

OCTOBER 18 - OCTOBER 25, 2024

ORGANIC APPLE SEASON RAMPS UP



OG SugarBee:
Sweet & Crisp!



OG Envy:
Balanced flavor & Crunchy



OG Lady Alice:
Complex Sweet-Tart, Dense



OG Opal:
Crunchy-sweet, slow to brown when cut



OG Kanzi:
Sweet-sour & Juicy

GOOD NEWS! New crop first **Organic SugarBee, Envy,** and **Lady Alice Apples** of the season are now available. A steady supply is expected of these premium varieties.

The first **Organic Opal Apples** of the season are expected to arrive to the East Coast around 10/21, followed by **Organic Kanzi Apples** on 10/24 and **Organic Lucy Rose** on 10/27.

GOOD NEWS! Generally, the following **Organic Apples** are in peak season and promotable in bulk and bag options: **Organic Gala, Honeycrisp, SweeTango, Fuji, Granny Smith,** and **Ambrosia.**

Canadian **Organic McIntosh Apples** are in season, though supplies are sporadic. The fruit size this year is extremely small. Expect 100ct - 113ct for this short season.

Storage crop 2023 Washington **Organic Cosmic Crisp Apples** are officially ending for the season. This item will gap until the first week of December when the 2024 new crop is ready to ship.



OG BERRIES

Organic Raspberry supplies and pricing are steady out of Mexico. Quality has been excellent.

Organic Strawberries supplies will be steady out of California. Northern District fruit will be finishing, and supplies are expected to decrease heading into November with shorter days and cooler temps. Quality on the new crop out of Oxnard, CA has been nice overall with some minor bruising.

California **Organic Blackberry** pricing will decrease some with better supplies expected but should finish by early November. Mexico availability is beginning to increase with more growers starting harvests. Quality has been nice from both regions.

Organic Blueberry supplies will improve as Peruvian containers continue to arrive in port. Expect pricing to decrease weekly as supplies increase. **OUTLOOK:** Promotable prices are expected in mid-November. Quality has been excellent.



LADY MOON OG WARM VEG

ALERT! Lady Moon Farms has put shipping out of Punta Gorda, Florida on hold for the time being due to effects of the hurricane.

Lady Moon is still shipping **LOCAL Organic Collards** and **Kales** from their PA farm for mid-October, along with **Organic Cabbage, Fennel,** and a few other **Greens** - all with diminishing volume. Expect to see more California product starting in late October and November.

NOTE: Lady Moon product that is done for the season out of PA: **Organic Heirloom, Grapes, Cherry, and Medley Tomatoes, Eggplant, Green Pepper, Jalapeno, Snack Peppers, and Shishito Peppers.** These items were expected to transition to Florida throughout October, but this is now delayed because of the hurricane.



OG TROPICALS

GOOD NEWS! **Organic Pineapples** supplies have come on strong for the middle to end of October. Look for promotional opportunities for the rest of the month and into early November!

Organic Royal Star Papayas are in good supply for the middle of October. Quality has been good.

Organic Hass Avocados remain steady in supply. 48ct and larger fruit remains a little tighter, while 60ct will be more promotable for the end of October.

Equal Exchange **Organic Fair Trade Avocados** are available in 48ct, 60ct, and 8/4ct ReadyCycle packs.

NOTE: California **Organic Keitt Mangos** will be available through the end of October at high pricing. A limited amount of Ecuador **Organic Mangos** are expected to begin for the end of October. Pricing will be high to start.



OG CELERY

Organic Celery is still readily available! Pricing started to improve to promotional levels in the middle of October, following minor cost increases at the beginning of the month. Seize these offers while they're still available!

No shortages of supplies are anticipated in October or early November, but as Thanksgiving approaches, pricing is anticipated to rise.



OG LETTUCE

GOOD NEWS! **Organic Romaine Hearts** from California continue to be promotable.

GOOD NEWS! **Organic Lettuce** is still very widely available right now! There is still a strong supply of **Organic Romaine** and **Leaf Lettuce** with good quality and at a reasonable price, coming from California and **LOCAL** New Jersey.

After a brisk beginning to the month, **LOCAL Organic Iceberg Lettuce** from New Jersey is still thriving in mid-October. Good availability and a reasonable price are anticipated through late October!



