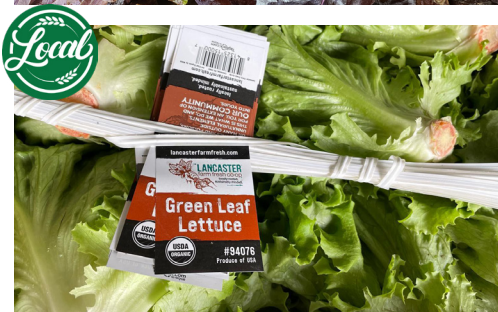


OCTOBER 20 - OCTOBER 27, 2023

FALL CROP ORGANIC LETTUCES & GREENS



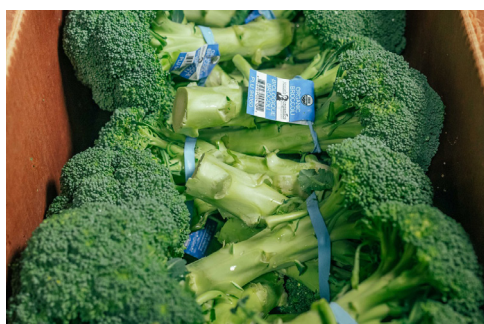
LOCAL Organic Leaf and Romaine Lettuce continue to be sourced out of New Jersey and Pennsylvania during late October. The season is approaching the end as colder temperatures are coming to these growing regions. Expect sourcing to shift to the west coast, until the Florida season begins in mid to late October.



LOCAL Organic Iceberg Lettuces continues to thrive. Promotional opportunities on both items will be available for the remainder of October.

Organic Romaine Hearts and Iceberg Lettuce remain in strong supply from the West Coast.

Organic Kales, Collards, and Dandelion Greens are slowing down for the local season. Expect more supplies to be sourced from the West Coast to fill in until Lady Moon Farms in Florida is ready to harvest in early November.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! **Organic Broccoli** from California continues to make improvements during mid-October. As we move into late October and early November, expect promotional opportunities with excellent quality.

GOOD NEWS! **Organic Cauliflower** is experiencing improving volumes during late October. As we move into early November, expect promotional opportunities.

The strong supplies are only expected to be short-lived as pricing is expected to increase as Thanksgiving approaches.



OG BERRIES

GOOD NEWS! **Organic Raspberries** continue to be promotable out of Mexico. Quality has been excellent, and fruit is eating really well right now. Take advantage while other berry availability remain limited.

NOTE: **Organic Strawberry** prices are jumping quickly as harvests slow way down. Volumes are extremely light as we transition into Mexico for the winter months. Expect pricing to continue to rise as production continues to slow down weekly.

NOTE: **Organic Blackberry** pricing will inch up as supplies decrease due to a Hurricane in Mexico. Supplies are limited as growers pick through the rain damaged crops. Quality on what has been coming in has been good but keep fruit turning.

ALERT! **Organic Blueberry** supplies continue to be extremely out of Peru. Vessels are on the water and arrivals are getting better and becoming more frequent. Pricing is expected to remain at these levels for a few more weeks until supplies really improve.



OG TOMATOES

Organic Heirloom Tomatoes are available with great pricing and availability out of Mexico.

Lady Moon Farms **Organic Cherry and Grape Tomatoes** will be available the week of 10/23 out of Florida. Volume will be minimal as they get started.

Savoura's greenhouse **Organic Beefsteak and Cluster Tomatoes** will be minimal as Quebec is experiencing cooler temps, rain, and low light. This is causing picks to be very low into the end of October.

Organic Roma Tomatoes are coming out of Mexico with great quality and availability into November.



OG APPLES

Peak season **Organic Apples** are in excellent supply with great quality.

Organic Anjou and **Bosc Pears** are very limited as we start the season.

Organic Concorde Pears will join the mix in late October. Try this medium-sized pear with its smooth skin and juicy sweet flesh.



OG CITRUS

Organic Lemons are slowly getting started in California with sizing peaking more towards smaller fruit. Solid import fruit is available in large sizing through October at under-market prices.

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

Organic Navel Oranges are expected to start in early November.

ALERT! **Organic Limes** remain tight, and prices remain high. Stay away from ads and promotions.



OG FALL FRUIT

Organic Pomegranates from California are here! Look to fill your shelves with nice quality fruit for October as large and medium sized 2-layer fruit will be available for the season.

Organic Fuyu and **Hachiya Persimmons** are now in season from California.

Fresh **Organic Figs** continue to be available.

Fresh **Organic Cranberries** are now in season.

