



ORGANIC MARKET NEWS



OCTOBER 31 - NOVEMBER 7, 2025

ORGANIC ROOT VEG SEASON



GOOD NEWS! Fall mean **Organic Root Vegetables** are in peak season from farms in New England, the Mid-West, Canada, and California. Shoppers are adjusting their mindset to more roasting, soups, and slow-cooker meals, all of which are enhanced by flavorful root veggies.

Build out your assortment and displays of:

- | | |
|---------------------------|--------------------------------------|
| OG Red Beets | OG Daikon Radishes |
| OG Gold Beets | OG Purple Daikon Radishes |
| OG Chioggia Beets | OG Watermelon Radishes |
| OG Burdock Root | OG Rutabagas |
| OG Carrots | OG Soup Mix (root blend retail pack) |
| OG Rainbow Carrots | OG Sunchokes |
| OG Celeriac (Celery Root) | OG Turnips |
| OG Horseradish | OG Scarlet Turnips |
| OG Parsnips | |
| OG Red Radishes | |
| OG Easter Egg Radishes | |
| OG Beauty Heart Radishes | |
| OG Black Radishes | |



OG APPLES

GOOD NEWS! **Organic Apples** are generally plentiful, nice quality, and in peak season!

OUTLOOK: Washington **Organic Gala** and **Organic Honeycrisp Apples** will show some on opportunities on off-size and grade fruit for good value like 48-0452 usxfcy with lighter color.

New! **Organic Evercrisp Apples** are expected to arrive for the first time in early November. Be sure to give this outstanding Fuji and Honeycrisp mix a try when they arrive.

Washington **Organic Pink Lady Apples** will transition from old crop to new crop in early November. Supplies will be firm for the first few weeks until the pipeline fully fills.

New crop **Organic Washington Cosmic Crisp Apples** are expected to arrive around November 24th, and quality is anticipated to be excellent.



OG BERRIES

Organic Blackberries remain steady from both California and Mexico. Volume is beginning to increase out of Mexico as favorable weather supports stronger yields. Quality continues to look very nice from both regions.

Organic Blueberries remain steady overall from Peru. Pricing continues to decrease as volume increases, with promotable supplies expected by late November. Quality remains outstanding and fruit appearance has been excellent.

ALERT! **Organic Raspberries** will remain limited out of Mexico due to light harvests and occasional border delays. Product availability will continue to be tight overall. Quality remains strong, but buyers should plan for possible shortages through early November.

ALERT! **Organic Strawberry** prices continue to rise as California volume declines. Mexico has started its harvests, but volume remains very limited. Quality, however, has improved significantly with very nice fruit arriving from both regions.



OG LADY MOON FARMS VEG

GOOD NEWS! While the final harvest of **Organic Kales** and **Collards** from Lady Moon Farms in Pennsylvania just wrapped up at the end of October, fortunately, first harvests have begun in Florida, creating a seamless transition between regions. Quality from Florida is excellent.

GOOD NEWS! Lady Moon Farms in Florida is seeing a strong flush of beautiful **Organic Eggplant**. Early November will be an excellent opportunity to promote these.

Lady Moon Farms in Florida continues to produce good quantities and excellent quality **Organic Green Squash** and **Organic Green Bell Peppers**.



OG PEARS

GOOD NEWS! Now is the perfect time to promote **Organic Pears**, with excellent quality and supply across **Organic Anjou**, **Organic Asian**, **Organic Bartlett**, **Organic Bosc**, **Organic Comice**, and **Organic Starkrimson** varieties.



OG CAULIFLOWER

ALERT! **Organic Cauliflower** prices have increased rapidly due to tight availability and volatile West Coast production.

PA **LOCAL** cello-wrapped and naked **Organic Cauliflower** is being added to help offset shortages, and quality remains excellent.

Organic Romanesco is in season from Lakeside in California.



