



# ORGANIC MARKET NEWS



SEPTEMBER 13 - SEPTEMBER 20, 2024

## ORGANIC KIWI BERRY SEASON & OTHER LATE SUMMER FRUIT

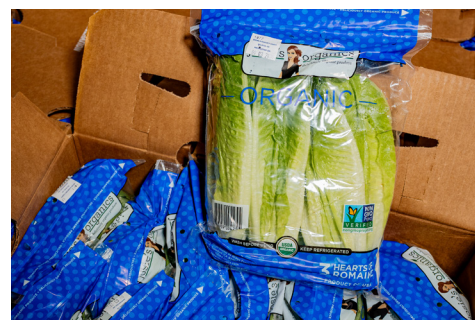


**Organic Kiwi Berries** will be starting for the middle of September. This seasonal favorite will be available in a clamshell option! Typically this **Organic Kiwi Berry** season does not last long so be sure to jump in as soon as possible to maximize your sales and get people this unique delicious fall treat!

**Organic Red Flesh Dragon Fruit** will be available for the middle of September! This fruit will be available in 5lb cases.

**Organic Pomegranates** are expected to be available around 9/22.

**NOTE:** Severe heat has caused major problems for **Organic Brown Turkey** and **Black Mission Figs** over the last few weeks. This will cause gaps in supply likely.



### OG BERRIES

**Organic Blackberries** remain available out of California. Pricing is stronger due to limited volumes. Central Mexico has started with very limited product but expected to increase through the month. Quality has been excellent.

**NOTE:** **Organic Raspberries** remain limited out of California. Harvests continue to be a roller coaster as the season ends. Central Mexico has little to no fruit available yet to help supplies.

**NOTE:** **Organic Strawberry** pricing continues to increase as harvests begin to finish for the season. Quality has been very nice.

**ALERT!** **Organic Blueberries** remain extremely limited across the globe. Unfortunately, there is just not enough supply to satisfy demand. We continue to get limited amounts and pro-rates out of Peru. Expect these conditions to last through at least mid-October.

### OG APPLES

**GOOD NEWS!** **Organic Gala** and **Honeycrisp Apples** are fully transitioned into new crop. Excellent supplies are available in all sizes and packs. **Organic SweeTango Apples** from Washington will ramp up for late September and October peak season.

The first arrival of Canadian **Organic McIntosh Apples** are now available. Good supplies are expected.

**Organic Fuji Apples** continue in very limited supply out of New Zealand, and should transition to new crop out of Washington sometime between the last week of September and the first week in October. Supplies will be limited for the first few weeks until the pipeline fills.

**Organic Granny Smith Apples** are transitioning growing regions. We will see limited supplies of California fruit until Washington is in full production by the first week of October.

**NOTE:** Import **Organic Pink Lady Apples** are limited. Washington fruit is being packed sporadically. Things are expected to stay this way until new crop starts in November.

### OG LETTUCE

**Organic Iceberg Lettuce** and **Romaine Hearts** from California remain in consistent supply during mid-September.

**Organic Leaf** and **Romaine Lettuce** pricing continues to be slightly elevated compared to August, but costs are still favorable and production remains readily available in early September from California, New York, and Quebec.

**LOCAL Organic Lettuces** from Pennsylvania and New Jersey is set to begin in mid-September as sourcing will begin to shift to these growing regions.





## OG AVOCADOS

48ct **Organic Hass Avocados** remain tight, but things are starting to turn around just a bit. 60ct fruit is more promotable and the value option for the rest of the month. **Organic Fair Trade Hass Avocados** will continue to be available. Look for opportunities to promote this pack for the middle of September!

**Organic Green Skin Avocados** from Florida are now in season. Be sure to add these into your displays!



## OG CITRUS

**Organic Lemons** from Argentina and Mexico remain flush with product as most folks are dealing where they can. California has started with extremely high pricing.