OG CITRUS

Organic Limes are more available and prices are dropping.

There is one last picking of California **Organic Valencia Oranges** (12/3lb bags - code 49653) available to fill organic citrus sets for mid-to-late October.

South African large **Organic Grapefruit** are available in October until California starts later this fall.

The first new crop California **Organic Navel Oranges** are expected to arrive at the end of October. Sizing will start small, and supply will be limited for October, but improve throughout November.



OG SPECIALTY FRUIT

California grown **Organic Red Flesh Dragon Fruit** will be steady for the middle of October. Quality has been good.

Organic Passion Fruit and **Kiwano Melons** are now in stock from California. Expect these items to be in stock through the fall.

Organic Green Skin Avocados from Florida are now in season!



OG HARD SQUASHES

The season is in full swing on **Organic Hard Squashes** across all varieties. There is steady supply and attractive pricing locked in for the next month - sell away!

LOCAL product is coming in from PA, and supplemental volume from Organic Valley Coop in Wisconsin.



OG GREENHOUSE TOMATOES

Savoura greenhouse **Organic Tomatoes** from Quebec are arriving weekly!

Their first **Organic Cluster Tomatoes** are now available and will continue to roll in throughout the winter. 12/8.8oz **Organic Cocktail "Apero" Tomatoes** and 12/6.56oz **Organic "Mini Apero" Cherry-on-the-Vine Tomatoes** will be promotable into the end of October. These are some high-flavor varieties!



OG BRUSSELS SPROUTS

Starting 10/22, Wisconsin will have an abundance of **Organic Brussels Sprouts**, and quality is expected to be strong.



OG CAULIFLOWER

GOOD NEWS! Anticipate **Organic Cauliflower** to have outstanding volume, robust quality, and advantageous pricing for mid to late-October. **LOCAL PA Organic Naked 9ct** and California 12ct will be in stock.



OG GRAPES

California **Organic Grapes** are still excellent quality, but **Green** and **Black** are less available than **Red Grapes**. Expect this to remain the trend through October. November will see lighter supplies.



OG FALL FRUIT

California **Organic Fuyu** and **Hachiya Persimmons** are in season! Supplies should be steady for the fall! **Fuyu** (flat) **Persimmons** can be eaten firm, while **Hachiya** (high) **Persimmons** must be soft before being eaten.

Organic Pomegranates are now available in a large size and smaller value option for the duration of the domestic season. **Organic Pomegranate Arils** will arrive around 10/20.

Organic Brown Turkey Figs from California will be in stock for October in limited supply.

Organic Fresh Cranberries are in season and available to add to your sets.



OG WARM VEG

GOOD NEWS! **Organic Cucumbers** and **Organic Green Squash** have promotable pricing due to plenty of volume out of Mexico.

Flaim Farm out of New Jersey will continue to roll with **LOCAL Organic Peppers, Cucumbers, Squash, Tomatoes, Cabbage, and Eggplant.** Weather pending, they are expected to go into the middle of November.

NOTE: **Organic Eggplant, Green Pepper, and Yellow Squash** prices are expected to stay elevated due to the lack of Florida harvests. These items were expected to transition to Florida throughout October, but this is now pending because of the hurricane.

With limited product in Florida, November and December will be more volatile for **Organic Warm Veg.** We will have to rely mostly on Mexican production during this time.



OG BROCCOLI

California **Organic Broccoli** is generally available in good supply for October. This consistent supply is fueled by a fragmented market where some growers have limited supply while others have plenty. The quality is still very good, while pricing is mid-range.

Mid-October comes with the return of **Organic Broccoli Rabe** to the shelves. Volumes are starting to increase once again. As availability improves, anticipate prices to linger elevated. Heading towards the end of October, prices will begin to decline.



OG KIWI BERRIES

GOOD NEWS! **Organic Kiwi Berries** are still in season! Get your Lil' Prankster label 12/6oz clamshells!



OG PEARS

The first Washington **Organic Concorde Pears** of the season are set to arrive the week of 10/21.



OG SCALLIONS

Organic Scallions are now abundant, and the market is trending downward.



OG COLOR BELL PEPPERS

GOOD NEWS! **Organic Red, Yellow, and Orange Sweet Bell Peppers** are in abundant supply from Mexico, allowing for late October promotions!