OG PINEAPPLES

ALERT! **Organic Pineapples** remain extremely limited to begin November, with industry-wide shortages expected to continue through the month. Expect out of stocks.



OG CUCUMBERS

GOOD NEWS! **Organic Euro** and **Organic Mini Cucumbers** begin November in very favorable condition, with ideal pricing and strong availability creating excellent promotional opportunities. Quality remains exceptional for both.



OG GREEN BEANS

ALERT! **Organic Green Beans** are in lighter supply between California and Mexico at the start of November. Expect out-of-stocks due to harvest gaps in early november.

NOTE: The current forecast of supply does not likely support **Organic Green Bean** promotions for the Thanksgiving period.



OG ASPARAGUS

Organic Asparagus supply has been steadier, with prices continuing to ease as new fields open in Baja, Mexico. Quality has been strong, and availability should remain consistent heading into mid-November.



OG GRAPES

Organic Red and **Organic Black Grapes** remain more available than **Organic Green Grapes**, and this pattern will hold through the end of the California season.

Organic Green Grapes are expected to finish by mid-November, while **Organic Red** and **Organic Black Grapes** should continue through the end of the month.

OUTLOOK: Imported **Organic Green Grapes** are expected to become available in early to mid November.



OG LETTUCE

Organic Leaf and Romaine Lettuce production has ended in Canada, and supply relies on **LOCAL** New Jersey **Organic Leaf Lettuce** continues to offer strong quality and better pricing as an alternative.

ALERT! **Organic Iceberg** and **Romaine Lettuce** from California remain tight due to INSV-related disease losses.



OG CITRUS

New crop California **Organic Mandarins** are coming in around 11/4 too. **Organic Clementines** will be available in 15/2lb bags and 25lb bulk, plus **Organic Satsumas** will start with 25lb bulk.

New crop California **Organic Oranges** have officially begun harvest in small supply, with the **Organic Navel Oranges** harvests just getting started. Product will arrive to the East Coast around 11/6 at elevated pricing for the early fruit. Sizing is trending smaller to start the season.



OG AVOCADOS

GOOD NEWS! Organic Hass Avocados from Mexico continue to be in great supply, creating strong promotional opportunities on Organic 48 ct fruit. Organic 60 ct fruit remains slightly more limited to begin November.

Equal Exchange **Fair Trade Organic Hass Avocados** are available in both 48 ct and 60 ct fruit to start the month. The popular 8/4 ct Ready-Cycle Trays are also available, offering great merchandising opportunities.



OG FALL FRUIT

Organic Fuyu and **Hachiya Persimmons** remain steady to start November, available in a single-layer option.

Organic Pomegranates from California are steady in supply and quality. However, the recent rain event in California may impact the duration of the season.

Organic Cranberries are in peak season!

NOTE: **Organic Brown Turkey Figs** remain available to start November, although supply is limited and pricing is higher following the rain that prematurely ended much of the California season. Some late-season growers were able to harvest a small volume of **Organic Brown Turkey Figs** for a short continuation.

NOTE: **Organic Brussels Sprouts** are encountering quality issues due to insect damage out of Mexico, along with some border delays. These factors are pushing prices higher and creating minor shortages. East Coast alternatives, including Organic Valley out of Wisconsin, will be added next week to stabilize supply and support holiday demand.

ALERT! **Organic French Beans** remain limited due to continued rain and shipping delays from Guatemala.



OG SALADS

ALERT! **Organic Salad** shippers are coping with poor quality and low yields on certain **Organic Tender Leaf** items due to rain in California and growing region transition. Expect shaky **Organic Salad** fill-rates and weaker shelf-life during the first half of November until winter production fully ramps up in Yuma, AZ.

ALERT! **Organic Cut Veg** items continue to suffer from low fill-rates due to poor quality input for **Organic Broccoli** and **Cauliflower Florets**, and **Peas**.



OG BROCCOLI

NOTE: **Organic Broccoli** high prices may begin to ease as quality improves despite some lingering yield reductions on the West Coast. East Coast volume from Virginia and North Carolina remains excellent and steady.