NOTE: **Organic Kiwi Berries** are now done for the 2023 season.



OG MELONS

Organic Cantaloupes and **Honeydews** have started harvesting from Southern California and Mexico.

Organic Cantaloupes are showing good quality. **Organic Honeydews** are lacking behind a bit, but supplies with strengthen in late October.



OG GRAPES

Organic Grapes remain in good supply, and growers are now into some of their strong quality varieties for late October. **Organic Red Grapes** are pricing higher than **Organic Green** and **Black Grapes**. California volumes should last through November.

Imported **Organic Green Grapes** are currently on the water in small volumes.



OG POTATOES

GOOD NEWS! We are now fully into the new crop "Poplar Grove" label **Organic Red** and **Gold Potatoes** from Manitoba, Canada. This product is gorgeous. Sell with confidence.

GOOD NEWS! **Organic Russet Potato** prices will decrease for late October, and will be steady at that level through the end of the year.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts remain limited in October. Conditions are not expected to improve before to Thanksgiving.



OG BABY BUTTER LETTUCES

NOTE: Olivia's Organics **Baby Butter Lettuce** will be gapping heading into November. The quality in the fields isn't good enough to ship, and Olivia's/State Garden will need to wait until next harvest.



OG SWEET CORN

Organic Bi-Color Sweet Corn in eco boxes, as well as a 12/2pk, will be trickling in when available. Georgia is seeing some weather challenges, and the cooler temps are not allowing the **Organic Sweet Corn** to mature.



OG GREEN BEANS

Organic Green Beans from Mexico have been looking great, and will be in steady availability for Thanksgiving. Lid pricing is available for the holiday, so please speak with your sales rep for more information.



OG PEPPERS

11lb **Organic Red, Orange, and Yellow Pepper** prices are coming down with product out of Mexico and Holland into the end of October.



OG CELERY

Organic Celery remains promotable in October. Strong availability and promotable pricing have continued throughout the month.



OG SPECIALTY

Organic Dragon Fruit from California will be steady for the rest of October. Fruit quality has been nice.

Organic Kiwano Melons and **Organic Passion Fruit** from California will be available in limited quantities for the month of October.

Organic Papayas from Mexico are rebounding from heavy rains that occurred in the middle of the month. Pricing is steady.



OG TROPICALS

GOOD NEWS! **Organic Hass Avocado** supplies are promotable despite heavy rain that has prevented harvest for most of this past week in Mexico.

Organic Pineapple supplies remain steady, and fruit has been sweet!

ALERT! California grown **Organic Mangos** are available. Pricing is higher, but fruit quality has been good. Ecuador fruit is a few weeks away. Expect high pricing and extremely limited fruit.



OG HARD SQUASH

LOCAL growers are starting to slow down on some of their **Organic Hard Squash** varieties, but most of the core ones should be well supplied into December.

In late October, **Organic Hard Squash** offerings will mainly be **Organic Acorn, Butternut, Spaghetti, Kabocha, and Delicata Squash**, which will all be in good supply with steady pricing through December.

Organic Acorn and Butternut Squash will be **LOCAL** through November, while everything else will be product of California.

NEW! Gilbertie's ORGANICS



Organic Microgreens are now in stock and available from Four Seasons Produce from "Gilbertie's" in Connecticut.

The four varieties are Asian, French, Mediterranean, and Tex-Mex.



CODE: 236782



CODE: 236783



CODE: 236784



CODE: 236785





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

We've got planning help for the Holiday Season!



Click on the photo or scan the QR Code.



little leaf FARMS®

NEW ITEMS!

GREENHOUSE GROWN IN MCADOO, PA!



NEW



NEW



NEW

NEW SALAD KITS!
FRESHNESS & FLAVOR, ON-THE-GO!

NEW SWEET BABY BUTTER LEAF!
TENDER YET CRISPY GREENS!

BACK IN STOCK!

SEASONAL ORGANIC NOGS





CONVENTIONAL MARKET NEWS

OCTOBER 20 - OCTOBER 27, 2023

STRONG BROCCOLI & CAULIFLOWER SUPPLIES



GOOD NEWS! As **Broccoli Crowns** continue to have strong supplies from both the East and West Coast, late-October is a great time to promote.

LOCAL Pennsylvania **Stem Broccoli** continues in season and will be steady through mid-November. This product is hydro-cooled and sold in 110ct bins with some stalks and leaves for a farm-stand look.

Cello **Cauliflower** from the West Coast is experiencing improving supply volumes. Headed into late October, expect supplies to remain strong and pricing to continue to fall.

