

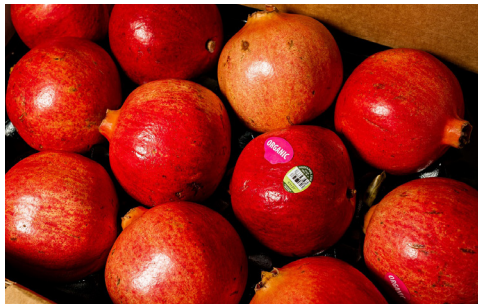


ORGANIC MARKET NEWS



OCTOBER 25 - NOVEMBER 1, 2024

ORGANIC FALL FRUIT SEASON



Fresh **Organic Cranberries** are in peak season!



GOOD NEWS! **Organic Pomegranates** in peak season for the fall and in good supply. A large size and smaller value option will be offered for the duration of the California season.

Organic Pomegranate Arils are an excellent ready-to-eat convenience item. Supplies are steady. Promote these in the berry section under refrigeration.



GOOD NEWS! **Organic Fuyu** (flat) and **Hachiya** (cone) **Persimmons** are steady from California. Supplies should be steady for the fall! Be sure to get these two varieties on your shelves.



Organic Brown Turkey Figs from California will be very limited as we finish up October.

Last call on **Organic Kiwi Berries!** Get your Lil' Prankster label from Oregon while supplies last in a 12/6oz clamshell as the season is winding down quickly.



OG BROCCOLI & CAULIFLOWER

In late October, California **Organic Broccoli** generally remains in good supply, and prices have begun to improve as a result of the increased supply volume.

In addition, North Carolina-grown **Organic Broccoli Crowns** and **Bunches** started to appear in mid-October. In late October and early November, expect exceptional quality, extensive availability, and seasonally appropriate prices.

Limited quantities of **LOCAL Organic Stem Broccoli Stalks** from Lancaster County, PA will be available into early November.

The volume of **Organic Cauliflower** has improved for late October, which has helped the price. Production will start to tighten again during November.



OG BERRIES

GOOD NEWS! **Organic Blueberries** will be promotable out of Peru. Pricing will drop significantly, and supplies will be plentiful. Volumes are expected to increase through mid-November. Quality has been excellent.

Organic Blackberry production out of Mexico is expected to increase as weather continues to improve. Quality is getting better with each arrival. California production is finishing for the season. Supplies will be limited.

Organic Raspberry supply will begin decreasing out of Mexico as there is a gap expected in plantings. Pricing is expected to increase. Quality has been good.

ALERT! **Organic Strawberry** production is decreasing out of California. Pricing will increase as the season finishes. Mexico production should begin with limited supplies over the next few weeks.

Four Seasons will also have limited volume of greenhouse-grown **Organic Strawberries** fruit available out of Ohio in the "Little Obsessions" brand. Quality has been excellent.



OG APPLES & PEARS

Washington **Organic Envy, Kanzi, Lucy Rose** (red flesh), and **Opal Apples** are all in season with nice quality.

We will transition from old crop to new crop **Organic Pink Lady Apples** during late October and early November.

NOTE: Our primary grower of **Organic Asian Pears** out of the Pacific Northwest got hit with a windstorm, and the remaining crop has been lost. We will try and transition back to California over the next couple of weeks.

New crop Washington **Organic Concorde Pears** have arrived with very nice quality.



OG BUNCH GREENS & KALES

TRANSITION NOTE: The local season for Lady Moon Farms' **Organic Bunched Greens, Kales,** and **Bunched Herbs** in Pennsylvania is over. Due to the negative impact of the hurricane earlier this month, their Florida's production has been postponed until late November.

As the temperature drops in the Mid-Atlantic, other local production is also winding down to a trickle. A switch in sourcing from the West Coast has begun. Pricing will be similar to the local program, and quality will be favorable out of California.



OG POTATOES

New crop Manitoba, Canada grown **Organic Red** and **Gold Potatoes** will be the new supply headed into November. Nicer quality is expected for the holidays with this new growing region.

Organic Russet Potatoes quality has been looking much better on the product coming from Wisconsin. **Organic Russets** have made the switch from field packed potatoes to product that was that were harvested into storage bins, so we are seeing much more uniform russetting on the potatoes and a much nicer solid skin set.



OG COLOR BELL PEPPERS

NOTE: **Organic Red, Yellow,** and **Orange Bell Pepper** markets have changed upward as we head towards November.

There is very little import product as Canada has finished, and Mexico does not have a ton of volume to support demand following their recent flush. This is especially true of **Reds, Yellows** and **Orange** are in a little better shape.