The **Organic Valencia Orange** season is over. **Organic Navel Oranges** will start in mid-October from California.

**ALERT!** **Organic Limes** prices have increased drastically. Quality remains poor out of Mexico.



## OG TOMATOES

**Organic Tomatoes** from Lady Moon Farms in Chambersburg, PA are starting to finish up and will transition to new crop in Florida.

We are also in the last harvest of **LOCAL Organic Tomatoes** and will be transitioning to Florida in October.

Greenhouse **Organic Tomatoes** from Savoura have started with a few new crop items. We will see these items trickle in over the next few weeks into the end of September.



## OG SQUASH

**Organic Yellow** and **Green Squash** is starting out of Mexico to source the best quality for this time of year as local product finishes up.

Heading into the middle of September, we will have **Organic Green Squash** start out of Lady Moon Farms in Florida.



## OG MELONS

California prices and quality of **Organic Cantaloupes** and **Honeydews** have remained consistent as demand drops due to seasonality. There will be good supply for the remainder of September.



## OG GRAPES

**GOOD NEWS!** **Organic Grapes** have impressive quality and strong varieties out of California currently.

**Specialty Organic Grapes** available: **Organic Muscadines** (Bronze and Black) and **Organic Thomcords**



## OG ASPARAGUS

**ALERT!** **Organic Asparagus** remains limited out of Mexico. Supplies should begin increasing in early October. Pricing is expected to remain strong.



## OG CUCUMBERS

**NOTE:** **Organic Cucumbers** are tight, and product from Mexico is pricey at the moment.

We are able to still source **LOCAL Organic Cucumbers** from New Jersey, and hopefully Mexico and Florida (Lady Moon Farms) kick in soon. When they do start, the pricing will drop fast.



## OG STONE FRUIT

**Organic Stone Fruit** is looking like it is going to end earlier than last projected. Most items will wrap up by the end of September, with the possibility of **Organic Red** and **Black Plums** to continue for an extra couple of weeks in October.





## OG ROOT VEG

As the weather cools, we're focusing on **Organic Root Vegetables!** **LOCAL Organic Red and Gold Beets** are available and perfect for adding vibrant color to your dishes and displays.



## OG BROCCOLI & CAULIFLOWER

**GOOD NEWS!** **Organic Cauliflower** availability in mid-September appears to be vastly improved. Production yields have increased, and costs have begun to decrease. Expect promotional opportunities in late September.

**Organic Broccoli** from California continues to have steady availability in mid-September. As availability has continued to improve, so has the pricing. As late September approaches, expect promotional opportunities to become available.

**NOTE: Organic Broccoli Crown** availability remains consistent, however due to limited supply, they are priced at a premium cost.



## OG GREENS

**LOCAL Pennsylvania Organic Kale** will be abundant as the month progresses, with strong supplies from Lady Moon Farms. **Organic Leeks** are also plentiful, arriving just in time for soup season.



## OG CELERY

**Organic Celery** from California continues to be readily available at a good price in mid-September. Quality continues to be outstanding for the majority of growers, but some smaller growers have begun to experience quality issues that may shift the market as the month continues.

As of now, conditions still remain favorable and should be promoted while they remain advantageous.



## OG PEARS

**Organic Asian Pears** are back in stock with steady supplies.



## OG MANGOS & PINEAPPLES

**NOTE: Organic Mangos** from Mexico are in the final stages of shipping and prices are up. There were some late picks of the non-hot water treated Keitt variety that will keep them available for just a bit longer.

Brazil is expected to have their first ever **Organic Mangos** imported to the States, but supplies are extremely limited. Weather has delayed the crop and made volumes less than expected. There will be a small gap between transition from Mexico to Brazil and Ecuador that will be filled with the Green Keitt fruit from California. **NOTE:** This fruit is usually very pricey.

**NOTE: Organic Pineapples** will continue to be in short supply. September volumes will remain short but should begin to increase in volume for the middle and end of the month.







