

ORGANIC MARKET NEWS

OCTOBER 29 - NOVEMBER 5, 2021

PEAK SEASON ORGANIC APPLES



With the **Organic Apple** harvest in Washington, Oregon, and British Columbia just wrapping up at the end of October, November - January will be peak season for packing, shipping, and displaying the best of the 2021 crop. The harvest volume is down versus the original projection with less **Organic Gala** and **Honeycrisp Apples** in particular, but there should still be plenty to promote.

To maximize sales and profits, retailers should display at least 5 or 6 of the standard varieties, plus give prominent space and signage to 2-3 of the specialty/club varieties. Bulk and packaged options are available. Since there are quite a few specialty varieties, many retailers prefer to highlight 2-3 at a time and change them out every 2 months between now and March.

Here's the availability lineup of **Organic Apples** headed into November:

OG STANDARD VARIETIES:

- OG Fuji
- OG Gala
- OG Gold Delicious
- OG Granny Smith
- OG Honeycrisp
- OG McIntosh
- OG Pink Lady
- OG Red Delicious

OG SPECIALTY/CLUB APPLES:

- OG Ambrosia - very sweet and fine textured flesh
- OG Autumn Glory - Fuji & Golden Delicious parentage
- OG Envy - firm texture with classic sweet apple flavor
- OG Lady Alice - sweet, lightly tangy, refined & balanced flavor
- OG Opal - gold skin, firm & sweet, slow to brown when cut
- OG Rockit - mini-sized, mild and juicy, perfect for kids & snacking
- OG Smitten - dense, sweet & tangy, balanced
- OG SugarBee - very sweet, very crispy
- OG Sweetango - sweet & tangy big flavor, crack apart texture

OG HEIRLOOM APPLES (OREGON):

- OG Arkansas Black Heirloom
- OG Golden Russett Heirloom
- OG Winesap Heirloom

STARTING CLOSER TO DECEMBER:

- OG Cosmic Crisp - red skin, juicy, tart-sweet



OG FALL FRUIT

Organic Pomegranates from California, as well as packaged **Organic Pomegranate Arils**, are in peak season. November will be the best time of the year to promote this seasonal fall fruit.

Organic Hachiya and **Fuyu Persimmons** are available to promote in November as supplies start to ramp up.

Fuyu (flat) can be enjoyed with hard to firm like an apple, but **Hachiya (cone)** must be ripened until completely soft and squishy before being enjoyed!

Fresh **Organic Cranberries** from Quebec continue to be in excellent supply and are expected to be through the holidays.



OG BROCCOLI & CAULIFLOWER

NOTE: Organic Broccoli will continue to be expensive to kick off November. Supplies from California continues to experience limited harvests and subpar quality. Conditions won't improve until mid-November when winter growing regions begin out west. East Coast supplies with nice quality from PA, VA, and NC are available to help supplement California production.

Organic Cauliflower supplies from California has not experienced the same shortages as **Organic Broccoli**. Supplies remain available at a slightly elevated price. Pennsylvania production is available to help supplement supplies and quality is outstanding.

Expect light supplies of Lancaster County, PA **Organic Colored Cauliflower** to add a splash of color to displays.



OG POTATOES & ONIONS

The first of the season Manitoba grown **Organic Red** and **Gold Potatoes** are now available, and quality looks very nice. The **Reds** are much nicer than we have been seeing.

Contact your rep about promo pricing on **Organic Red, Gold, and Russet Potatoes** in the next couple weeks leading up to Thanksgiving.

We will make the transition over to Nevada grown **Organic Sweet Onions** for early November and our first arrival from Nevada is expected to hit for the first week of November. Pricing will be a bit higher than we have been seeing out of our local **Organic Onion** growers. This is mostly due to the higher-than-normal freight coming from out west.



OG PEARS

Organic Anjou, Seckel, Asian, Bartlett, Bosc, and Red Anjou Pears are expected to be in excellent supply through the holidays.

November is full of promo and display contest opportunities on **Organic USA Pears!**



OG CUCUMBERS

Organic Cucumber supplies from Lady Moon Farms in Florida will remain limited for early November, but quality will be outstanding. Mexican supplies will be available with promotable pricing in early November and continue through the month.

Organic Euro Seedless Cucumber prices will be promotable for early November. New areas from Canada and Mexico have kicked in and supplies are coming on. Quality has been excellent.



OG LETTUCE

NOTE: Organic Leaf and Romaine Lettuce production remains restricted due to weather in California with relief not expected until transitioning south. Supplies from Pennsylvania and New Jersey are available in limited quantities.

NOTE: Organic Romaine Hearts and Organic Iceberg Lettuce supplies are limited for early November. Conditions will not improve until growers transition to their winter growing regions down south closer to Thanksgiving.