Expect this to continue into at least the middle to end of November and we are in a transitional period.



OG HASS AVOCADOS

Organic Hass Avocados remain steady in supply. 60ct fruit will be in the best supply as we start November. 48ct and larger fruit remains a little tighter. Four Seasons will have 48s, 60s, and 15/4ct bags all available in good supplies.

"Equal Exchange" **Organic Fair Trade Hass Avocados** are available in 48 and 60ct fruit, as well as a 8/4ct recyclable carton which offers single-serve sized fruit.



OG DOLE BANANAS

NOTE: We will see some sporadic cuts to Dole's **Organic Bananas** as their product is tight in the tropics. Poor weather and heavy rains are some of the root causes for this shortage. There will be lighter availability at least through mid-November and possibly longer. During this time, Four Seasons will fill in with other labels and brands of organics to cover customers' needs.



OG CITRUS

Organic Pink-Variiegated Lemons will be in season with small volumes for the fall from Buck Brand.

Pre-books for the first new crop California **Organic Navel Oranges** are in place arrival to the East around 11/7. Sizing will start small, and supply will be limited for November. The crop for December and beyond is expected to be a good one.

Organic Satsuma and **Clementine Mandarins** will begin during November.



OG BRUSSELS SPROUTS

GOOD NEWS! **Organic Brussels Sprouts** are available from Mexico and Wisconsin. Wisconsin growers will have a plentiful supply through Thanksgiving due to strong quality and yields.



OG DRAGON FRUIT

GOOD NEWS! California grown **Organic Red Flesh Dragon Fruit** will be in peak season for November. Quality has been good!



OG GRAPES

California **Organic Grapes** have excellent quality on late season varieties. There will be availability on **Organic Green** and **Black Grapes**, and more availability on **Reds**. Expect this to remain the trend through November as the season winds down. Prices will increase going forward.



OG MANGOS

California **Organic Keitt Mangos** will end during the last week of October. Ecuador fruit will bridge the gap in **Organic Mangos** as we head into November. **“Tommy Atkins”** fruit will be lower priced than the domestic California **“Keitt”** pricing by several dollars.



OG SALADS

NOTE: Late October through most of November marks “transition time” where salad greens and lettuce growers more production from the Salinas Valley of California down to SoCal and Yuma, Arizona.

In particular, **Organic Tender Leaf** supplies from “organicgirl” are facing challenges due to a transition and a heat wave affecting initial plantings in Yuma. This has resulted in significant quality and mechanical damage to salad ingredients, leading to anticipated shortages as the raw product does not meet their premium quality standards. These issues are expected to persist into the last week October. Additionally, **Organic Romaine** (crunch) is showing lower than normal volumes due to twisting of the heads.

The transition isn’t going ideally so far plus there has been high heat impacting quality. Most all brands will see some effects.

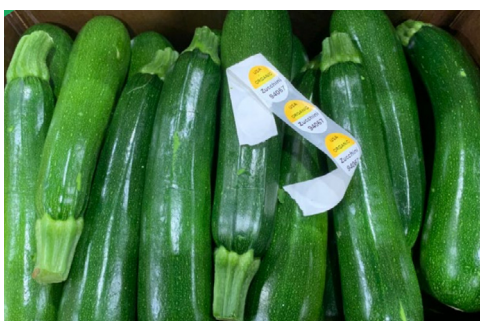
- **Organic Royal Star Papayas** are in good supply for the end of October. Quality has been good.

- **Organic Green Skin Avocados** from Florida will start to drop in volume as we start November.



OG PINEAPPLES

GOOD NEWS! **Organic Pineapples** are promotable with extra volume on 7ct. Good supply will carry into early November.



OG WARM VEG

Fall crop **Organic Veg** items from Flaim Farms out of NJ will continue to roll with crops on **LOCAL Peppers, Cucumbers, Squash, Cabbage,** and **Eggplant.** Weather pending, they are expected to go into the middle of November.

GOOD NEWS! **Organic Cucumbers** and **Green Squash** are two items with promotable pricing due to volume exceeding demand coming out of Mexico.

On the other hand, **Organic Eggplant, Green Pepper,** and **Yellow Squash** prices are expected to stay elevated due to the lack of Florida productions.

GOOD NEWS! **Organic Mini Seedless Cucumbers** will be promotable into November.



OG WATERMELONS

Organic Mini Seedless Watermelons are available out of Mexico as the fall season is well underway. Expect good supplies through November. Quality is excellent.



OG LETTUCE

GOOD NEWS! Promote **Organic Romaine** and **Leaf Lettuces** as there’s still a substantial supply of **Organic Romaine** and **Leaf Lettuce** from California and **LOCAL** New Jersey that is of nice quality and reasonably priced.