CONVENTIONAL MARKET NEWS

OCTOBER 18 - OCTOBER 25, 2024

CITRUS SEASON OUTLOOK



CALIFORNIA:

New crop **Navel Oranges** are expected to arrive to the East Coast around 10/27.

Clementine and **Satsuma Mandarins** will begin in November.

Cara Cara Oranges, **Blood Oranges**, and other **Specialty Citrus** will begin during December.

12ct California **Pummelos** are in season and in stock. California **Grapefruit** has started harvesting slowly.

FLORIDA:

Grapefruit should be available starting the week of 10/21.

The first Florida **Fall Glo Tangerines** (seeded) will be available on 10/20.

Noble "Starburst" **Pummelos** available via request.

Hamlin variety Florida **Juice Oranges** are in season.

TEXAS:

Texas **Grapefruit** should be ready to load by the end of October.

IMPORT:

Import **Mandarins** have inconsistent sizing, prorates, and elevated prices, and will continue until Moroccan fruit arrives.

Import **Navels Oranges** are limited with high pricing. Import **Specialty Citrus** is coming to an end.

Lime prices from Mexico and Colombia have drastically dropped as the winter crop is coming on strong.



CV BERRIES

Blueberry supplies will increase as more containers are beginning to arrive. Pricing will drop with better availability each week. Peak volume is still expected in mid-November. Quality has been excellent on arrival.

For a premium pack, great-tasting Driscoll's **Sweetest Batch Blueberries** are available, and Family Tree Farms **Jumboz Blueberries** are in stock from Peru.

Raspberry supplies continue to be steady out of Mexico. Pricing is steady with excellent quality.

Strawberries are steady out of California. Expect this to be the last week of Northern District fruit availability as majority of growers have stopped harvesting. Production will move down to Southern District, and with cooler temps and less sunlight, supplies are expected decrease heading into the end of October. Mexico availability is also very limited.

Blackberries remain available out Mexico. Harvests are light due to weather patterns and quality has been good overall.



CV CAULIFLOWER & BROCCOLI

GOOD NEWS! **Cauliflower** from Maine and California is promotable!

LOCAL Jacket-cut Cauliflower bins from Pennsylvania are also available with great quality.

Robust volumes and competitive pricing continue on **Broccoli Crowns** from Maine, and California is only becoming more productive. Volume from the West Coast has since begun to increase, and costs are getting by the day.

Nice **LOCAL Broccoli Crowns** are also available from New Jersey.

LOCAL Pennsylvania-grown **Stem Broccoli** bins continue in season. Quality is excellent.

NOTE: **Sweet Baby Broccoli's** availability is still restricted, and pricing is elevated from California. Quality remains nice.



CV APPLES

LOCAL PA Eastern **Crimson Crisp Apples** are now in season from Frecon Farms. This variety is almost perfectly round and with a very eye-appealing red skin. It's a cross between a Golden Delicious and Jonathan. It has an excellent crunch, and sweet but sharp flavor.

Other cool varieties in season from PA and NY **LOCAL Apple** growers include: **Evercrisp**, **Honeycrisp**, and **SnapDragon**.

The first of the season **LOCAL** Eastern **Granny Smith Apples** are now available.

There are multiple sizes and grades of **Honeycrisp** available from Washington. WaXfcy Premium being the highest red color and price, and US Xfcy being lower red blush and price. All eat great!

Check out the interesting Red-Flesh **Apple** varieties in season for fall: Tart-Sweet **Lucy Glo** (bronze skin), and Sweet **Lucy Rose** (red skin).



CV HARD SQUASH

LOCAL Acorn, Butternut, and Spaghetti Squash are coming out of both Lancaster County, PA as well as Southern New Jersey, with some attractive pricing. This late season Lancaster County, PA crop will continue on these items with promotable pricing through Thanksgiving.



CV GREEN BEANS

ALERT! Green Beans pricing spiked after the Hurricane Milton hit Florida. The hurricane destroyed crops and caused a lot of poor-quality beans. There are still beans to grab but they will be pricey.

This market will get even tighter before it gets better. There is a mix of product from Georgia with what is left with the local crop to fill demand for October.



