



ORGANIC MARKET NEWS



SEPTEMBER 29 - OCTOBER 6, 2023

NEW CROP ORGANIC SWEET POTATOES

Fall means **Organic Sweet Potato** season!

According to AV Thomas/"Natural Beauty" brand: "The transition to new crop has already happened for **Organic Red, Orange, Japanese, and Stokes Purple** varieties with arrivals in late September. **Organic White Sweets** will transition to new crop in early October without any interruption in supply, while **Organic Ben Yagi** and **Okinawa Sweet Potatoes** are scheduled to start harvest mid to late October respectively.

Record California rainfall early in 2023 had both positive and negative effects on **Organic Sweet Potato** production this year. Benefits from the rainfall include ample water for the growing season and cleansing of the soils of salt, which helps **Sweet Potatoes** store better.

Unfortunately the rainy spring (and cooler temps) delayed plantings 4-6 weeks, and has put a pressure on sizing the fields to the maximum yield potential, thus limiting the production of jumbos this season. The fields are producing slightly lower tonnage, but growers are expecting excellent quality overall. There will be ample supplies to support promotions for the major holidays of Thanksgiving and Christmas."



Stay tuned for updates on the 2023 **Organic Sweet Potato** crop from North Carolina, which should be a nice East Coast value option this year.

Organic Stokes Purple Sweet Potatoes are having a moment in the spotlight after being on the Netflix show "Live to 100: The Secrets of the Blue Zones" for the high anti-oxidant properties.



OG BERRIES

Organic Strawberries are fairly promotable out of Northern California farms. Quality has been excellent with good pricing and supplies. Continue to promote fruit while you can before the California season finishes up for the year.

Organic Blackberry prices remain steady out of Mexico. Central Mexico harvests are slowly improving, and quality has looked excellent. California continues to harvest as well, but will begin finishing up for the season in early October. Quality has been nice.

Organic Raspberries remain steady overall out of Mexico. Pricing and availability are steady. Quality has been excellent and fruit is eating well.

ALERT! **Organic Blueberries** remain extremely limited out of Peru. Effects from El Niño have limited harvests and availability coming into the USA. Pricing is high and continues to increase slightly. This is now expected to remain this way through October until Mexico starts.



OG TOMATOES

Greenhouse **Organic Snacking Tomatoes** will be the main promotable segment for much of October. **Organic Cocktail** and **Cherry-on-the-Vine** from Savoura, plus **Organic Kaleidos, Brits,** and **Poppies Tomatoes** from Wholesum.

NOTE: Local PA Lady Moon Farms premium **Organic Grape, Cherry, Rainbow Cherry,** and **Heirloom Tomatoes** have come to an abrupt stop due to effects from recent rains. Lady Moon will be in a 2-3 week gap as they move production to Florida and plan to start back up by the end of October.

Organic Beefsteak Tomatoes from Savoura are expected to be available for the beginning of October with steady availability and outstanding quality. **Organic Cluster Tomatoes** from Savoura are expected to arrive by the end of October.



OG WARM VEG

As October begins, **Organic Warm Vegetables**, including **Organic Eggplant, Cucumbers, Green Peppers,** and **Summer Squash** are in a transition. The local season is over as the Northeast is experiencing cooler weather. As southern growing regions on the east coast began harvesting in the middle of September, some of these commodities saw seamless transitions, while others will see restrictions.

Organic Cucumber and **Zucchini** from Lady Moon Farms have transitioned seamlessly into their Florida harvests. In addition, early October will see the start of additional volumes from growers in North Carolina.

Transitions with **Organic Eggplant, Green Peppers,** and **Summer Squash** have not gone as smoothly, but in North Carolina, production is about to pick up in early October.

In addition to North Carolina, Mexican producers will be a great backup choice in October due to their increased yield.



OG TROPICALS

Organic Pineapples supplies are steady for the start of October. Quality is good.

Organic Turmeric from Fiji will be available for the end of September and October, while Hawaii gaps.

Organic Dragon Fruit from California will be available but limited for the start of October.

Organic Kiwano Melons and **Organic Passion Fruit** from California will be steady for October.