In Mid-October, **LOCAL Organic Iceberg Lettuce** from New Jersey continues to thrive after a vigorous start to the month. Through late October, good availability and a fair price are expected.

GOOD NEWS! California **Organic Romaine Hearts** continue to be promotable. Continue highlighting and enlarging displays to boost sales.

OTHER STORIES

There is still plenty of **Organic Celery** available. Although there won’t be any shortages of supplies in October or early November, prices are expected to increase gradually throughout the month as Thanksgiving approaches due to increased demand for the holiday.

HOW TO CUT A POMEGRANATE

- AQUA METHOD -

YOU GOT THIS!



WHAT YOU'LL NEED

Pomegranates
Bowl of water

Colander
Knife



STEP 1

Slice the crown off the top.



STEP 2

Score the skin, making cuts from top to bottom along the membrane seams.



STEP 3

Open the pomegranate while submerged in a bowl of water to prevent juice splatter.



STEP 4

Pull the arils from membranes under water.



STEP 5

By pulling the arils under water, it will prevent juice splatter.



STEP 6

The arils sink and the membranes float. Skim the membranes out before straining.



STEP 7

Strain the arils.



STEP 8

Enjoy!



CONVENTIONAL MARKET NEWS

OCTOBER 25 - NOVEMBER 1, 2024

POM WONDERFUL POMEGRANATE SEASON



GOOD NEWS! Peak season is here for California “Wonderful” variety **Pomegranates**, known for their bright color and havey juice content. Now through most of eceember will be the best time of the year to build displays and promote.

POM Wonderful Pomegranates, the top brand, are in stock as of 10/25. This premium pack out is sure to WOW your customers. The program will include whole **Pomegranates** in graphic bins, and cartons in XL 22ct and LG 30ct sizing.

4oz and 8oz **Pomegranate Arils** cups are also in stock from POM Wonderful in the “POM POM” brand. Merchandise these in your refrigerated berry or fresh-cut section. **Arils** are a convenient ready to eat option.



CV BERRIES

GOOD NEWS! **Blueberries** are becoming promotable out of Peru. Some late vessels are keeping supplies at bay, but volumes will continue to increase weekly and peak in mid-November. Quality has been excellent out of Peru. This will be the best berry to feature in November!

Delicious Driscoll’s **Sweetest Batch Blueberries** and Family Tree Farms **JUMBOZ Blueberries** are in good supply.

NOTE: **Raspberry** supplies will start to tighten up as Mexico begins to experience a gap in plantings. Expect prices to continue to rise as supply decreases. Quality has been nice overall.

Blackberry production is expected to increase out of Central Mexico. Quality and supply will continue to improve as weather patterns improve.

ALERT! **Strawberry** production is decreasing as Northern California production finishes. Temps are cool with shorter days, and production out of So-Cal is down dramatically. Expect tightening supplies weekly, with prices increasing. Florida will not be ready until mid to late December due to the hurricanes.



CV APPLES

Eastern **LOCAL Apple** available from PA and NY with excellent supply and solid quality:

- **Ambrosia**
- **Cortland**
- **Crimson Crisp,**
- **Empire**
- **Evercrisp**
- **Fuji**
- **Gala**
- **Gold Delicious**
- **Granny Smith**
- **Honeycrisp**
- **Lady**
- **Macoun**
- **McIntosh**
- **Pink Lady**
- **Red Delicious**
- **Rome**
- **Snap Dragon Apples**

Eastern **Ruby Frost** and **Stayman Apples** will begin during November.

Washington Apples in promotable supply:

- **Fuji**
- **Gala,**
- **Gold Delicious**
- **Granny Smith**
- **Honeycrisp**
- **Kissabel**
- **Lucy Glo**
- **Lucy Rose**
- **Pink Lady**
- **Red Delicious**
- **Rockit**
- **SugarBee**
- **Sweetango**
- **Pazazz Apples**



CV CITRUS

Pummelos are now in peak season. Florida **Starburst Pummelos** from Noble, known for excellent flavor, and Sunkist California **Pummelos** are both in stock. The Florida fruit has lighter rind color and some wind scars, while the California product has a dark, clean rind.

California **Grapefruit** is off to a slow start, but Florida has started to provide the much-needed relief, starting 10/29. The Texas **Rio Star Grapefruit** season will start in early November.

Florida **Juicing Oranges** (seeded) and **Fall-Glo Tangerines** (Seeded) are available.

