



ORGANIC MARKET NEWS



OCTOBER 27 - NOVEMBER 3, 2023

ORGANIC FALL FRUIT



Organic Pomegranates are in peak season from California and prices will ease down during early November. Prime volume is on 30-36 ct sizes.

For your fresh-cut or berry refrigerated section, **Organic Pomegranate Arils** are back in availability for the fall and winter.

Organic Fuyu Persimmons continue in peak season from California. And now for the start of November California **Organic Hachiya Persimmons** are peaking.

Fresh **Organic Cranberries** are readily available and promotable for November.

The California **Organic Fig** season will wind down through November then have a smooth transition to Mexican **Organic Figs** sometime in November, with stable prices during that time.



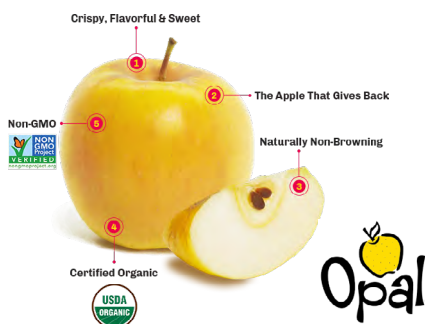
OG HARD SQUASH

Through the end of October we will continue with locally grown **Organic Acorn, Butternut, Carnival, Red Kuri, Sweet Dumpling, Honeynut, and Pie Pumpkins**.

There will be no more arrivals of **Organic Carnival, Red Kuri, and Sweet Dumpling** that have sold out for the season.

Organic Honeynut and Pie Pumpkins from Central PA Produce are expected through mid-November.

We've made the switch out West for **Organic Delicata, Kabocha, and Spaghetti**, and we will transition **Organic Butternut and Acorn** out West later in November once the local product finishes.



OG APPLES

It's **Organic Apple** peak season! Now is the time to offer promotions on **Organic Apples** and stock your shelves with the best quality, freshness, and variety. This year is a great opportunity to promote smaller-sized fruit and bags for your value customers, with aggressive pricing options.

Organic Opal Apples are now in peak season for November through February!

Organic Golden Delicious Apples will join the mix this at the end of October, and we expect good supplies through the holidays for all your baking needs.

Large 48/56ct **Organic Sweetango Apples** are promotable to end October, offering significant savings over the 80/88ct pack, with the same great quality but larger fruit.



OG BERRIES

NOTE: Organic Strawberry prices continue to rise as availability slows down. Mexico is supplying us with what they can be we continue to experience pro-rated availability as production declines this time of year. Expect tight supplies and higher pricing through the calendar year.

Ask your rep about an Ohio greenhouse grown **Organic Strawberry 10/12 oz** program!

Organic Raspberry's flush is over. Pricing will increase and availability will steady. Quality has been outstanding.

ALERT! Organic Blueberry availability is improving slowly though price remains very high. We should start seeing more steady supplies through the start of November followed by decreased pricing. Quality has been very nice out of Peru.

ALERT! Organic Blackberries remain tight out of Mexico. Harsh weather patterns at the end of October have really damaged crops. Quality has been a problem for a lot of shippers due to the storm damage.



OG GREENS & LETTUCE

With local production nearing the end in the mid-Atlantic and Northeast, **Organic Greens** and **Kales** are now being sourced from California. Both availability and quality are excellent. Next, Florida will start producing in the middle of November. Production will start to pick up, and procurement will eventually return to the East Coast.

Despite production slowing because of the colder weather in the Northeast, **LOCAL** production of **Organic Leaf Lettuce** remains available. Following the completion of the local season, procurement will shift to California in early November, before moving back East as Florida production starts to ramp up in mid to late-November.



OG WARM VEG

GOOD NEWS! Volumes of **Organic Cucumbers**, **Yellow Squash**, and **Zucchini** are plentiful since several growing regions continue to harvest in early November.

Lady Moon Farms in Florida is still the source of **Organic Zucchini** and **Cucumbers**, although production has declined in late October. For all three commodities, there is still some Carolina production, while Mexican production is continuing to increase. Expect solid availability, enhanced pricing, and superior quality from a blend of these areas.



OG BROCCOLI

GOOD NEWS! There will be an abundance of **Organic Broccoli** available in California in early November. As pricing continues to drop due to increased supply, promotional opportunities will become available!

Along with **Organic Bunch Broccoli** in California, **LOCAL** production in Pennsylvania on **Organic Stem Broccoli** and production in North Carolina and Mexico has recently begun.