CV BROCCOLI RABE

California **Broccoli Rabe** will officially begin to be more available in the second half of October. Volumes have returned to normal after several weeks of production limitations brought due to quality issues.

As the month goes on, costs should significantly improve and return to normal with potential promotional opportunities.



CV PINEAPPLES

Pineapple supplies have increased over the past few weeks. Pricing has begun to come off a bit as supplies have increased.

Premium flavor **HoneyGlow Pineapples** have returned to stock.



CV POMEGRANATES

Pomegranates continue in season, and will make a shift to the POM Wonderful label for November.

The POM Wonderful program will include whole **Pomegranates** in bins, and cartons, and also include 4oz and 8oz **Pomegranate Arils** cups.



CV PEPPERS

GOOD NEWS! Red, Orange, and Yellow Bell Peppers have good volume out of Mexico. There will be promotable pricing through the middle of November. Quality is expected to be outstanding.

In late October, 8/3ct **Rainbow Pepper** packs will be promotable into November too!



CV CHESTNUTS

Chestnuts from Italy are now making their way into the country for the season. Look for both 25lb bulk and 20/11lb mesh bag options throughout the fall season, starting around 10/24.



CV WARM VEG

Cucumber, Zucchini, Yellow Squash, and Green Pepper prices will likely rise into the end of October. This is primarily due to the hurricane damage done to Florida.



CV BRUSSELS SPROUTS

GOOD NEWS! Brussels Sprouts continue with decent pricing and availability. They continue to have great quality.

Added demand will inevitably drive up costs as Thanksgiving draws near, but overall prices should stay reasonable.



CV ASPARAGUS

Asparagus prices are easing with increased volumes coming from Mexico, Peru, and Guatemala.



CV GRAPES

There is excellent quality on all colors and sizes of California **Grapes**, and movement has not slowed down. Expect to be transitioned into imports near Thanksgiving.



CV CELERY

Californian **Celery** is widely accessible with costs and quality still good.

Given the approaching Thanksgiving holiday, and rising consumer demand, costs should start to rise in November.



CV LETTUCE

GOOD NEWS! October sees continued growth in many regions for the Lettuce category. **Leaf** and **Romaine Lettuce** from California have remained consistent. In mid-October, **Romaine Hearts** and **Iceberg Lettuce** are still seeing favorable volumes and competitive costs. These products can be promoted!

LOCAL Leaf and **Romaine Lettuce** grown in New Jersey continues to be produced in large quantities. The fall season has been strong in terms of quality!



CV TROPICALS

Hass Avocado markets remain fairly steady for October. 48ct and larger fruit has seen pricing and availability tighten just a bit. 60ct and smaller are more promotable!

Mango volumes from Brazil and Ecuador are finally starting to improve with the port strike in our rear view for the time being. Look to promote 10ct and 12ct fruit. 9ct and larger will still be very tight.

Ataulfo Honey Mangos from Ecuador are steady for the end of October.



CV TOMATOES

GOOD NEWS! There are spot buy promos on Greenhouse **Medley**, **Campari Cocktail**, **Cherry**, and **Grape Tomatoes** in pint clamshells, as well as **Grape Tomato** bowls for October.

NOTE: We are already seeing a complete **Round**, **Vine Ripe**, and **Roma Tomato** market shift as we head towards the end of October and throughout November.

This is mainly due to areas like Georgia, Tennessee, Carolinas, and Florida being hit by the Hurricanes. This could cause a major shortage and a spike in price on most **Tomatoes** in November unless Mexico comes on stronger than anticipated.

Even if Florida has **Tomatoes** left, quality will be weak from that region. Some replanting will have to take place in Florida, but that crop won't come until sometime in December.

Greenhouse **Beefsteak** and **Cluster Tomato** prices are starting to increase due to shifted demand.



CV PEARS

Washington **Happi Pears** are now in season. This yellow variety with red blush can be eaten firm or soft.

OTHER STORIES

- New crop import **Cherries** from Argentina and Chile are expected in early November with a bumper crop expected.
- **Sweet Corn** from Georgia looks nice and will be available for the next month. Pricing is up for the fall crop.



OH, SNAP! YOUR FAVORITE APPLE IS BACK.



LEGENDARY FLAVOR.

Spicy-sweet. A hint of vanilla. Get ready to send your taste buds on an epic quest.