OG MANGOS

ALERT! Organic Mangos from Mexico are now finished for the year.

A limited amount of expensive California **Organic Keitt Mangos** will be available for early October. Expect a drastic shortage of fruit after the California season is finished.



OG CARROTS

ALERT! Organic Carrot Bags are expected to be limited until mid-November due to the hurricane that hit California a few weeks ago. Heavy rains, followed by high temperatures, slowed down growth and put harvests behind about 6 weeks. Multiple **Organic Carrot** shippers are seeing low yields, and allocations have been made to pull back on orders. There is potential for supply prorates and occasional gaps during this time. If weather cooperates, **Organic Carrots** will be back in full supply right in time for Thanksgiving!



OG MELONS

Organic Mini Seedless Watermelons remain available with both 6ct and 8ct out of California. The California season is over and will transition to Mexico harvests in early October.

Organic Cantaloupes and **Honeydews** are finishing up on the California Westside deal and will transition south into Arizona and Mexico.



OG CITRUS

NOTE: Organic Lemons are very tight, and supplies are limited. Supplies should increase in early October as California starts back up

NOTE: Organic Valencia Oranges are finishing up in California, and supplies are very tight. Mexico is starting in a small way. **Organic Navel Oranges** should start in November.



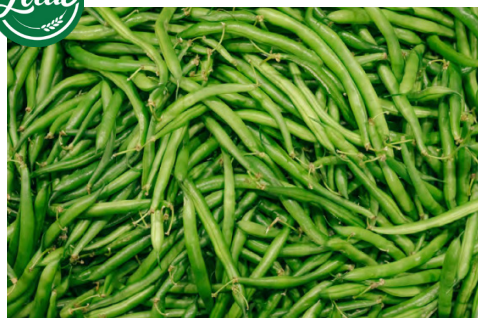
OG APPLES

Excellent supplies of Washington **Organic Fuji, Gala, Granny Smith, Honeycrisp, Rockit,** and **Sweetango Apples** are all promotable in bulk and bagged options.



OG GRAPES

With new varieties ready for harvest, **Organic Grapes** seem to be in better supply, and should continue through the end of November before finishing up. Prices are projected to increase slowly throughout the remainder of the California season.



OG GREEN BEANS

Organic Green Beans are almost done locally with very few becoming available. We will be into product from Mexico moving forward to fill customers' needs. This means we will be moving from a 25lb case to a 30lb case.



OG AVOCADOS

Organic Hass Avocado supplies are steady to start October. With volume up just a bit, pricing is decreasing a bit for the first couple weeks of October.

Organic Green Skin Avocados are also available from Florida right now!



OG ASPARAGUS

Organic Asparagus will be coming in from Mexico, Argentina, and Ecuador with fantastic quality. Mexico will be crossing more and more into October. Expect pricing to decrease heading into mid-October.



OG FALL FRUIT

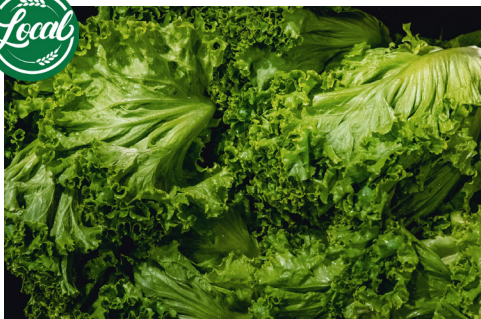
Organic Kiwi Berries are available! This season is a short one, so make sure your customers get in on the limited action as soon as possible.

Organic Pomegranates from California were delayed and will be starting the first or second week of October.



OG ARTICHOKES

Beginning in October, **Organic Artichokes** are still available, and larger sizes are more prevalent. The market continues to become more appealing thanks to excellent quality and rising supply. Pricing remains elevated, but as supply volume continues to increase in the fall, pricing will improve.



OG LEAF LETTUCE

GOOD NEWS! As of October, all **Organic Romaine, Green Leaf, and Red Leaf Lettuces** will be sourced from New York, New Jersey, and Pennsylvania, signaling the start of the **LOCAL** fall season. Excellent quality and substantial volume are expected.

Pricing will continue to be comparable to that of the Québec or California products we sourced in prior months.