As Thanksgiving approaches, costs are anticipated to firm up, although early indicators point to sufficient supply.



OG CAULIFLOWER

GOOD NEWS! In late October and early November Californian **Organic Cauliflower** began to become more affordable. Better supply volume has resulted in declining prices. Promotions are encouraged with exceptional quality, robust availability, and more affordable prices.

Then, pricing is projected to rise in tandem with tightening volume as Thanksgiving draws near.



OG POTATOES

GOOD NEWS! The **Organic Red and Gold Potato** prices will become more affordable through the start of November as we increase supply for Thanksgiving. Expect very reasonable pricing on **Organic Red, Gold, and Russet Potatoes** locked in through the end of the year allowing for promotional activity.



OG CELERY

GOOD NEWS! In late October, Californian **Organic Celery** is still promotable as November approaches, primarily because both quantity and quality are outstanding.

Preliminary signals indicate that supply volume could begin to tighten as Thanksgiving draws near, but it seems this holiday favorite will continue to be easily accessible and promotable as the occasion approaches.



OG GRAPES

California **Organic Grape** supply remains decent, with **Red Grapes** priced higher than **Green** and **Black Grapes**. California should have a okay supply of **Organic Grapes** through November, and imported **Organic Green Grapes** are currently on the way in small volume.



OG PEPPERS

GOOD NEWS! **Organic Green Pepper** production is beginning to increase. While some North Carolina production remains, California, Georgia, and Florida are all beginning their fall season. Lady Moon production in Florida has begun, and volumes are quickly increasing. Expect improved prices and strong quality in November.



OG ROMAINE HEARTS

NOTE: It is expected that production of **Organic Romaine Hearts** from California will decrease in late October. Anticipate price increases and potential volume limitations in November during growing region transition.



OG BRUSSELS SPROUTS

The availability of **Organic Brussels Sprouts** from California is beginning to improve in late October, but costs remain elevated.

The packaged **Organic Brussels Sprouts** are scheduled to arrive back in the middle of November, making it an ideal addition to your offerings for Thanksgiving.



OG GREEN BEANS

Organic Green Beans from Mexico are in a slight gap until the beginning of November. There should be steady availability for Thanksgiving. Ask your sales rep for more information about pre-books and pricing.



OG AVOCADOS

The **Organic Avocado** market is experiencing slightly higher pricing through the start of November, mostly due to the tighter supply. Larger fruit is also a bit tighter on the organic side, but small **Organic Avocados** for bags and packs are still promotable.



OG TOMATOES

Lady Moon Florida **Organic Cherry Tomato** and **Grape Tomatoes** will be arriving with very minimal volume as they start their Florida season. Lady Moon **Organic Rainbow Cherry Tomatoes** will follow.

By the beginning of November, we will have **Organic Cherry Tomatoes** from Savoura in-house in a 12/1 pint. Speak to your sales rep for more information.

Organic Romas Tomatoes are coming out of Mexico with great quality and availability as we start into November.



OG CITRUS

Organic Lemons are getting started in California, with sizing peaking more towards smaller fruit. We have solid import fruit available in large **Organic Lemons** through October at under market prices.

NOTE: **Organic Valencia Oranges** are finished as quality went south quickly on the last fruit of the season.

Mexico may have **Organic Valencia Oranges** to cover the short gap.

Organic Navel Oranges from California are expected to start in mid-November.



OG TROPICALS

California **Organic Kiwi** will have an initial elevated price but is expected to decrease over the month of November as more supply builds out of California, and Italian imports should start in mid-November.

NOTE: California **Organic Kieft Mangoes** continue to have decent weekly availability, but at high prices.

NOTE: **Organic Pineapples** are limited in supply for the end of October. Larger 6ct fruit is virtually non-existent as more recent arrivals have been smaller 7ct and 8ct fruit.

OTHER STORIES

Organic Peaches have finished for the season; get the last of the **White Peaches**, **Black** and **Red Plums** before they're gone.

Import **Organic Honeydew and Cantaloupe** harvest has started; however, demand is slow, and the quality is average compared to the previous California season.

11lb bulk **Organic Colored Pepper** pricing is steady with product out of Mexico. Looking into November, we will have product starting to arrive from Israel.



October 30 - November 26, 2023



NatureSweet Constellation Promotion

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!

Do you want to add variety and value to your snacking tomato category? If the answer is yes, then we have the answer to help you do just that! Four Seasons Produce has teamed up with NatureSweet Tomatoes to bring you a promotional opportunity for the month of November that's sure to add sales for your department and value for your customer.