ALERT! **Organic Sweet Baby Broccoli** prices are tightening as previous conventional shortages diverted organic volume into conventional customer demand channels. Availability remains steady but under pressure. Relief is expected later in November as more shippers resume production in Huron and Salinas.

OTHER STORIES

NOTE: **Organic Artichokes** in 12 ct sizing remain limited, though conditions are easing and pro-rates are being lifted. Most growers are producing 18 ct sizing, with only minor insect pressure and sizing concerns being reported.

GOOD NEWS! **Organic Bunch Spinach** is promotable in both price and supply from California, with additional volume available from Flaim Farms in New Jersey. Spinach is expected to remain promotable through the Thanksgiving holiday.



OG PEPPERS

Organic Color Bell Peppers continue to be available, although limited yields have driven higher costs to close out October. As the Canadian season winds down, production from Mexico is ramping up to help stabilize supply.



OG TOMATOES

Quebec **Organic Snacking Tomatoes** from Savoura remain consistent in supply and quality, while Florida-grown Lady Moon Farms **Organic Snacking Tomatoes** continue to scale up now that their transition from Pennsylvania is complete.

Organic Beefsteak and **Organic Cluster Tomatoes** remain available but are seeing higher pricing due to reduced overall market volume. Canadian production remains limited because of minor growing challenges, and Mexican production continues to be affected by seasonal constraints. Despite these factors, availability and quality remain consistent, though promotional opportunities will be limited through mid-November.

Organic Roma Tomatoes begin November in limited supply, resulting in elevated pricing. However, conditions are expected to improve as production in Mexico increases and southern domestic regions begin harvesting. This should lead to more stable pricing as the month progresses.

Organic Passion Fruit and **Kiwano Horned Melons** from California are available to begin November, and **Organic Feijoa** will begin arriving toward the end of the month.

California **Organic Keitt Mangos** are winding down quickly as the season comes to a close, which may lead to a brief gap in supply until the Ecuador season begins. A small amount of Ecuador **Organic Mangos** should start arriving by mid-November, with meaningful volume expected later in the month.

CONVENTIONAL MARKET NEWS

OCTOBER 31 - NOVEMBER 7, 2025

APPLES ABUNDANT FOR NOVEMBER

LOCAL Eastern PA/NY **Apples** are rockin' with the full complement of new and traditional varieties.

LOCAL NY **Ludacrisp Apples** are available starting 11/7 in totes and 27lb cases. This variety has a catchy name and features a sweet and fruity flavor.

LOCAL Eastern **Ruby Frost Apples** are now in season! This high-color, red skin variety has a sweet-tart balance and crunchy texture. **LOCAL** Eastern **SnapDragon Apples** are selling great this fall!

New crop **LOCAL** Eastern **Evercrisp Apples** are now in season! Be sure to add this delicious cross between a **Fuji** and a **Honeycrisp** to your mix.

Washington **Gala** and **Honeycrisp Apples** continue in peak season. There will still be promotional opportunities on off sizes and grades for those looking for a value.

Washington **Pink Lady Apples** will transition from old crop to new crop through mid-November, with fresh arrivals expected to maintain solid quality.

Washington **Red Delicious Apples** are tighter than expected due to higher demand and reduced acreage, as many shippers have removed trees in favor of newer varieties. Retail movement remains low.

New crop **Cosmic Crisp Apples** are about three weeks away from being released, with excellent quality and strong supplies expected to arrive around November 24th. We should just about make it through without any supply gap.



CV USA CITRUS

We will receive our first arrivals of new crop California **Navel Oranges** in early November. 56ct, 72ct, 88ct, 113ct **Fancy Navel Oranges** will be in stock, plus 10/5lb bags to start the season.

California is set to begin harvest in early November, so expect the **Mandarin Orange** market to become congested throughout the month of November. The first CA **Clementines** of the season in the Halos brand are expected to arrive 11/8.