OG COLOR BELL PEPPERS

Organic Color Bell Peppers will be available for early October with 12/2ct packs of Red/Orange, Red/Yellow, and Red/Red Peppers. Greenhouse production of **Organic Color Bell Peppers** is improving.

Organic Stoptlight (Red, Yellow, Green) Peppers and **Rainbow Peppers** in 8/3ct packs will be available for early October.

Volumes of **Organic Mini Sweet Peppers** from both North Carolina and Mexico will increase. Mid-to late October is when this commodity is anticipated to stabilize.



OG BROCCOLI

NOTE: California-grown **Organic Broccoli** is still not abundant as October gets underway. While some producers have noticed an increase in yields, the majority are still experiencing low output. The quality has improved but is still far from flawless, similar to supply volume. Limited quantities of Québec grown **Organic Broccoli** are still available to help compensate for any shortages. Expect the situation to be challenging through early October

NOTE: Pricing for **Organic Broccoli Crowns** remain similar to **Organic Bunched Broccoli**, but volume is more limited.

NOTE: As October gets started, **Organic Broccoli Rabe** and **Sweet Baby Broccoli** are still challenging to come by. Expect these circumstances to last into mid-October.

OTHER STORIES

- **Organic Sweet Corn** is expected to be back in house by the first week of October.

- **Organic Stone Fruit** will wind down in early October. The only item that is expected to remain is **Organic Red and Black Plums** for most of the month.

- California **Organic Tomatillos** and **Organic Okra** will be available for the beginning of October.

- **Organic Brussels Sprouts** are consistently available. Just in time for the fall months, growing areas in both the United States and Mexico are producing more volume. The quality is excellent, but prices vary from producer to producer. Expect volumes to keep rising throughout October as the market circumstances become settled.

- **NOTE:** Bulk **Organic SunGold Kiwifruit** came to an abrupt end for the season. There are still some 8/1lb **Organic SunGold** clamshells available. **Organic Green Kiwifruit** supplies from New Zealand will also be very tight, and will end sometime in October. The **Organic Kiwifruit** market will be higher until the California crop begins.



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HOMEGROWN ORGANIC FARMS GRAPE DISPLAY CONTEST WINNERS

JULY 31-AUGUST 28, 2023

The results are in for our Homegrown Organic Farms Display Contest! We had an incredible month seeing some great display builds from all of our entries. We had many amazing displays to choose from. Be sure to check out the winner's displays below. Thanks to everyone who participated in this contest! We look forward to seeing more creativity like this in the future!

LARGEST DISPLAY



1st
KIMBERTON WHOLE FOODS
Wyomissing, PA



2nd
LEG UP FARMERS MARKET
York, PA



3rd
HONEST WEIGHT FOOD CO-OP
Albany, NY

MOST CREATIVE DISPLAY



1st
WEAVER MARKETS
Denver, PA



2nd
BRATTLEBORO FOOD CO-OP
Brattleboro, VT

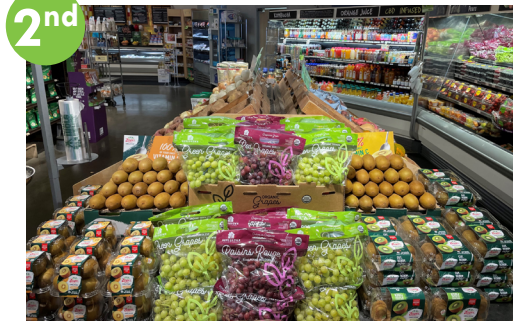


3rd
THE COMMON MARKET 7TH ST.
Frederick, MD

BEST SMALL STORE DISPLAY



1st
BERKSHIRE FOOD CO-OP
Great Barrington, MA



2nd
DAWSON'S MARKET
Rockville, MD



3rd
ELLWOOD THOMPSON'S
Richmond, VA



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THANK YOU!

We are so very grateful to our customers, suppliers, and associates who helped us to donate almost \$40,000 to Make-A-Wish at our 33rd Annual Customer Appreciation Golf Outing!