The snacking tomato category continues to be one of the fastest growing categories in the produce department today and this promotional opportunity is a great time to drive added cases and increase total basket size at the same time. These **NatureSweet 9/24 oz Fall Medley Constellations** have out of this world flavor and with one bite we are sure your customers will be seeing "stars".



Tomato Merchandising Tips

- Build displays in high traffic areas for the best visibility using the high graphic bins pictured.
- Build large displays using multiple bins and empty boxes to create mass. Big Displays = Big Sales.
- Cull and rotate to keep product as fresh as possible.
- The NatureSweet constellations have a myriad of cross merchandising possibilities that will help your customers build their baskets. Some great tie ins include:
 - Basil
 - Garlic
 - Olive Oil
 - Avocado
 - Pasta
 - Croutons
 - Salad Dressings
 - Fresh Mozzarella
 - Baguettes
 - Balsamic Vinaigrette

Product Codes:

225158: POS Display Case Tomatoes 1 ea NatureSweet

234773: CV Tomatoes Constellation 9/24 oz NatureSweet Seasonal

We've got planning help for the Holiday Season!



Click on the photo or scan the QR Code.



CONVENTIONAL MARKET NEWS

OCTOBER 27 - NOVEMBER 3, 2023

USA CITRUS SEASON COMING



"Star Ruby" **Grapefruit**, "Hamlin" **Juice Oranges**, "Fall Glow" **Tangerines**, and "Jumbo Stardust" **Pummelos** are currently available from Florida.

The "Star Ruby" **Grapefruit** from Florida is showing great internal and external appearance. Texas "Rio Star" **Grapefruit** has just started with a full range of sizing as well. Florida fruit is priced cheaper than Texas but both show excellent quality.

Import **Mandarins** are tightening up. New crop California **Clementine Mandarins** are just around the corner. California Halos brand projected start date has moved up to mid-November now.

California **Stem** and **Leaf Satsuma Mandarins** are slated to begin in mid-November.

California **Navel Oranges** have started being harvested but we'll wait to ramp them up in the 2nd week of November when quality and flavor improves.

Cara Cara Navels from California start in early December, followed by **Blood Oranges** and **Heirloom Navels**. Then **Minneola Tangelos** and **Sumo Citrus** ramp up during January.



CV BERRIES

Strawberry production is slowing down out of CA and Mexico. Northern CA fruit is finished harvesting and tightening up supplies. Quality has been good overall, but expect tighter supplies until December when Florida starts back up with light supplies.

Raspberries remain steady overall. Pricing is rising slightly as the peak flush finally slows down to more normal supply levels. Quality has been excellent.

NOTE: Blackberry supplies remain limited out of Mexico. The growing region has experienced three hurricanes in October, leaving supplies very light. Weather has been forecast to be nice in the future, so hopefully there is improvement over the next 2-3 weeks in time for Thanksgiving week. Quality has been fair, remember to go for fast lot turns right now.

ALERT! Blueberry supplies are loosening up a bit as vessels arrive. It is still only pockets of availability with light volumes as the pipeline refills. Prices are inching down slightly. Import prices are expected to remain at higher levels for the rest of the calendar year, projected to remain in the \$40-50 range on pints.



CV TOMATOES

Snacking Tomatoes from Naturesweet, particularly the seasonal Constellation in the 9/24oz pack, will be on promotion starting 10/30. This promo will go right into Thanksgiving.

Round and Roma Tomatoes are holding steady, and quality on all inbounds has been fantastic. We are pulling product from Mexico, looking for the best quality and price.

Heirloom Tomatoes are seeing some better pricing, primarily driven by low demand. Product will primarily be from Canada greenhouses or Mexico, but there will be product imported from Guatemala as well.

Campari Cocktail Tomatoes continue to be promotable.

Have you tried the flavorful "Bomb" series **Snacking Tomatoes** from Sunset? **Flavor Bomb**, **Honey Bomb**, and **Lolli Bomb** are available.



CV APPLES

There are two branded series of red-flesh **Apples**: 1) **Kissabel Apples** come with yellow and red-skin but with red-flesh. These will only be around for a few weeks, so get them while you can! 2) **LucyGlo** are yellow-skin with red-flesh and **LucyRose** are red-skin with red-flesh.

Eastern **Ambrosia** and **Rome Apples** are now both in season.

A full lineup of kid sized **Apples** in the Lil Snapper brand from Stemilt is available.