New crop **Stem and Leaf Satsuma Mandarins** are now started and will be in season through Christmas.

Florida **Citrus** continues to show strong supply on **Fall Glo Tangerines**, **Juice Oranges** (Hamlin's), and Florida **Pummelos**.

Grapefruit will transition to new crop **Rio Star Texas Grapefruit** in November.



CV FALL FRUIT

Fresh **Cranberries** are in peak season! Ocean Spray brand is readily available. Ask your rep about FREE display bins.

LOCAL Jersey Fresh **Cranberries** are also available for November.

California **Pomegranates** were impacted by heavy rains at the end of October, and it remains to be seen how the weather will affect the remaining crop.

There is a good supply of POM Wonderful **Whole Pomegranates** and **POM POM Arils** in a variety of sizes again this year.

Fuyu and **Hachiya Persimmons** remain steady in supply, both available in a 16/18 ct single-layer option.

California-grown **Quince** continues to be part of our seasonal fall fruit selection to start November.



CV BERRIES

GOOD NEWS! Blackberries will be promotable out of Mexico and California as growers have seen increased production due to favorable weather conditions. This has led to aggressive pricing and an influx of supply. Quality from both regions looks excellent, and the fruit is eating exceptionally sweet.

Blueberries continue to show steady availability with pricing easing as more arrivals come in each week. Quality out of Peru remains exceptional and consistent.

Raspberries remain steady with consistent supply and stable pricing. Quality has been very nice overall from Mexico, with no major concerns reported.

ALERT! Strawberries continue to be extremely limited as demand continues to exceed supply. Pricing remains high and is expected to rise slightly heading into November. Quality has improved from both Mexico and California with nicely sized berries, but volume remains light. Florida is approximately three weeks away from its early harvests, which will begin with light initial volume.



CV IMPORT CITRUS

GOOD NEWS! This is an excellent time to promote spot deal Imported **Mandarins**, with strong availability and flavor as shippers look to move out volume ahead of the USA season.

There are still some spot buys and good value for early November on late crop import **Navel Oranges** from the Southern Hemisphere.

Ask your rep about spot buys on Tarocco variety 15/2lb **Blood Oranges** from South Africa for early November.



CV MANGOS

Mangos from Brazil are winding down as Ecuadorian fruit has started arriving on the West Coast. Ecuadorian **Mangos** will begin appearing on the East Coast in early November. **Ataulfo** and **Honey Mangos** from Brazil remain in good supply and offer strong eating quality.

Keitt Mangos from Puerto Rico are also available in limited quantities to start November and have been eating exceptionally well.



CV GREEN BEANS

Green Beans remain in good supply and quality, primarily from the Southeast, with a small amount still available out of New Jersey. Overall pricing is promotable for now, with a slight increase expected as we move toward the Thanksgiving period.

OUTLOOK: Supplies are projected to be good for the holiday.

NOTE: **French Beans** continue to be in short supply from Central America growing countries.



CV CHESTNUTS

Now in stock are Italian-grown **Chestnuts** from Bella Vita. This high-quality product is available on Jumbos in 25 lb bulk jute pack and a 20/1lb branded jute bag option. Customers will appreciate the excellent flavor and distinctive packaging of these premium Italian **Chestnuts** this holiday season.



CV PEPPERS

GOOD NEWS! **Color Bell Peppers** remain consistently available, and reasonably priced for early November. Production and quality will remain steady, and pricing is projected to hold at moderate levels with potential for further increases later in the month.



CV GRAPES

Red Grapes remain promotable with strong quality and good availability.

Black Grapes are holding steady with consistent supply.

NOTE: **Green Grapes** are tightening up following California rains. Pricing is expected to increase each week as the season moves toward its close in December. Imports will be available for a smooth transition.

Cotton Candy Grapes are now imports from Brazil with sporadic availability.