ADVENTURE IS CALLING.

SnapDragon's monster crunch will leave you feeling satisfied and energized...ready to seize the day. It's ideal as a snacking apple or sliced in salads, and pairs beautifully with light cheeses, peanut butter and so much more. |

SWEET WITH A SNAP.

When you want a healthy, satiating snack, pick a SnapDragon apple, which contains no fat, sodium or cholesterol and is an excellent source of fiber. And thanks to the energizing rush of natural sugars, a SnapDragon is a healthy alternative to that second cup of coffee.

FOUR SEASONS PRODUCE SNAP DRAGON CODES

CODE: 229768
CV Apples Snap Dragon 72/88ct 40 lb

CODE: 5118
CV Apples Snap Dragon 27 lb

CODE: 5119
CV Apples Snap Dragon 12/2 lb

CODE: 32249
POS Snap Dragon Display Bin 1 ct



APPLES



From sweet to tart + everything in-between,
there's an apple grown just for you.



FUJI

FLAVOR: Ultra-sweet bite that makes you think of freshly pressed apple juice

PARENTS: Red Delicious & Virginia Ralls Janet

USAGE: Snacking, Juicing, Freezing



GALA

FLAVOR: Simply sweet with a floral aroma and hints of vanilla

PARENTS: Golden Delicious & Kidd's Orange Red

USAGE: Snacking, Salads, Juicing, Freezing

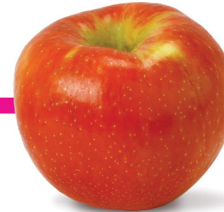


AMBROSIA

FLAVOR: Very sweet with little acidity and floral notes

PARENTS: Unknown, but thought to be Golden Delicious & Starking Delicious

USAGE: Snacking, Salads, Cooking



HONEYCRISP

FLAVOR: Extremely juicy and crisp with a refreshing honey-like sweetness

PARENTS: Keepsake and MN 1627 (an unreleased variety)

USAGE: Snacking, Salads, Pairing with Cheese



RED DELICIOUS

FLAVOR: Classic and mildly sweet flavor with just a few notes of acidity

PARENTS: Unknown, it was a chance seedling!