# CONVENTIONAL MARKET NEWS

SEPTEMBER 13 - SEPTEMBER 20, 2024

## PEAK CALIFORNIA SPECIALTY GRAPES



**GOOD NEWS!** There's a full line of The Grapery Specialty Grapes in house: **Cotton Candy, Moon Drops, Gum Drops, and Tear Drops.**

Stronger **Red, Green, and Black Seedless Grape** varieties are planned for the remainder of the California season. Quality is outstanding on the Jumbo and XL lines. And, the Large lines, while add a nice value, are also showing nice fruit too.

For fall themed merchandising, "Hobgoblin" brand **Red and Green Seedless Grapes** are now available! Sizing is nice on both **Red and Green.** They are packed in high graphic boxes, and there are QR codes on the bags for recipes!

**OUTLOOK:** The **Grape** season will end earlier than expected due to more fruit being shipped this year vs last year. This will cause concern for December.



### CV APPLES

New crop **Eastern Apples** are ramping up with good supplies. Varieties currently available:

- **Ginger Gold**
- **Gala**
- **Gold Delicious**
- **Honeycrisp**
- **McIntosh**
- **Red Delicious**

Available in late September:

- **Cortland**
- **Macoun**
- **Empires**
- **Snap Dragon**
- **Fuji**

New crop **Western Apples** are ramping up with good supplies. Available now:

- **Rave**
- **Gala**
- **Sweetango**
- **Honeycrisp**

Available by the end of September:

- **Fuji**
- **Granny Smith**

Storage crop Washington **Cosmic Crisp Apple** supplies are firming quickly and growers are now suggesting there may be a slight gap in November before new crop starts the last week of November.

Storage crop Washington **SugarBee Apples** are in excellent supply and are expected to go right up to new crop with a smooth transition towards the end of October.

New Zealand storage crop **Envy Apples** are in excellent supply and are expected to remain that way right up to new crop domestic arriving the first week of November.



### CV BERRIES

**Strawberry** pricing will begin to ease off as demand slows down. Expect more availability over the next week from the Northern California district. Quality has been nice.

**Blackberry** supplies remain light as we continue to transition from California to Central Mexico. Pricing remains strong, and quality has been nice.

**NOTE:** **Raspberry** supplies are light coming out of California and Central Mexico as California is ending and Mexico is beginning. Seasons are transitioning and harvests are extremely light from both areas. Pricing remains strong and quality has been good from both regions.

**ALERT!** **Blueberry** supplies remain extremely limited from all regions. Pricing is very high. There is not enough supply to satisfy the demand across the world. Expect extremely limited supplies and high pricing well into October.



### CV LETTUCE

**GOOD NEWS!** The **Lettuce** market remains consistent in September as supplies from both California and Canada remain available. **Iceberg Lettuce** from both regions continues to have consistent volumes and advantageous pricing as well as excellent quality.

**Romaine Hearts** from California continue to remain promotable in September.

**Leaf Lettuce** from both regions is available at similar costs. However, as we move into late September, expect Canadian supplies to shift to **LOCAL** New Jersey supply as their fall season begins.





### CV TROPICALS

**Hass Avocados** are in steady supply from Mexico. 48ct fruit saw a slight break in price, but 60ct is still the value play for the middle of September.

**Dragon Fruit** and **Yellow Pitahaya** pricing is up just a bit for the middle of September, but supplies are steady with no gaps expected from Ecuador.

**ALERT! Mangos** will be tight for the middle of September. Mexico is done, and extra pressure for fruit from Brazil has made things extremely tight. This is expected to last for a few more weeks. Brazil's **Tommy Atkins** fruit has looked very nice. Pricing is up on fruit.



### CV MELONS

**Cantaloupe** and **Honeydew** quality has been impressive with this late California crop. We will transition to the Yuma, AZ region in October.