CV BRUSSELS SPROUTS

Brussels Sprouts pricing is showing significant relief as growers report improved availability and better sizing. We are incorporating additional suppliers to ensure consistent supply heading into the Thanksgiving holiday.

PRE-ORDER: **Brussels Sprout Stalks** are available to pre-order for the holiday, with deliveries scheduled for November 13 th and November 19 th. The pre-order survey deadline is Wednesday, November 5th.



CV PEARS

GOOD NEWS! **Pears** continue to be an excellent option for promotion with strong supplies, outstanding quality, and great pricing across all major varieties, including **Anjou, Asian, Bartlett, Bosc, Comice, Forelle, Happi, Starkrimson, and Seckel.**



CV LETTUCE

ALERT! **Iceberg, Romaine Hearts, and Romaine Lettuce** from California remain limited due to INSV disease pressure, and prices are rising sharply.

LOCAL New Jersey-grown **Leaf Lettuces** provide an excellent alternative at much more competitive pricing.



CV SALADS

ALERT! Salad producers are struggling with quality and yields for **Romaine**, **Iceberg** and some **Tender Leaf** based **Salad** products due to California rains, INSV disease issues, and growing region transition.

ALERT! Expect occasional prorates and out-of-stocks on some items across all brands and shorter shelf-life due to the weaker input quality. Fast turns are encouraged during the first half of November until Salad shippers are in their new winter growing regions down south like Yuma, AZ.



CV TOMATOES

Grape Tomatoes are beginning November in stable condition. Both field-grown and hot-house-grown product are showing excellent quality, with the field-grown fruit maintaining a more favorable cost. Overall, the category should experience steady pricing, availability, and quality as the month begins.

Roma and **Round Tomatoes** saw increased costs and tighter availability toward the end of October. As November begins, increased production from Florida and Mexico is expected to normalize pricing and restore regular supply. Despite recent limitations, quality has remained strong and is expected to continue improving alongside pricing conditions.

Beefsteak and **Cluster Tomatoes** from Canada remain consistently available heading into November. While costs were expected to rise, lower demand has resulted in stable pricing. Regular availability and strong quality are anticipated to continue into early November.

GOOD NEWS! **Cucumbers** continue to show steady supply and stable pricing, with good quality reported.

GOOD NEWS! **Green Peppers** are in good supply and quality, with pricing remaining promotable and conditions ideal for continued movement.

Zucchini pricing remains fairly high from the Southeastern growing regions, while **Yellow Squash** continues to be slightly more affordable.



CV CAULIFLOWER

ALERT! Cauliflower prices remain significantly above average, with very limited availability on the West Coast due to volatile crop conditions.



CV BROCCOLI

Broccoli prices are slowly easing, though West Coast yields remain reduced and some quality issues like pin rot and discoloration persist. East Coast growers in Maine, Virginia, and North Carolina continue to provide excellent quality with steady availability. Pricing remains favorable on East Coast product despite a cost disparity due to freight and limited Western availability.

ALERT! **Broccoli Rabe** remains very limited in supply. Prorates continue due to ongoing weather challenges and single-grower production. Markets are rising, and availability will remain constrained.

OTHER STORIES

Cantaloupe and **Honeydew** pricing remain high with subpar quality until true imported fruit begins arriving around November 10th. **NOTE:** It is best to avoid promoting melons until imports start.

NEW! Import Chilean **Cherries** have arrived, and the first arrivals look fantastic. Be sure to get these on display for added holiday sales.

Standard **Asparagus** supply remains consistent, with steady availability and quality as Baja production continues to open up.



CV ARTICHOKE

NOTE: **Artichoke** prices are starting to ease, particularly on Jumbo 12 ct sizing, while overall availability remains limited due to weather and climate pressures.



CV CELERY

NOTE: **Celery** is experiencing rising prices due to quality concerns such as blight and scuffing. Most shippers are encountering similar challenges. Availability remains stable for now, but pre-booking is encouraged ahead of the holiday to secure competitive pricing and supply.

