nutritious, quick, and easy-to-make side dishes for any meal. The Little Potato Company products are great value-added items that offer little to no shrink for retailers.

If you are interested in participating in this year’s contest, or just add some extra sales in your department, contact your Sales Rep or Merchandiser for assistance with building a display, growing some customer excitement, and capturing more sales!

### CODES:

- 218908 CV Potatoes Little Trios 8/3 lb
- 218909 CV Potatoes Little Duos 8/3 lb
- 218906 CV Potatoes Little Yellows 8/3 lb
- 218907 CV Potatoes Little Reds 8/3 lb
- 213076 CV Potatoes Little Fingerlings 16/1.5 lb
- 213075 CV Potatoes Little Duos 16/1.5 lb
- 213074 CV Potatoes Little Trio 16/1.5 lb
- 213062 CV Potatoes Little Yellows 16/1.5 lb
- 213073 CV Potatoes Little Reds 16/1.5 lb
- 212055 CV Potatoes Little Savory Herb 6/1 lb
- 229351 CV Potatoes Little Smoked Salt 6/1 lb
- 229352 CV Potatoes Roasted Garlic Rosemary Thyme 6/1 lb
- 222885 CV Potatoes Lemon & Garden Hrb 6/1 lb
- 212056 CV Potatoes Garlic & Parsley 6/1 lb
- 212051 CV Potatoes Garlic & Herb 6/1 lb
- 212052 CV Potatoes Onion & Chive 6/1 lb
- 212054 CV Potatoes Roasted Red Pepper & Onion 6/1 lb
- 212058 CV Potatoes Variety Shipper 36/1 lb
- 218975 Empty POS shipper display

### PRIZES:

- 1st Place**  
\$200 Visa Gift Card
- 2nd Place**  
\$150 Visa Gift Card
- 3rd Place**  
\$100 Visa Gift Card



### CONTEST CRITERIA

- All product must be purchased from Four Seasons Produce
- Displays must have a minimum of 10 cases on display
- All lines must be represented and incorporated in your display- Trays, 1.5 LB and 3-LB bags
- Pictures must be sent to [contests@fsproduce.com](mailto:contests@fsproduce.com) no later than October 4th.



PHONE: 1.800.422.8384

www.fsproduce.com





# THE LITTLE POTATO CO.

## BACK TO SCHOOL DISPLAY CONTEST

### AUGUST 27 – SEPTEMBER 30, 2023



218908



218909



218906



218907



213076



213075



213074



213062



213073



212055



229351



229352



222885



212056



212051



212052



212054



212058



218975

# THE LITTLE POTATO CO.



PHONE: 1.800.422.8384

www.fsproduce.com



# SEPTEMBER IS NATIONAL MUSHROOM MONTH



Want to maximize your mushroom sections' sales and profits and add some new variety to an increasingly popular produce category? Well this is the time to do it! September is National 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. Mushrooms are a key ingredient in a myriad of recipes, and many consumers are now seeing the tremendous benefit that mushrooms add to health and wellness which is boosting case movement at retail.

Now is a great time to start thinking about expanding your mushroom sets and sections by adding new varieties. Carrying a wide variety of exotic mushrooms can increase sales as well, as consumer interest in more specialty mushroom varieties is at an all time high. Mushrooms are versatile and have many uses, from being used as meat substitutes to side dishes to main course, the mushroom category covers it all.

Make it fun, make it profitable and make it educational. Want to plan a super cool educational event with mushrooms? Talk with your Four Seasons Merchandiser and get something on your calendars today! There truly is a mushroom for every occasion!

## LEARN A BIT ABOUT OUR MUSHROOM PARTNERS:



[Mother Earth Mushrooms](#)



[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.



# CONVENTIONAL

CODE	DESCRIPTION	SIZE
1573	Whole Petite Pearl Whites	6/6oz
1580	Whole Medium Whites	12/8oz
1572	Whole Medium Whites	10/10oz
1575	Whole Medium Whites	10/12oz
223921	Whole Medium Whites	6/24oz
1569	Whole White Stuffers	10/10oz
1570	Whole White Stuffers	8/14oz
1598	Sliced White Medium	6/4oz
1592	Sliced White Medium	12/8oz
223887	Sliced White Medium	10/10oz
1594	Sliced White Steak Cut	6/8oz
1653	Whole Baby Bellas	6/8oz
1629	Whole Baby Bellas	12/8oz
1628	Whole Baby Bellas	10/10oz
1617	Whole Baby Bellas	6/24oz
1521	Sliced Baby Bellas	12/8oz
1646	Whole Port Caps	6/6oz
223919	Portabellini	6/6.5oz
1647	Sliced Port Caps	6/6oz
1546	Maitake	6/3.5oz
1620	Oyster	6/3.5oz
223890	Royal Trumpet	6/6oz
1626	Shiitake	6/3.5oz
223907	Sliced Shiitake	10/5oz
223891	Mushroom Medley	6/4oz
1545	Whole White Button	10 lb
1550	Whole White Medium	10 lb
1560	Whole White Silver Dollar	10 lb
1561	Whole White Jumbo	10 lb
1535	Slice White	10 lb
1635	Whole Baby Bellas	5 lb
1512	Whole Port Cap no stem 3 1/2"	5 lb
1645	Whole Port Cap 4-5"	5 lb
1625	Oyster	3 lb
1655	Shiitake	3 lb
224833	Grilling Port	4/14 oz
224830	Whole White	8/16 oz
224831	Whole Baby Bellas	8/16 oz
224832	Sliced Baby Bellas	8/16 oz
227543	Sliced White	8/16 oz