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CONVENTIONAL MARKET NEWS

SEPTEMBER 29 - OCTOBER 6, 2023

FALL FRUIT UPDATE



California **Pomegranates** are steady as we start October. Expect pricing to drop in October as more growers begin their seasons.

Fresh Cranberries are back in season in from OceanSpray! Quality is nice, and supplies should be steady through the season.

California **Fresh Figs** are in season through October. **Figs** will slow down a bit once cooler weather arrives and we are past initial flush of fruit. Pricing will inch up bit as volumes drop.

Both **Hachiya** and **Fuyu Persimmons** will start right around the beginning of October and be steady though the fall. As of now, the first fruit on the east coast will be the week of 10/8.

Quince from California should be available through Thanksgiving.



CV BERRIES

Raspberry pricing will continue to drop as volume ramps up out of Central Mexico. Quality has looked very nice.

Strawberry prices are mixed throughout the state. Northern California fruit is cheaper, as farms finish up for the season. Berries are generally smaller in size with fair to good quality. New harvests in the Oxnard region have started, and quality should be excellent on new fruit. Pricing is higher on this nice fruit with no deals. Central Mexico also started in a very light way. Availability should be steady from all regions but pricing will remain mixed depending on where fruit is sourced. Four Seasons plans on carrying new fruit from Oxnard.

Blackberry prices are rising as Central Mexico is late to start their season. Volume is light and expected to improve into October.

ALERT! **Blueberry** prices and demand continue to increase, and volume out of Peru is decreasing. Prices are expected to remain very expensive possibly through all of October as arrivals are just not coming in and fruit is usually oversold before the vessel is unloaded. Availability remains extremely limited due to the effects of El Niño limiting harvests in Peru and Mexico has very little availability as well until November.



CV APPLES

Red flesh **Lucy Glo** and **Lucy Rose Apples** will be available for the first week of October.

Eastern **Cortland Apples** are now available in 12/3lb poly bags, 72/88 ct bulk, and 8ct tote bags. These apples are slow to brown and are great for making pies and dumplings.

New crop New York **Snap Dragon Apples** are now available with bulk and bagged fruit. Good supplies are expected to continue.

Eastern **Gala, Ginger Gold, Honeycrisp, Sweetango,** and **McIntosh Apples** continue in peak season from New York and Pennsylvania.

Rockit Apples, in 6/3lb clamshells, will be available starting 10/5. This small-sized **Apple** variety is perfect for on-the-go snacking.

New **Kissabel Apples** are expected to be available in mid-October. These apples have a deep red flesh.



CV GRAPES

The California **Grape** season started with approximately 96 million cartons to ship with 86 Million of them being shipped fresh. Currently 36 million cartons were shipped and estimated loss from Hurricane Hilary now equates to roughly 30 million cartons. With that being said we only have 20 million cartons left to ship to close out the season. Expect pricing to continue to rise and volume to slow in order to make it to December.

The good news is that there are some outstanding varieties of **Green** and **Red Grapes** coming into season and very good quality, texture, and flavor can be expected in the Jumbo and XL lines.

Side Note: Peruvian **Red Grapes** have arrived last weekend on the East Coast to help fill the needs that were affected by Hurricane Hilary. These will likely be priced lower than California.

On the specialty side, **Moon Drops, Gum Drops,** and **Cotton Candy Grapes** will be available from The Grapery for early October.



CV MANGOS

Tommy Atkins Mangos from Brazil have been steady, but as we approach the second half to the season, pricing is increasing.

ALERT! Beyond the Brazil season, growers and exporters are reporting a catastrophic and historical deficit in expected fruit from Ecuador and Peru. **Mangos** will be extremely limited for the end of October through the rest of 2023!



CV PINEAPPLES

GOOD NEWS! Pineapples are in good supply as we head into October. Prices have been coming down the past few weeks and should be somewhat promotable for the month of October.

Super-sweet Del Monte **Honeyglow** and Dole **Premium Selection Pineapples** are in steadier supply too.

Del Monte **Pink Glow Pineapples** are back in modest availability.



CV PEPPERS

GOOD NEWS! Greenhouse **Red, Orange, and Yellow Bell Peppers** are seeing promotable pricing for early October with product from Mexico coming on strong.