OG PEPPERS

Organic Red, Orange, and Yellow Bell Peppers from Canada are winding down in November for the season. Transition should be seamless as Mexican and Israeli harvests have begun in late October. Pricing is expected to slightly increase in early November, but as volumes grow from both growing regions pricing will stabilize.

Organic Mini Mix Sweet Peppers are now available in stable supplies from Mexico!



OG SQUASH

Organic Zucchini production from Lady Moon Farms in Florida is strong going into November. Promotional opportunities will be available with promotable pricing and outstanding quality.

Mexican **Organic Zucchini** and **Yellow Squash** supplies are available for November. Pricing will be more consumer friendly for price conscious shoppers. Expect volumes to increase in early November and promotional opportunities to arise.



OG MUSHROOMS

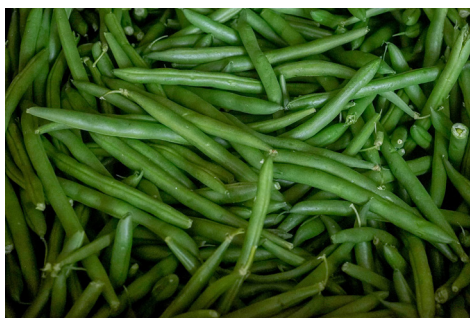
ALERT! Organic Mushroom growers are under intense pressures as they try to run their business and remain viable. In PA, most growers are at 75% staffing levels, which not only hampers production, but also limits how growers can address disease and other issues in the growing houses. The cost of fuel, packaging, and growing logs has skyrocketed.

Be prepared for price increases on **Organic Mushrooms** in November and beyond. Consumer demand remains very strong.



OG BOK CHOY

Organic Bok Choy and Baby Bok Choy are once again available locally from New Jersey and Pennsylvania. Expect steady supplies and pricing with outstanding quality in early November.



OG GREEN BEANS

NOTE: Organic Green Bean supply will be limited in early November. Product from California will be available at elevated pricing, while Mexican supplies will begin harvest in November. Expect supply gaps while volumes increase.



OG MELONS

Organic Mini Watermelons out of Mexico continue to be available with promotable supplies for early November. Quality has been outstanding. New crop **Organic Cantaloupe** and **Honeydew** are getting started here at the beginning of November out of Mexico.



OG EGGPLANT & PEPPERS

Organic Eggplant and **Green Bell Pepper** harvests have begun in late October from Lady Moon Farms in Punta Gorda, Florida. Supplies are expected to improve in early to mid-November with top-notch quality throughout the season.



OG ASPARAGUS

Organic Asparagus prices continue to come down as production out of Mexico gets stronger. Quality has been excellent. Argentina production is finishing for the season.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts production from Mexico remain consistent entering November. Pricing is expected to remain unchanged in early November, while quality remains outstanding. As Thanksgiving approaches expect supplies and pricing to improve.



OG TOMATOES

Organic Cherry Tomatoes will be available for early November however supplies are limited but steady. Expect higher prices and quality is great. **Organic Rainbow Cherry Tomatoes** will be available from Lady Moon for early November. Production out of Florida is starting and coming up with excellent quality. Wholesum Harvest **Medley "Kaleidos"** will be available for early November as well.

Organic Grape Tomatoes will be available for early November with good supplies out of Florida. Lady Moon and other shippers are harvesting, and supplies continue to increase daily. Quality has been excellent.

Organic Beefsteak Tomatoes remain steady for early November, but demand continues to be stronger than supplies. Canada has very little to no production. Mexico is only getting light supplies on the smaller sizes and growers are waiting for new crops to kick in. **Organic Cluster Tomatoes** have excellent quality and are in steady supply for early November out of Mexico.

Organic Campari Tomatoes continue to be available for early November from Mexico. Supplies have been steady, and quality has been very nice.

NOTE: Organic Roma Tomato prices continue to be very strong and high for early November. Production from Mexico is beginning to scratch the surface. Expect better availability and pricing going through November.



OG BERRIES

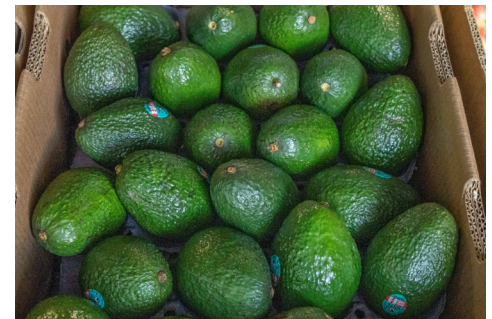
Organic Blueberries are in plentiful supply in both 6oz and pints as Peru, Mexico, Argentina and Chile are all shipping fruit, markets have eased considerably and we may see further slight decreases, Port delays could impact supply here and there for short periods.