**LOCAL Watermelons** continue to be available out of Delaware, and also North Carolina. Quality has been nice and pricing has eased off to keep fruit moving.



### CV CELERY

**Celery** supply from California continues to be favorable and is expected to stay consistent throughout September.

Strong quality, advantageous pricing, and excellent availability continues to persist throughout the month.



### CV ARTICHOKE

**Artichoke** volumes from California remain limited in mid-September. Quality has been outstanding, but prices continue to be elevated. On the bright side, there should be short deal opportunities from various vendors throughout the month.



### CV SWEET CORN

**LOCAL Sweet Corn** is expected to remain available through September. Volume will be much lighter as seasons begin to change. Quality remains excellent.



### CV GREENS & HERBS

New Jersey is enjoying a fantastic season with an abundance of **LOCAL Greens** and **Bunch Herbs!** The **Kales** and **Chards** are fully stocked and thriving in the cooler weather.



### CV POMEGRANATES

California **Pomegranates** are in stock, and pricing is starting to come off just a bit as more growers begin their season. Fruit quality has been good. We will begin offering a larger size option in stock very soon as well as a smaller 36ct size.



### CV BRUSSELS SPROUTS

**GOOD NEWS!** The **Brussels Sprouts** market flush continues in September. An abundance of strong quality supply continues to drive pricing further into promotable levels. Expand offerings to generate additional sales throughout September.



### CV FRESH FIGS

**NOTE:** Extreme heat in California has decimated the fall crop of **Figs**. Volume has been hit hard as the heat took out much of the crop. Prices are up on both **Black** and **Brown** varieties. These will continue to be available in a 12/8oz clamshell.





## CV PEPPERS

**GOOD NEWS!** Red, Yellow, and Orange Bell Peppers are seeing a big push coming into the market from Mexico. This additional volume is forcing the pricing down from Canada and others, and we will see some promotable pricing by the middle of September. Quality is expected to be outstanding.



## CV TOMATOES

**GOOD NEWS!** Greenhouse Beefsteak and Cluster Tomatoes have started with a new crop in Mexico. This new crop is forcing Canada to decrease markets, allowing for some promotable pricing.



## CV PEARS

Pacific Northwest Asian, Bartlett, Bosc, and Starkrimson Red Pears are in steady supply despite a lighter volume harvest year.

Expect Comice Pears around the third week of September.



## CV CITRUS

**NOTE:** Import Mandarins are extremely tight with large fruit being non-existent. Expect prices to continue to rise for the month of September.

**NOTE:** Navel Orange pricing has increased due to vessel delays and crop volumes being down.

Imported Cara Cara Oranges and Minneola Tangelos continue to be available. Import and California Lemons are in good supply.

**ALERT!** There are major quality concerns, limited supplies, and extremely high prices of Limes. Condense your Limes sets for the month of September.



## CV BROCCOLI & CAULIFLOWER

**GOOD NEWS!** Broccoli Crowns conditions continue to improve as California supply remains steady and Maine supply is once again available regularly. Quality from both regions has been outstanding, and the additional production coming from Maine has helped drive decreases in cost. Expect pricing and availability to continue to improve throughout the month of September.

**GOOD NEWS!** Cauliflower conditions from California remain favorable in September. Strong quality, excellent availability, and advantageous pricing make for the ideal conditions.



## CV STONE FRUIT

Stone Fruit continues to dwindle down each week, but these varieties are currently in stock:

- Red Velvet Apricots
- Yellow Nectarines
- White Nectarines
- White Peaches
- Donut Peaches
- Yellow Peaches
- Green, Black, Mottled, and Red Pluots
- Black and Red Plums

Italian Prune Plums are in season through the first week of October. These are currently available in bulk and 12/2lb pouch bags.