# ORGANIC

CODE	DESCRIPTION	SIZE
40718	OG Mushroom Baby Bella/Cremeni	5 LB
40714	OG Mushroom Baby Bella/Cremeni	6/8 OZ
40989	OG Mushroom Crimini Sliced	5 LB
40580	OG Mushroom Crimini Sliced	6/8 OZ
215192	OG Mushroom Enoki	12/3.5 OZ
231162	OG Mushroom Maitake	6/3.5 OZ
232711	OG Lions Mane	6/3.5oz
232863	OG Mother Harvest	6/3.5OZ
41847	OG Mushroom Maitake	3 LB
222421	OG Mushroom Medley	6/4 OZ
231161	OG Mushroom Oyster	6/3.5 OZ
41850	OG Mushroom Lions Mane Pom Pom	3 LB
40719	OG Mushroom Port Caps	6/6 OZ
40720	OG Mushroom Port Sliced	6/6 OZ
40716	OG Mushroom Portabella	5 LB
41849	OG Mushroom Royal Trumpet	3 LB
230716	OG Mushroom Royal Trumpet	6/6 OZ
40722	OG Mushroom Shiitake	3 LB
40721	OG Mushroom Shiitake	6/3.5 OZ
207533	OG Mushroom Shiitake Sliced	10/5 OZ
40717	OG Mushroom White	6/8 OZ
40715	OG Mushroom White	12/8 OZ
40979	OG Mushroom White	10/12 OZ
40990	OG Mushroom White Large	10 LB
40713	OG Mushroom White Large	5 LB
40710	OG Mushroom White Medium	10 LB
40996	OG Mushroom White Sliced	6/8 OZ
229983	OG Mushroom White Whole	8/16 OZ
229985	OG Mushroom White Sliced	8/16 OZ
229986	OG Mushroom Crimini Whole	8/16 OZ
229988	OG Mushroom Crimini Sliced	8/16 OZ



# SEPTEMBER IS NATIONAL MUSHROOM MONTH!

## HOW CAN I MAXIMIZE MY SALES IN THE MUSHROOM CATEGORY?

Follow this simple five-step process, and watch your mushroom sales grow!

**RECEIVING AND STORAGE** - Much like berries, fresh mushrooms are very sensitive to temperature variations and need cold chain consistency. Mushrooms should be placed into coolers directly upon delivery.

**CARRY A GREAT VARIETY** - White mushrooms, Crimini, and Portabella mushrooms are staples and a must-have in any mushrooms section. But with recent added exposure mushrooms have gotten over the years, adding varieties like Shiitake, Maitake (hen of the woods), Beech, and Trumpet Mushrooms will build sales in the category. Don't forget to offer dried mushrooms in your sets as well. Certain mushrooms not often offered commercially, such as Porcini, Wood Ear, and Morrels, are often sold in dry form and can be reconstituted to add to your favorite meal!

### MERCHANDISING

A nice and tight mushroom set is visually super appealing. Having a great variety on the shelves can be, even for a packaged product, a really cool looking section! Also, loose mushrooms are great to have in your sets but can quickly dry out, so be sure to cull often to ensure freshness.

Larger displays of Portobella Mushrooms, especially at summer holidays for grilling, makes for an impressive looking presentation. Also, placing caps up ("Capping") adds a nice and clean look to the section.

### CARE AND HANDLING

Mushrooms bruise easily, so be sure to handle with as much care as possible.

### EDUCATION, EDUCATION, EDUCATION

While cooking shows have really brought mushrooms into the spotlight a bit more, it is still important for your employees to know the difference between the mushrooms and what dishes they pair well with. "Talk mushrooms" with your staff to offer your knowledge and insight on the perfect mushroom meal and share ideas. It is also important to make sure the front end cashiers know the difference between varieties, especially on the loose to ensure the correct ring through the registers.

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**LOOKING FOR RESOURCES FOR MUSHROOM MONTH?  
CHECK OUT THESE FROM THE FRESH MUSHROOM COUNCIL:**  
[mushroomcouncil.org/retailers/resources/downloadable-assets](http://mushroomcouncil.org/retailers/resources/downloadable-assets)  
[mushroomcouncil.org/retailers/resources/best-practices-studies](http://mushroomcouncil.org/retailers/resources/best-practices-studies)



# APPLE CIDER SEASON



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6226	CV Cider Apple	9-1/2 gal Zeigler's	034256000644
Available Now	3247	CV Cider Apple	4/1 gal Zeigler's	034256001283
Available Now	226005	CV Cider Cinnamon Spice	9-1/2 gal Zeigler's Shelf Stable	034256250643
Available Now	226006	CV Cider Carmel Apple	9-1/2 gal Zeigler's Shelf Stable	034256270641
Available Sept Only	226007	CV Cider Apple Gala Blend	9-1/2 gal Zeigler's Shelf Stable	034256010643
Available Oct-Dec	225997	CV Cider Apple Honeycrisp Blend	9-1/2 gal Zeigler's Shelf Stable	034256040540
Pre-order for 9/22	222020	CV Cider Autumn Harvest	4/1 gal Zeigler's Shelf Stable	034256251282
Pre-order for 9/22	222021	CV Cider Autumn Harvest	9-1/2 gal Zeigler's Shelf Stable	003425625064



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6165	CV Cider Apple	4/1 gal Country Acres	831134000105
Available Now	6167	CV Cider Apple	9-1/2 gal Country Acres	831134000785
Available Sept	222097	CV Cider Apple	12/16 oz Country Acres	831134000532
Available End of Sept	226659	OG Cider Apple	9-1/5 gal Country Acres	831134000518



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available 9/15	46007	OG Cider Apple	9/52 oz Mayer Bros	022198004059