OUTLOOK: California is close to from harvesting new crop **Clementine** and **Satsuma Mandarins**, which will arrive by November. Moroccan fruit will arrive in mid-late November. Until then, Import **Mandarins** from Chile and South Africa.

Import **Navel Oranges** are in better supply this week, but no change in pricing. **OUTLOOK:** The first of the season California **Navel Oranges** will arrive to the East by Halloween.



CV LETTUCE

Iceberg Lettuce and **Romaine Hearts** continue to see competitive prices and favorable volumes. Late October is a good time to promote these products. **OUTLOOK:** As the transition from Salinas, CA to Yuma, AZ draws near, expect prices to start going up in November. The quality of the season has been excellent.

California's supply of **Leaf** and **Romaine Lettuce** has not changed, but **LOCAL** New Jersey's abundance allows for a more affordable option.



CV GRAPES

Quality of **Grapes** remains superb with high quality, great flavor season varieties. California continues to outpace last year's volume by week. **Greens** will get tighter than **Reds** for the remainder of the season.

Expect that supplies will transition into Imports near Thanksgiving this year.



CV GREENS

In late October, **LOCAL** New Jersey's **Bunched Greens** and **Herbs** are still thriving, with good volume and good quality. In November, as the Northeast's temperatures start to drop, the season will wind down. November is when the shift to the Southeast and Texas is expected to happen. No supply disruption is anticipated, but cost increases are possible due to more freight versus **LOCAL**.



CV POTATOES

10/5lb bags **Russet Potato** out of Idaho is outstanding. Look for some sharp-looking product and a very attractive price.

GOOD NEWS! Look for some new attractive pricing this week on 10/5lb bags of **Red** and **Gold Potatoes** in the Dole label. This product is coming in from North Dakota, and the quality will be fantastic with steady pricing through the end of the year!



CV PEARS

Pears from the Pacific Northwest are in good steady supply right now.

Varieties available:

Anjou, Asian/Apple, Bartlett, Bosc, Comice, Forelle, Happi, and Red Starkrimson



CV PERSIMMONS

Fuyu and **Hachiya Persimmons** are steady from California for the fall!

Fuyu Persimmons can be eaten firm, while **Hachiya Persimmons** must be soft before being eaten.



CV GREENHOUSE PEPPERS

Red, Yellow, and Orange Bell Peppers are in decent supply out of Mexico. Prices are beginning to rise. Quality is nice.

3pk **Rainbow Pepper Packs** may be promotable for the end of October and into November. Keep an eye out for spot buys.



CV CAULIFLOWER

In late October, the **Cauliflower** market is starting to change. Quality is still excellent, but Maine production has ceased, and West Coast prices have begun to climb upwards.

LOCAL Pennsylvania XL **Naked Cauliflower** with partial leaves in 60ct bins are still available and in season.



CV BRUSSELS SPROUTS

GOOD NEWS! **Brussels Sprouts** continue to have a favorable availability and prices in October.

As Thanksgiving approaches, increased demand will unavoidably result in higher prices, but overall costs should remain affordable for the holiday pulls.



CV PINEAPPLES

Pineapple supplies have increased. 6ct sizing is the one to push as that is where the most volume is currently coming in at.

Premium **HoneyGlow Pineapples** from Del Monte will be in stock for the start of November.



CV CHESTNUTS

Fresh Chestnuts from Italy are now in season! Look for both 25lb bulk and 20/1lb mesh bag options throughout the fall and holiday season!



CV CHERRIES

Chilean **Cherries** are expected around November 1. The markets will be strong for the first air arrivals and then come off with promotional opportunities as we move into December with vessel fruit.



CV TROPICALS

Hass Avocado prices are steady on 48ct fruit. **GOOD NEWS!** 60ct fruit is in great supply and promotable. **NOTE:** 36ct sizing will be extremely tight as we head into November.

GOOD NEWS! **Mangos** from Brazil and Ecuador are coming in with good volumes for the start of November. Expect some promotable pricing and price drops for the month. Look to promote 10 and 12ct sizing.

Ataulfo Honey Mangos from Ecuador have been increasingly limited as we start November.



CV BROCCOLI

There are still bins of **LOCAL Stem Broccoli** in 110ct bins from Pennsylvania in season.

GOOD NEWS! In late October, **Broccoli Crown** production is still abundant overall. Northern production in Maine will shift harvests on the East Coast to Georgia and the Carolinas. Strong supply volumes are anticipated to continue. The Salinas Valley of California continues to provide reliable, high-quality product on the West Coast. Late October and early November are ideal times to high-light **Broccoli**.