Green Bell Peppers will be moving from local product to Georgia and Mexico for early October.



CV BROCCOLI RABE

NOTE: Broccoli Rabe is expected to have limited availability for the first two weeks of October.

Starting 10/16, **Broccoli Rabe** should be more readily available with promotional pricing towards November.



CV SWEETEST BATCH BERRIES

Driscoll's **Sweetest Batch Blackberries** are back in stock and available. Taste is outstanding, and berries are huge.

NOTE: Driscoll's **Sweetest Batch Blueberries** are available in light quantities and at high pricing from Mexico, impacted by the same poor availability as the blueberry market.



CV PEARS

Good supplies of Pacific Northwest **Anjou, Bartlett, Bosc, Comice, Forelle, and Starkrimson Red Pears** are expected to be available for early October.

Happi Pears are expected to for the first week of October. They can be enjoyed when green or when yellow, and are described by Stemilt as sweet with a bright and zesty bite.



CV ARTICHOKEs

NOTE: Artichokes are expected to be pricey and limited for the month of October. Be prepared for large jumps in pricing.



CV HARD SQUASH

Simple Beginnings **Cubed Butternut Squash** is back in season from State Garden. This convenience pack is a great seller in your value-added set.

October will be prime time for fall **Hard Squash** promotions with a variety from farms around the Mid-Atlantic, Northeast, and Mid-West.



CV WARM VEG

Eggplant and Super Cucumbers will be moving from local into primarily Mexican and Georgia production heading into mid-October.



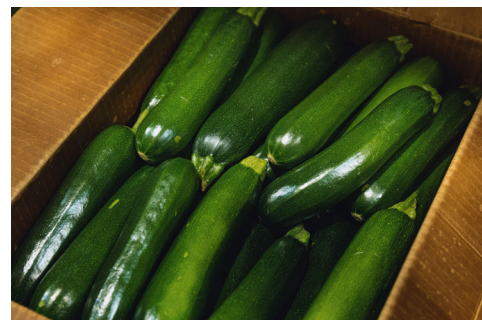
CV AVOCADOS

Hass Avocados from Mexico are steady for the end of September and heading into October. 48ct and larger prices are starting to come down a bit. Overall supplies are steady, and quality is good.



CV TOMATOES

Vine Ripe and **Roma Tomatoes** are just about finished up locally. Product will be available out of Alabama and Mexico moving forward, looking for the best quality and price.



CV SQUASH

Green and **Yellow Squash** will be promotable for early October with **LOCAL** product still going, plus availability out of Mexico, and the Carolinas and Georgia starting.



CV CITRUS

Most Import **Mandarins** continue to impress with quality, but fruit volumes are getting tight, and prices will increase.

Grapefruit are on final supplies out of California, with Texas still a few weeks out. Until then, expect to see higher prices on choice and fancy fruit. Import fruit is available to fill the gap.

NOTE: Import **Navel Oranges** are showing excellent quality but fruit has gotten extremely tight. We will see a gap in **Navels** towards the end of October, before California new crop fully starts.

California **Valencia Oranges** have a strong crop with excellent quality. This fruit is peaking towards larger sizes.

Import **Cara Cara Oranges**, **Minneola Tangelos**, and **Blood Oranges** are slowing down in supply for the offshore season.



CV MELONS

Watermelon prices are increasing as the East Coast growers finish up for the season. Harvests will be transitioning to Texas before we move back to the fall Florida crops. Quality has been nice.

Cantaloupes and **Honeydew** overall volume in San Joaquin Valley is seasonally decreasing as expected. Fruit is peaking Jumbo on both **Lopes** and **Dews**. California looks to go until Mid-October then transition into Arizona/Mexico until mid-November when transition into Imports.



CV LEMONS & LIMES

Lemons from Chile are showing good quality and supply while California grower regions are in transition. California fruit is peaking on small sizes. New Zealand **Meyer Lemons** will gap in a small way before California starts.

ALERT! **Limes** from Mexico remain elevated. Stay away from ads due to high price and low quality.