Driscoll's **Organic Blueberries** are limited as the volume out of Oxnard CA is limited and expected to stay that way until right around the new year.

Driscoll's California **Organic Blackberries** are expected to be declining in supply with high prices for the remainder of the year. While other labels out of Mexico are expected to see a rebound in supply with markets easing as we move into November barring any other unexpected weather events.

Organic Raspberries are expected to be in firm but steady supply for the next few weeks, then expect a decline in supply and increase in prices for the remainder of the year.

ALERT! Organic Strawberry supplies are taking significant dips due to the end of supply in the north due to rain and light supply in other regions. Prices are skyrocketing and this is expected until late December when Baja will start to ramp up.



OG TROPICALS

Organic Hass Avocado supplies were affected by heavy rainfall from a hurricane that passed through Mexico growing regions earlier for the beginning of November. This caused a halt in picking and saw pricing start to climb a few dollars per box. Overall supplies are still steady and this increase in price appears temporary. 48ct fruit is now peaking in availability and will remain so well into November.

Four Seasons will have **Organic Fair-Trade Hass Avocados** from Mexico. 48ct will be in steady supply as we head into November. 60ct fruit will temporarily be tighter for a short period of time but will rebound quickly.

Four Seasons will be carrying 12ct **Organic Keitt Mangos** out of California again, and supplies should last into November.

Organic Royal Star Papayas from Mexico will be promotable as we head into November. This flavorful papaya is quickly becoming a favorite as it is gaining popularity.

OTHER STORIES

- **Organic Turmeric** from Fiji will be available through December. Our Partner from Hawaii, Secret Beach Organics will begin their new season sometime in December.

- **Organic Kiwano Melons** and **Organic Passion Fruit** will be available again early November.

- **ALERT! Organic Drink & Eat Coconuts** and **Coconut Chunks** will be out of stock for the beginning of November.

- **Organic Baby Peeled Carrot** supplies are improving and fill rates will get better by the second week of November.

NORTHWEST PEAR DISPLAY CONTEST

NOVEMBER 1 - NOVEMBER 28, 2021



**Pear Bureau
Northwest**

Four Seasons has teamed up with the Northwest Pear Bureau (USA Pears) to bring you a display contest for the month of November. What a “pear”fect way to show off some creativity and “pear flair”, win some amazing prizes, have fun and most importantly, grow your sales in the pear category.

CONTEST CRITERIA:

- Build an awesome pear display using Northwest pears purchased from Four Seasons Produce.
- All displays must contain four varieties of pears to qualify, and this can be a mix of bulk or bagged fruit, organic or conventional. Anjou, Red Pears, Bartletts and Bosc will be the featured varieties, however Seckels, Concordes and Comice might also be available to include. Talk to your Four Seasons Sales Rep or Merchandiser for availability.
- Utilize the Northwest Pear Bureau Point of Sale material, which will be available through your Four Seasons Sales Rep or Merchandiser. There are some sharp display bins also available.
- Keep your pear displays up for at least one week.
- All entries must be submitted to Steph Mayer (stephf@fsproduce.com) by Friday December 3rd 2021.



CODE: 22220



**GRAND PRIZE:
\$750**



CONTEST PRIZES:

MOST CREATIVE

1st—\$350
2nd—\$250
3rd—\$150

LARGEST

1st—\$350
2nd—\$250
3rd—\$150

BEST ALL ORGANIC

1st—\$350
2nd—\$250
3rd—\$150

DISPLAYS WILL BE JUDGED ON CREATIVITY
AND OVERALL EYE APPEAL.

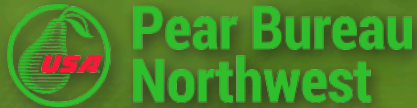
For more merchandising tips and information on pears, contact your Four Seasons sales rep or merchandiser.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



PEAR CODES & PRICING



CODE	DESCRIPTION	PACK/SIZE
6310	CV Pears Anjou US #1	80/90 ct
43242	OG Pears Anjou US #1	80/90 ct
42167	OG Pears Anjou US #1	12/2 lb Pouch



CODE	DESCRIPTION	PACK/SIZE
229437	CV Pears Red	40/50 ct
43260	OG Pears Red	40/50 ct
42168	OG Pears Red	12/2 lb Pouch



CODE	DESCRIPTION	PACK/SIZE
6542	CV Pears Bartlett US #1	80/90 ct
43604	OG Pears Bartlett US #1	80/90 ct
216035	OG Pears Bartlett US #1	12/2 lb Pouch



CODE	DESCRIPTION	PACK/SIZE
6600	CV Pears Bosc US #1	80/90 ct
43224	OG Pears Bosc US #1	80/90 ct
49241	OG Pears Bosc US #1	12/2 lb Pouch

For merchandising tips and information on pears, contact your Four Seasons sales rep or merchandiser.