CV TOMATOES

ALERT! There is a complete market shift in Tomato market for late October. Prices are jumping fast and supplies are elusive. This is mainly due to the hurricane damage in the Southeast to **Round, Vine Ripe**, and **Roma Tomatoes**. Any Florida harvest this fall will likely have a lot of bad quality, spits, and bacterial speck. Some replanting will have to take place, but the replanted crops won't come until sometime in December. There is not much ready from Mexico yet and local and region harvests are virtually finished for the season.

ALERT! This Florida and Southeast shortage is forcing most of the demand into greenhouse grown **Beefsteak** and **Cluster Tomatoes**. There is not enough supply of the greenhouse stuff to cover the national demand so pricing is spiking fast on these items too.

GOOD NEWS! There are deals on **Medley, Cherry, and Grape Tomatoes**, and **Grape Tomato** bowls, primarily from excess greenhouse production.

OTHER STORIES

- **NOTE:** **Cucumber** and **Green Pepper** prices will rise into November. This is primarily due to the damage done to Florida.

- **Watermelons** are available out of Mexico and Florida. Quality has been excellent, and supplies are steady. **Mini Seedless Watermelons** are available out of Mexico as the fall season is underway. Quality is excellent.

- There is rising volumes coming from several growing regions, including Mexico, Peru, and Guatemala, **Asparagus** prices have continued ease down. Both availability and quality are excellent!

- Georgia **Sweet Corn** is in good condition and will be available for the upcoming month. Expect higher prices for the fall crop even though the quality is good.

- California **Celery** remains reasonably priced, has adequate quality, and is promotable.

Celery costs will begin to increase during November due to Thanksgiving and growing consumer demand. Fortunately, costs are not anticipated to increase to unreasonably high levels as the holiday draws near.



DEMETER'S PANTRY



NEW



241283

NEW



241282

NEW



241694

OPEN STOCK - AVAILABLE NOW

CODE	DESCRIPTION	PK/SZ	UPC
NEW! 241282	CV Enchiladas Beef Yellow Rice	8/11 oz Demeters Pantry	850052581060
NEW! 241283	CV Enchilada Veg Brown Rice	8/11.25 oz Demeters Pantry	850052581077
231658	CV Enchiladas Beef Roja	8/13.7 oz Demeters Pantry	736211700377
231661	CV Enchiladas Chicken Verde	8/13.7 oz Demeters Pantry	736211701374
231662	CV Bowl Chicken Greek	8/12 oz Demeters Pantry	736211940094
231663	CV Turkey Meatball Moroccan	8/13 oz Demeters Pantry	736211940193
231664	CV Shepard Pie Vegan	8/13 oz Demeters Pantry	736211940292
231665	CV Enchilada Vegetable Verde	8/13.7 oz Demeters Pantry	736211701879

PREORDER ONLY

CODE	DESCRIPTION	PK/SZ	UPC
231666	CV Quesadilla Black Bean Bulk (18pcs)	1/6.4 lb Demeters Pantry	N/A
231667	CV Quesadilla Chicken Roja Bulk (18pcs)	1/6.4 lb Demeters Pantry	N/A
231668	CV Quesadilla Mushroom Bulk (18pcs)	1/6.4 lb Demeters Pantry	N/A
NEW! 241694	CV Enchiladas Chicken Rice	8/11 oz Demeters Pantry	850052581169

ORDER BY FRIDAY AT 11AM FOR DELIVERY FRIDAY THE FOLLOWING WEEK



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DEMETER'S PANTRY

NEW



241282

NEW



241283

OPEN STOCK



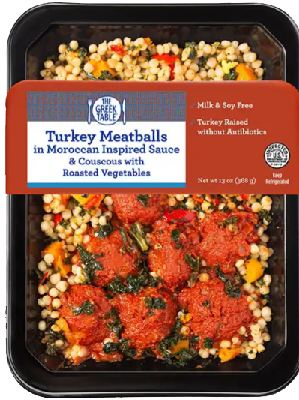
231658



231661



231662



231663



231664



231665

PREORDER ONLY



231666



231667



231668

NEW



231694

ORDER BY FRIDAY AT 11AM FOR DELIVERY FRIDAY THE FOLLOWING WEEK



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NEW!

AVAILABLE NOW!



CODE	DESCRIPTION	PK/SZ	UPC
241323	OG Sweet Baby Broccoli	6/10 oz Earthbound	0-32601-95470-3
241325	CV Salad Chop Sliced Apple	6/13.2 oz Taylor Farms	8-24862-00640-2



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Taneytown, MD

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Gettysburg, PA

THIRD PLACE



KENNIE'S MARKETS
Spring Grove, PA

FOURTH PLACE



SAUBEL'S MARKETS
Shrewsbury, PA



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