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CODE	DESCRIPTION	SIZE	UPC
236844	OG Power Greens Earthbound Farm	6/1 lb	032601902681
225018	OG Classic Caesar Kit Earthbound Farm	6/7.8 oz	032601952877
237085	OG Chopped Kale Earthbound Farm	6/10 oz	032601953355
236896	OG Broccoli Florets Earthbound Farm	6/2 lb	032601953287
236851	OG Hearts of Romaine Earthbound Farm	6/10 oz	032601707255
218701	OG Romaine Garden Salad Earthbound Farm	6/10 oz	032601709259
236846	OG Shredded Romaine Earthbound Farm	12/9 oz	032601953829
236898	OG Cauliflower Florets Earthbound Farm	6/9 oz	032601952792

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CODE: 236893



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CODE: 237102



CODE: 235194

CODE	DESCRIPTION	SIZE	UPC
237145	OG Petite Greens Earthbound Farm	2/2 lb	N/A
236893	CV Brussels Sprouts Halved Taylor Farms	4/3 lb	N/A
237097	CV Broccoli Florets Taylor Farms	6/2 lb	824862020118
237102	CV Green Beans Taylor Farms	6/2 lb	824862006471
235194	CV Brussels Sprouts Taylor Farms	6/2 lb	030223042143

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CODE: 236878



CODE: 236874



CODE: 206769



CODE: 236871



CODE: 237088



CODE: 236869



CODE: 237095



CODE: 237090



CODE: 237089



CODE: 236877



CODE: 237096



CODE: 235512



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CODE: 236881



CODE: 237097



CODE: 237102



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CODE	DESCRIPTION	SIZE	UPC
236859	CV American Salad Taylor Farms	6/12 oz	030223011323
236876	CV Arugula Taylor Farms	6/5 oz	030223040835
236853	CV Baby Spinach Taylor Farms	6/6 oz	030223000280
236854	CV Garden Salad Taylor Farms	12/12 oz	030223011262
236851	CV Hearts of Romaine Taylor Farms	6/10 oz	030223040323
236863	CV Italian Salad Taylor Farms	6/9 oz	030223011361
236850	CV Shred Carrots Taylor Farms	6/8 oz	030223021179
237094	CV Shred Lettuce Taylor Farms	12/8 oz	030223021155
236879	CV Shred Red Cabbage Taylor Farms	6/8 oz	030223021162
236884	CV Spinach Taylor Farms	12/9 oz	030223000273
236885	CV Spring Mix Taylor Farms	6/5 oz	030223091028
236875	CV Sweet Butter Blend Taylor Farms	6/6 oz	030223041900
236878	CV Tri Color Coleslaw Taylor Farms	12/16 oz	030223021186
236874	CV Bacon Caesar Chop Kit Taylor Farms	6/10.35 oz	030223042259
206769	CV Buffalo Ranch Chop Kit Taylor Farms	6/13.5 oz	030223041511
236871	CV Green Goddess Chop Kit Taylor Farms	6/11.57 oz	030223061106
237088	CV Mexican Street Corn Chop Kit Taylor Farms	6/11.62 oz	030223060994
236869	CV Sunflower Chop Kit Taylor Farms	6/12.8 oz	030223041146
237095	CV Coleslaw Kit Taylor Farms	6/10 oz	030223061571
237090	CV Apple Feta Salad Kit Taylor Farms	6/7.3 oz	030223061618
237089	CV Bacon Caesar Salad Kit Taylor Farms	6/9.27 oz	030223061588
236877	CV Ultimate Caesar Salad Kit Taylor Farms	6/11.4 oz	030223042181
237096	CV Celery Bites Taylor Farms	6/8 oz	030223061410
235512	CV Teriyaki Stir Fry Kit Taylor Farms	6/12.5 oz	030223041221
236882	CV Bok Choy & Veggies Taylor Farms	6/12 oz	030223061182
236883	CV Kale & Veggies Taylor Farms	6/12 oz	030223060918
236881	CV Kohlrabi Slaw Taylor Farms	6/12 oz	030223060901
237097	CV Broccoli Florets Taylor Farms	6/2 lb	824862020118
235194	CV Brussel Sprouts Taylor Farms	5/2 lb	030223042143
237102	CV Green Beans Taylor Farms	6/2 lb	824862006471

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