Eastern (Pennsylvania and New York) and Washington State **Honeycrisp Apples** will be promotable through the holidays, including some spot buys on 100 size! Make sure to build big displays of these for extra holiday sales!



CV SQUASH

GOOD NEWS! Green and Yellow Squash will be promotable into November. There is still a lot of product coming out of Georgia, and Mexico is coming on strong as well.

Squash is a hot deal for stores looking for ads or just to promote on a spot buy. Only time will tell how long pricing like this will last before Mexico starts to leave fields due to prices being too low to even harvest.



CV MELONS

Fall crop **Cantaloupe and Honeydew** are struggling in Yuma, Arizona, as they are hit with disease and are sizing small. Mexico is up and running with cheaper prices and a full array of sizing.



CV CUCUMBERS

GOOD NEWS! Cucumbers are rolling in from Georgia and North Carolina, and we have also started with product out of Mexico as well. Quality is outstanding.

Euro Seedless Cucumbers will be promotable into November with product out of Canada. Canada has experienced some better weather and light, which has caused a flush of product from those greenhouses.



CV PEARS

GOOD NEWS! Pears are plentiful; make sure you fill your shelves with all the following varieties: **Anjou, Bartlett, Bosc, Comice, Forelle, Happy, Seckel, and Starkrimson Red**, with lots of pack options including bulk, Euro, and bagged options.



CV GRAPES

There is excellent quality on Californian and Peruvian **Grapes** at this moment with premium varieties. Peru can offer early value on large-size fruit, while California still controls the Jumbo/XL markets. Expect California to last through Thanksgiving.



CV BRUSSELS SPROUTS

GOOD NEWS! The production of **Brussels Sprouts** continues to increase in late October. As November gets underway, anticipate healthy supply and competitive pricing. The timing of production is ideal, as Thanksgiving draws near.



CV CHERRIES

New crop import **Cherries** from South America are expected to begin about the 2nd to 3rd week of November. Make sure you plan to add these to your set for Thanksgiving refrigerated fruit sets. Look for initial pricing to come out around the first week of November.



CV MANGOS

ALERT! Mango import volumes from Brazil have been down and are expected to remain that way for the month of November. The Ecuador **Mango** season has been delayed by about a month, which has continued to drive up pricing in this market.

It's possible that this **Mango** high pricing will remain elevated through the end of the year.



CV CAULIFLOWER

GOOD NEWS! In late October, California experienced a surge in the output of **Cauliflower** as prices started to drop. Adequate supply, competitive pricing, and superior quality make this the ideal setting for promotions for early November.



CV AVOCADOS

NOTE: The **Hass Avocado** price is expected to rise again for the start of November, with demand heavily exceeding supply on larger sizes. Heavy rains in Mexico have contributed to low harvest numbers for the end of October, causing the industry inventory to tighten up significantly. In particular, 48ct **Avocados** are in short supply.

We could potentially see a significant increase in the price of 48ct **Avocados** the first week of November. The size curve for bagging is heavy towards small fruit, particularly 70ct, and the 60ct market should remain steady throughout November.



CV PEPPERS

Green Bell Peppers are rolling in from Georgia. Mexico is expected to start by early November.

LOCAL Lancaster County **Carolina Reaper Hot Peppers** will be available for late October and the first week of November.

Red, Yellow, and Orange Sweet Bell Peppers are in good supply with affordable pricing. This is a great item to promote and build displays off of for early November.



CV BROCCOLI

GOOD NEWS! In early November, growers on the East and West Coast continue to produce a strong volume of **Broccoli**.

Promote **Broccoli Crowns** and **LOCAL PA Stem Broccoli** now, while supplies are plentiful, and costs are reasonable.

As Thanksgiving draws near, price increases are anticipated.



CV LETTUCES

In late October, California **Iceberg, Romaine, and Leaf Lettuces** are still widely accessible at competitive costs; however, this could change rapidly as the shift from Salinas to southern growing regions approaches.

Limited supply of New Jersey **Leaf Lettuces** are still available.



CV CELERY

GOOD NEWS! In late October, **Celery** is still easily obtainable from California. Pricing and quality work together to support promotions. Anticipate stable volume and price increases around Thanksgiving, but not excessive ones.



CV ASPARAGUS

The **Asparagus** market will see some better availability as we head into November, but pricing is expected to remain steady. Although there will be more product available, there will also be heavier pulls as we head into Thanksgiving.

While **Asparagus** is available and **Purple Asparagus** can be sourced by request.