USAGE: Snacking, Juicing



OPAL®

FLAVOR: Distinctively crunchy texture, floral aroma, and sweet, tangy flavor

PARENTS: Unknown, but rumored to be Golden Reinette and Grimes Golden

USAGE: Snacking, Salads, Cooking, Baking, Juicing



JONAGOLD

FLAVOR: Honey-like with just enough tang

PARENTS: Golden Delicious & Jonathan

USAGE: Snacking, Baking, Cooking

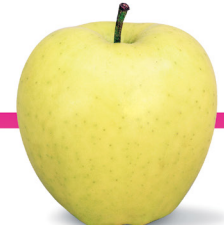


COSMIC CRISP®

FLAVOR: The dream apple with ample sweetness and perfect texture balance

PARENTS: Honeycrisp & Enterprise

USAGE: Snacking, Baking, Entertaining



GOLDEN DELICIOUS

FLAVOR: Sweet with a simple flavor and smooth flesh

PARENTS: Unknown, but rumored to be Golden Reinette and Grimes Golden

USAGE: Snacking, Baking, Cooking



SNAPDRAGON®

FLAVOR: Extra sweet with hints of vanilla and spice

PARENTS: Honeycrisp & an unnamed apple

USAGE: Snacking, Salads, Cooking



PIÑATA®

FLAVOR: Crisp and juicy with classic apple flavors and a tropical twist

PARENTS: Golden Delicious, Cox's Orange Pippin & Duchess of Oldenburg

USAGE: Snacking, Baking, Cooking



ENVY®

FLAVOR: Refreshingly sweet with an extraordinary crunch

PARENTS: Braeburn & Royal Gala

USAGE: Snacking, Salads, Baking, Cooking



SWEETANGO®

FLAVOR: Sweet with a lively touch of citrus, honey and spice

PARENTS: Honeycrisp & Zestar™

USAGE: Snacking, Salads, Pairing with Cheese



BRAEBURN

FLAVOR: Tart and sweet with hints of nutmeg and cinnamon

PARENTS: Unknown, but believed to be Lady Hamilton & Granny Smith

USAGE: Snacking, Baking, Cooking



JAZZ®

FLAVOR: Tart and sweet for a refreshing taste sensation

PARENTS: Royal Gala & Braeburn

USAGE: Snacking, Baking, Cooking



GRANNY SMITH

FLAVOR: Pucker-inducing tartness with loads of juice

PARENTS: Unknown, but believed to be Rome Beauty and French Crab apples

USAGE: Snacking, Salads, Baking, Cooking, Freezing



MCINTOSH

FLAVOR: More tangy than sweet with a spicy aroma

PARENTS: Unknown, but thought to be Snow Apple, Fall St. Lawrence & Alexander

USAGE: Snacking, Sauces, Cider, Juicing, Cooking



EMPIRE

FLAVOR: Tart and sweet with a hint of melon

PARENTS: Red Delicious & McIntosh

USAGE: Snacking, Salads, Sauces, Baking, Freezing



PINK LADY®

FLAVOR: Zippy sweet and tart flavor with an effervescent finish

PARENTS: Golden Delicious & Lady Williams

USAGE: Snacking, Salads, Baking, Cooking, Freezing



RAVE®

FLAVOR: Outrageously juicy with a refreshing snappy zing

PARENTS: Honeycrisp and MonArk

USAGE: Snacking, Salads, Pairing with Cheese

AVAILABLE AT FOUR SEASONS!



VEGGIE SIDE KITS

According to recent data from Circana, consumers are looking for easy-prep meal ideas with little to no mess. We created these Taylor Farms kits to be made in less that 20 minutes for the time-strapped consumer, seeking a quick and easy, yet flavor-packed side dish in minutes!



CODE	DESCRIPTION	PK/SZ	UPC
239100	CV Cauliflower Broccoli Rice Cheesy Pesto Saute	6/9.62 oz Taylor Farms	0-30223-06197-7
239099	CV Broccoli Caesar Roast Kit	6/10.65 oz Taylor	0-30223-06193-9
239102	CV Brussels Spicy Maple Air Fryer	6/12 oz Taylor Farms	0-30223-06195-3
235512	CV Stir Fry Teriyaki Saute Kit	6/12.5 oz Taylor Farms	0-30223-04122-1
237922	CV Ginger Garlic Saute Kit	6/14 oz Taylor Farms	0-30223-04125-2

ALSO AVAILABLE FROM TAYLOR FARMS!

RAINBOW CAULIFLOWER



Much like chasing the end of a rainbow, exploring the culinary potential of rainbow cauliflower leads to an endless array of possibilities.

Enjoy fresh, raw Rainbow Cauliflower florets from Taylor Farms and get nutrient-rich, flavorful, and in this case, colorful cauliflower on your table in just a few minutes.

CODE	DESCRIPTION	PK/SZ	UPC
241324	CV Rainbow Cauliflower	6/10 oz Taylor Farms	0-30223-06244-8



PHONE: 1.800.422.8384 | www.fsproduce.com





ZESPRI KIWIFRUIT DISPLAY CONTEST

MOST CREATIVE DISPLAY:

FIRST PLACE

SECOND PLACE

THIRD PLACE



WEAVERS MARKET
Adamstown, PA



COMMON MARKET 7TH STREET
Frederick, MD



HENNING'S SUPERMARKET
Harleysville, PA

BEST ALL ORGANIC DISPLAY:

FIRST PLACE

SECOND PLACE

THIRD PLACE



WEAVERS WAY CO-OP
Ambler, PA



BUNN'S NATURAL FOODS
Southampton, PA



WEAVER'S FARM MARKET
Morris, NY



PHONE: 1.800.422.8384

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ZESPRI KIWIFRUIT DISPLAY CONTEST

BEST SMALL STORE DISPLAY:

FIRST PLACE

SECOND PLACE

THIRD PLACE



EAST AURORA COOP
East Aurora, NY



LEG UP FARMERS MARKET
York, PA



SOULBERRY NATURAL MARKET
New Hope, PA

BEST YOY % INCREASE:

FIRST PLACE

SECOND PLACE

THIRD PLACE



WEAVERS MARKET
Adamstown, PA



COMMON MARKET 7TH STREET
Frederick, MD



SUNFLOWER MARKET
Woodstock, PA



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