NOTE: Dole-branded **Celery** and **Celery Hearts** are being allocated following a recent severe storm that caused significant crop damage across California.

We expect a smooth transition into Gerald King's **LOCAL** Pennsylvania 10/5lb **White Potatoes** starting at the start of November. Pricing should remain steady through this change from New Jersey to Pennsylvania-grown product.

Eggplants are finally firming up in pricing after a long stretch of cheap pricing. Supplies remain steady from the Southeastern growing regions with consistent quality.



STEMILT WORLD FAMOUS APPLE & PEAR DISPLAY CONTEST

OCTOBER 13 - NOVEMBER 9, 2025



Four Seasons Produce and Stemilt are teaming up for a Fall display contest! Celebrate peak-season Washington Apples and Pears, boost sales, and show off your creativity for a chance to win prizes.



DISPLAY 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 5 varieties or SKU's** from the contest codes on page 2 & 3. 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, and you will need **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 materials are available through your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a **minimum of 1 week.**
- All display entries should be emailed to contests@fsproduce.com by **November 13, 2025.**



DISPLAY CONTEST PRIZES:

GRAND PRIZE LARGEST DISPLAY MOST CREATIVE

"Stemilt Spectacular"

\$500



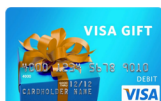
"Stemilt Space Station"

1st - \$300
2nd - \$200
3rd - \$100



"Stemilt Styler"

1st - \$300
2nd - \$200
3rd - \$100



BEST LIL SNAPPERS BEST PEAR DISPLAY

"Stemilt Sacks"

1st - \$300
2nd - \$200
3rd - \$100



"Picture Pear-fect"

1st - \$300
2nd - \$200
3rd - \$100



FOR PRICING INFORMATION AND MERCHANDISING SUGGESTIONS PLEASE CONTACT YOUR FOUR SEASONS SALES REP OR MERCHANDISER.
THANK YOU FOR YOUR CONTINUED TRUST AND SUPPORT OF FOUR SEASONS PRODUCE.



PHONE: 1.800.422.8384

| www.fsproduce.com





BACK IN STOCK!

FRESH FROM ITALY



GLUTEN FREE

CAUTION: For any cooking involving fresh chestnuts, unless you peel them, you will need to cut an (X) on to the outer skin of each chestnut prior, in order to prevent them from bursting while cooking.

Please keep refrigerated with temp range of 32-36°F for optimal condition.

Italian Chestnuts - 1 lb. NW



CODE	DESCRIPTION	PK/SZ	UPC
24255	CV Chestnuts	20/1 lb Mesh Bags	8-29309-82318-5
24251	CV Chestnuts AAAA	25 lb	4927

AVAILABLE NOW!



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**IN SEASON FROM FLORIDA
THROUGH SPRING!**
STOCK ITEM AT FOUR SEASONS!



ORGANIC SUNFLOWERS

FLORIDA GROWN BY WORDEN FARM

CODE

242748

PK/SZ

14 bunches

UPC

860012581801



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NEW ITEMS!

STARTING 11/9



Item Details

Variety:	Sea Salt & Herb
	Organic
UPC:	8 26088 98902 6
Item Weight:	16oz
Size:	2-Bite
Diameter:	1.19 - 1.85
Item Code:	TRSLEEVESSH
Item Short Code:	8101



Item Details

Variety:	Honey Gold®
UPC:	8 26088 58933 2
Item Weight:	3lb
Size:	3-Bite
Diameter:	1.86 - ≥ 2.14
Item Code:	3TSORGHGMPP
Item Short Code:	9618



PLU#/UPC#

6-69660-00892-6

246711 OG Sweet Potatoes Ben Yagi 12/3 lb

246726 OG Potatoes Honey Gold Bite Sz 10/3 lb Tasteful Selections Mesh Bag

246732 OG Potatoes Sea Salt & Herb 6/1 lb Tasteful Selections Micro Tray