# GUIDE TO HARD SQUASH



## ACORN/GOLDEN ACORN

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with fiber



## GOLDEN NUGGET

- Looks like a small pumpkin
- Sweet, orange flesh



## BLUE/GOLDEN HUBBARD

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with fiber



## HONEYNUT

- Like a mini-sized butternut
- Flesh is much sweeter and has more squash flavor than butternut



## BUTTERCUP & KABOCHA

- Green skin
- Sweet & creamy orange flesh
- Kabocha aka "Japanese Pumpkin"



## RED KURI

- Japanese variety
- Orange exterior, yellow flesh
- Nutty & sweet



## BUTTERNUT

- Most popular hard squash variety
- Orange flesh
- Versatile in cooking, roasting
- Ideal blended for soup



## SPAGHETTI

- Mild & sweet flavor
- Flesh comes out like pasta strands when cooked - hence the name



## CARNIVAL

- Pale, orange flesh
- Relative of Acorn & Sweet Dumpling



## SWEET DUMPLING

- Mildly sweet
- Tender, orange flesh



## DELICATA

- Yellow flesh
- Tastes like a sweet potato
- Edible shell - no peeling needed!



## TURBAN

- Gets its name from its unique shape
- Use as decoration, soup bowl, or a floral arrangement



# CUBED BUTTERNUT SQUASH IS COMING BACK INTO SEASON



CODE	DESCRIPTION	PK/SZ	UPC
41568	OG Squash Butternut Cubed	6/20 oz	789707720502
3462	CV Squash Butternut Cubed	12/20 oz	789707441087

**AVAILABLE FOR DELIVERY STARTING 9/14**

TALK TO YOUR SALES REP FOR MORE INFORMATION



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# PUMPKINS & FALL ORNAMENTALS

• STARTING SEPTEMBER 1, 2024

## MINI DECORATIVES/ORNAMENTALS



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



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



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



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



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



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



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OUR 2024 ASSORTMENT,

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<https://shorturl.at/tEVaR>





# HAMPTON FARMS MLB PEANUT DISPLAY CONTEST

## WINNERS

### 1<sup>ST</sup> PLACE

#### G & E HOCKERS

Bethany Beach, DE



### 2<sup>ND</sup> PLACE

#### SAUBLE'S MARKETS

Whiteford, MD

### 3<sup>RD</sup> PLACE

#### MCCAFFREY'S FOOD MARKET

West Windsor, NJ



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# NORTHWEST CHERRY DISPLAY CONTEST WINNERS



## GRAND PRIZE:



**COMMON MARKET 7TH STREET**  
Frederick, MD

## MOST CREATIVE DISPLAY:

### FIRST PLACE



**HEALTHY LIVING MARKET**  
Burlington, VT

### SECOND PLACE



**GREEN STAR FOOD CO-OP**  
Ithaca, NY

### HONORABLE MENTION



**WEAVER'S FARM MARKET**  
Morris, NY



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# NORTHWEST CHERRY DISPLAY CONTEST WINNERS



## BEST ALL ORGANIC DISPLAY:

FIRST PLACE

SECOND PLACE

HONORABLE MENTION



**HEALTHY LIVING MARKET**  
Saratoga Springs, NY



**BRATTLEBORO FOOD CO-OP**  
Brattleboro, VT



**SOULBERRY NATURAL MARKET**  
New Hope, PA

## BEST SMALL STORE DISPLAY:

FIRST PLACE

SECOND PLACE

HONORABLE MENTION



**WEAVERS WAY CO-OP**  
Ambler, PA



**KIMBERTON WHOLE FOODS**  
Downingtown, PA



**KIMBERTON WHOLE FOODS**  
Malvern, PA

## BEST YOY:

FIRST PLACE

SECOND PLACE

HONORABLE MENTION

**RISING  
TIDE  
NATURAL  
MARKET**  
Glen Cove, NY



**WEAVERS MARKETS**  
Denver, PA



**TAKOMA PARK FARMERS MARKET**  
Takoma Park, MD



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