LOCAL Pennsylvania **Jacket-cut Cauliflower** in 60ct bins is coming back into season for late October. Ask you rep for more information to pre-book.



CV APPLES

Peak season Eastern (PA/NY) and Washington **Apples** are in excellent supply with great quality.

As Eastern **Ginger Gold Apples** finish up, Eastern **Gold Delicious Apples** are coming into peak season. Excellent supplies and quality should be expected.

The **Lady Apple** miniature variety is now available in 20lb boxes. For more info on this variety, check out: minnetonkaorchards.com/lady-apple

Pouch bag “**Lil Snapper**” kid-sized **Apples** are in stock from Stemilt with several varieties.

Club/Premium varieties that are in stock include: **Envy, Lucy Glo, Lucy Rose, Rave, Rockit, Snap Dragon, SugarBee,** and **SweeTango**. Plus..

New **Kissabel Apple** out of Washington will be available for mid-October. Check out this cool apple that comes with yellow or red skin, and red flesh. These will only be around for a few weeks get them while you can! For more info: KISSABEL.com

New crop **Lemonade Apples** from Washington are available for late October. Try this bright yellow sweet/tart apple!



CV BERRIES

GOOD NEWS! **Raspberries** remain promotable out of Mexico. Quality is very nice, and pricing is very cheap. Take advantage now and build big displays and promote!

NOTE: Strawberry supplies are tightening up as California harvests slow way down very quickly. Expect supplies to start becoming short, and pricing to start rising to slow down demand. Quality has been nice on what is coming in. Northern California harvests have stopped, and Southern California/Mexico volume is extremely light.

NOTE: Blackberries remain tight out of Mexico. A hurricane has hit the growing region and is really limiting supplies. Due to dem and, expect prices to increase to help slow down demand. Harvests are expected to rebound in early-mid November.

ALERT! Blueberry supplies remain extremely limited. More arrivals are finally expected to start coming in, leading to some better availability. Quality out of Peru has been excellent. Pricing should remain at these levels for another few weeks until there are more imports arriving.



CV FALL FRUIT

POM-POM Pomegranate Arils from POM Wonderful will be in stock by October 22nd in 12/4oz and 8/8oz cups.

California **Pomegranates** are shifting to the popular “Wonderful” variety, and supplies are steady. POM Wonderful **Pomegranates** will be available for the end of October.

Fuyu Persimmons will be steady for the rest of October from California. **Hachiya Persimmons** are just about to start. Once the **Hachiya Persimmons** get started, they will be steady.

Fuyu Persimmons can be eaten when hard. **Hachiya Persimmons**, on the other hand, must be eaten when very soft for optimal flavor.

Fresh **Cranberries** are in season! Four Seasons will offer both “Ocean Spray” brand and **LOCAL** “Jersey Fruit” brand.

California **Quince** and fresh **Figs** both continue in season for October and into November.



CV GRAPES

Grapes continue to size up nicely with peak quality. It's an excellent time to promote quality and eating flavor on all varieties. Pricing does remain higher than other years.

- **Red** (Alison, Jack Salute, Sweet Celebrations)
- **Green** (Autumn Crisp)
- **Black Grapes** (Adora, Summer Royal)

California looks to go through early December for most varieties.



CV SOFT SQUASH

GOOD NEWS! **Green** and **Yellow Squash** will be promotable for the end of October.

There is still a lot of product coming out of Georgia and Mexico is coming on strong as well. We will start loading product out of Mexico and have this region in house by the end of October. This is a **HOT** deal for stores looking for ad or just to promote on a spot buy.



CV ASPARAGUS

NOTE: **Asparagus** prices will be increasing due to poor quality and low yields out of Mexico. We are having to rely on the Peruvian market, and everything is leading this direction for Thanksgiving as well.

Senora, Mexico is expected to start by early to mid-November, which may be too late for Thanksgiving.



CV CUCUMBERS

Select Cucumbers are rolling in from Georgia and North Carolina, but we will be transitioning to product out of Mexico by the end of October.

GOOD NEWS! **Euro Seedless Cucumbers** will be promotable for the end of October with product out of Canada.



CV LETTUCES

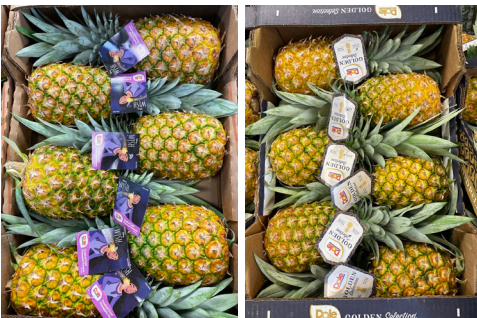
Leaf and **Romaine Lettuces** are plentiful in late October. California production is strong, while **LOCAL** New Jersey continues to have improved availability.