OTHER STORIES

Lemons from District 3 are running strong, with markets dropping as harvests strengthen.

Limes from Mexico are into the new crop with better sizing and yields on fruit. Expect markets to slowly come off as we enter November.

Oranges have transitioned to Midnights from South Africa and Chile with outstanding quality. California is expected to start this in November, with some folks having minimal fruit currently.

Green Beans out of Georgia have started, and we can expect the price to continue to drop into November.



October 16th - November 12th, 2023

STEMILT WORLD FAMOUS FRUIT APPLE & PEAR DISPLAY CONTEST SPECTACULAR

Our annual **Stemilt Apple and Pear Display Contest** is here! Four Seasons Produce has again partnered with Stemilt Growers to bring you a display contest that is sure to drive serious volume, create lots of excitement at store level, and bring a good old fashioned Fall atmosphere into your produce departments. **BEAUTIFUL** Washington State grown organic and conventional apples and pears are now in full swing, with outstanding quality and great sales opportunities. This four week promotion will have your customers loading up their carts with fresh apples and pears, and it offers you a chance to show off your creativity and win some cool prizes! Remember - an apple display a day, will drive sales all the way!



CONTEST RULES:

- Build an **AWESOME** apple and pear display using Stemilt World Famous fruit! All fruit **MUST** be purchased from Four Seasons Produce.
- Your display must contain **AT LEAST FIVE** varieties or SKU's from the contest codes below. This requirement can be a combination of both loose and bagged fruit.
- There will be a category for Lil Snappers for this year's contest as well, and you will **need three (3) varieties** on display to be qualified as an entry.
- Your display **must contain Stemilt POS signage, boxes or bins** highlighting the Stemilt label. Point of Sale kits and signage will be available through your Four Seasons Sales Rep or Merchandiser.
- All displays **must remain up** for a **minimum of one week**.
- All display entries should be emailed to contests@fsproduce.com by Thursday November 16th, 2023.



CONTEST CATEGORIES & PRIZES

GRAND PRIZE

"Stemilt Spectacular"



LARGEST DISPLAY

"Stemilt Space Station"

1st - \$300

2nd - \$200

3rd - \$100



MOST CREATIVE

"Stemilt Styler"

1st - \$300

2nd - \$200

3rd - \$100



BEST LIL SNAPPERS DISPLAY

"Stemilt Sacks"

1st - \$300

2nd - \$200

3rd - \$100

Everyone's a winner!

Each entry will receive a Stemilt Artisan Organics T-shirt!

FOR MORE DISPLAY TIPS AND IDEAS, PLEASE CONTACT YOUR FOUR SEASONS SALES REP OR MERCHANDISER.



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





GALA APPLES

42994	OG Gala Apples 80/88ct 40 lb WXFP	5980	CV Gala Apples 80/88ct 40 lb WXFP
44663	OG Gala Apples 9/3 Lil Snapper Pouch Bag	12175	CV Gala Apples 9/3lb Lil Snapper Pouch Bag



FUJI APPLES

43045	OG Fuji Apples 80/88ct 40 lb WXFP	5961	CV Fuji Apples 80/88ct 40 lb WXFP
44664	OG Fuji Apples 9/3 Lil Snapper Pouch Bag	12179	CV Fuji Apples 9/3lb Lil Snapper Pouch Bag



GRANNY SMITH APPLES

43109	OG Granny Smith Apples 80/88ct 40 lb WXFP	5910	CV Granny Smith Apples 80/88ct 40 lb WXFP
44662	OG Granny Smith Apples 9/3 Lil Snapper Pouch Bag	12178	CV Granny Smith Apples 9/3lb Lil Snapper



HONEYCRISP APPLES

43098	OG Honeycrisp Apples 80/88ct 40 lb WXFP	5721	CV Honeycrisp Apples 80/88ct 40 lb WXFP
227851	OG Honeycrisp Apples 9/3 Lil Snapper Pouch Bag	230362	CV Honeycrisp Apples 9/3lb Lil Snapper Pouch



SWEETANGO APPLES

221503	OG Sweetango Apples 80/88ct 40 lb WXFP
221788	OG Sweetango Apples 12/2lb Pouch Bag



GOLDEN DELICIOUS APPLES

5853	CV Gold Delicious Apples 80/88ct 40 lb WXFP
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PINK LADY APPLES

5812	CV Pink Lady Apples 80/88ct 40 lb WXFP
12177	CV Pink Lady Apples 9/3lb Lil Snapper Pouch Bag