GOOD NEWS! California **Iceberg Lettuce** and **Romaine Hearts** continue to have strong availability, making prices promotable. Strong volume and quality are perfect for promotions.



CV GREEN BEANS

Green Beans out of Georgia have started and we will see better market pricing into the end of October. There will be a little beans out of New Jersey along with Georgia and Mexico.



CV PINEAPPLES

GOOD NEWS! **Pineapples** remain promotable for the rest of October. Look to push and promote fruit.

Premium **HoneyGlow** and **Golden Selection Pineapples** will also be available and in steady supply.



CV HARD SQUASH

Local PA **Acorn**, **Delicata**, and **Kabocha Squash** are now done. **LOCAL** **Butternut** and **Spaghetti Squash** should be available through November.

Acorn, **Delicata**, and **Kabocha Squash** supplies will switch over to mid-west grown product starting in late October.



CV MELONS

Cantaloupes and **Honeydews** have seamlessly moved into Yuma, AZ and will remain until early to mid-November. Early production on **Melons** is sizing smaller, but are expected to size up soon.



CV BRUSSELS SPROUTS

Brussels Sprouts supply is improving in late October. Pricing and availability are not yet at promotional levels, but are improving weekly.



CV CELERY

GOOD NEWS! Celery remains readily available and promotably priced. Expect these conditions to continue through late October.

Pricing will begin to increase as Thanksgiving approaches.



CV AVOCADOS

GOOD NEWS! Hass Avocado supplies are rebounding a bit after significant rains in Mexico for the middle of October. Supplies remain promotable for the rest of October. 32, 48, and 60ct sizes are available.



CV CITRUS

Florida **Grapefruit**, **Juice Oranges**, **Tangerines**, and **Pummelos** are all in season. Some rain has slowed down production.

Grapefruit (Star Ruby) from Florida are showing great internal and external appearance. The crop is peaking on small sizes right now. Texas Rio's are expected to get started on the week of 10/23.

Import **Mandarin** prices remains firm, however quality is outstanding from Chile and South Africa. Import **"Halos"** will remain in stock through Thanksgiving. California should start at the end of November.

Lemons have now transitioned to District 3 in California with good supplies on smaller fruit (115-165ct). Large fruit will be limited in both choice and fancy grades.

ALERT! Limes pricing will remain consistent and elevated for the month of October. Stay away from promoting and keep inventory fresh and turning.

Navel Oranges have transitioned to "Seedless **Midnight Valencias**" from South Africa and Chile with outstanding quality. California **Navel Oranges** are expected to start for the beginning of November, pending on color.

California **Valencia Oranges** will go through October, but sizing will be limited.



CV MANGOS

ALERT! Pricing on **Mangos** is spiking to all-time highs. **Mangos** from Brazil will increase even further on the East Coast for the last 2 weeks of October. Overall quality has been good.

Long-term, **Mango** supplies are expected to be extremely short for the rest of the year. Fruit from Ecuador will be very short and should start around the end of October.

A very small amount of **Ataulfo Honey Mangos** from Ecuador have started. Pricing is high.



CV TOMATOES

Snacking Tomatoes from NatureSweet, particularly the seasonal **"Constellations"** in the 9/24oz pack, which will be on promotion starting 10/30 with a display build contest. There will be plenty of product and display shippers available to create the displays. This contest will go right into Thanksgiving.

Heirloom Tomatoes out of Mexico and Canada are seeing some better pricing, primarily driven by low demand.

Vine Ripe and **Roma Tomatoes** are holding steady and quality on all inbounds have been fantastic. We are pulling product from Mexico moving forward looking for the best quality and price.

OTHER STORIES

- **Seckel** and **Forelle Pears** have arrived with excellent quality.
- **Pumpkins** inventory is starting to dwindle down as we get closer to Halloween. **Face Jack-O-Lantern Pumpkins** will be available the weekend before Halloween, but all other varieties will be sold out.
- **Green Bell Peppers** are rolling in from Georgia, but we will be transitioning to product out of Mexico by the end of October.
- **Onions** are steady across the board. **"Sweetie Sweets"** Onions will be available for late October and early November. This product is gorgeous in bags and bulk.
- **Green Kiwifruit** supplies are extremely short, and pricing is very high. Expect some relief in price in early November as supplies are expected to increase from California and Europe.
- A few **SunGold Kiwifruit** from New Zealand are still available, but the season is finished. Fruit will run out before the end of the month.