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Pears

RETAIL MARKETING AND MERCHANDISING TRAINING

The Pear Bureau's Marketing and Merchandising Training Program leads users through four courses focused on:

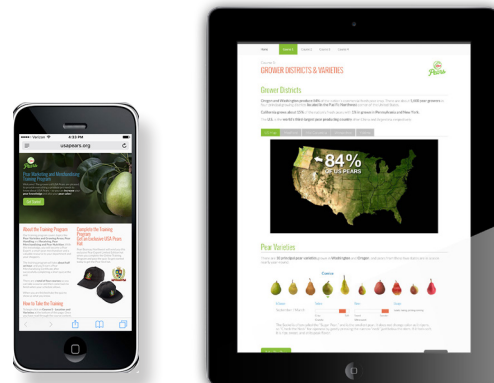
- #1: Location and Varieties
- #2: Handling and Receiving
- #3: Merchandising Best Practices
- #4: Consumer Talking Points

The courses can be completed quickly online or on a mobile device and revisited while in progress. This interactive program increases category knowledge, and in turn, pear sales.

Whether you're a produce pro or a newbie, the program will show you and your department the latest promotional strategies and tactics to help boost pear sales.

START YOUR TRAINING NOW:

www.trade.usapears.org/training



Successfully complete the training to earn a certificate of completion and a

\$15 Prepaid Visa Card



Contact your Regional Marketing Manager
or call Pear Bureau Northwest at
503.652.9720

Trade.USAPears.org | USAPears.org

**INCREASE
PEAR SALES**



SugarBee Apple



SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

NOVEMBER 1 - NOVEMBER 28, 2021

Do you want to see your produce sales “Rockit”, add some sting, and drive volume in your apple category? The long-awaited SugarBee apple season is finally here and we are celebrating the arrival of this customer favorite with a display contest filled with great prizes, great sales potential and surely, a lot of great fun! Four Seasons Produce has partnered with Chelan Fresh to bring you this amazing contest sure to create a buzz in your store and a blastoff in your sales and profits. This year we are throwing in the super cool, super crisp Rockit apple into the mix and you, nor your customers will be disappointed with this small apple with a monster crunch! This is a great opportunity to showcase the SugarBee and introduce the Rockit to your customers; once they have a bite, they are sure to return to your “hive” for more!

DISPLAY CONTEST CRITERIA:

- Build a super awesome display of SugarBee and Rockit apples in your produce departments. All fruit MUST be purchased from Four Seasons Produce.
- A minimum of 8 cases of SugarBee apples need to be purchased over the contest period time and a minimum of 2 cases of Rockits must be purchased over that same time.
- Displays can be built with conventional or organic fruit, but we recommend carrying both (where applicable) to maximize exposure and target both customers.
- Utilize the high graphic display bins (codes below) and boxes in your display to highlight the SugarBee and Rockit brands.
- All displays must be up for a minimum of one week.
- Send all photos to Steph Mayer (stephf@fsproduce.com) by Wednesday, December 1, 2021.

THE QUEEN BEE--GRAND PRIZE

All-expense paid trip for two to Chelan Fresh in Washington state to meet the growers and tour the orchards.

Date is yet to be determined, but we are targeting the pre-cherry harvest in 2022.

Grand Prize winner will be chosen in a random drawing from each of the winners in the categories below.



“THE BEEKEEPER” (Best Overall Display): \$750

“THE BEE HIVE”

Largest Display:

- 1ST: \$300
- 2ND: \$200
- 3RD: \$100

“THE HONEY COMB”

Most Creative Display

- 1ST: \$300
- 2ND: \$200
- 3RD: \$100

“THE POLLINATOR”

Best Organic Display

- 1ST: \$300
- 2ND: \$200
- 3RD: \$100

BLAST-OFF BONUS

Best Rockit Display

\$300

Each entry will get a super cool SugarBee beanie perfect for the cool weather ahead. Everyone’s a winner!

ORGANIC:

Code 226761
OG Rockit WYFP 6/3 clam/shuttle

Code 226404
OG SugarBee Apple 12/2lb High Graphic Pouch Bag

Code 222328
OG SugarBee Apple 80/88 WYFP

CONVENTIONAL:

Code 222529
CV SugarBee 72/88ct

Code 229275
CV Rockit 12/2lb Pouch Bag



CODE: 223135
POS Display Pop Up Bin #1



Code: 226771
Rockit Pop up display

So, it's time to start dreaming up your next display contest winner! “Bee” creative, have fun, and use this promotion to introduce your customers to the incredible SugarBee and Rockit Apple!



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CONVENTIONAL MARKET NEWS

OCTOBER 29 - NOVEMBER 5, 2021

POMEGRANATE PEAK SEASON



Pomegranates are in full swing! The popular “Wonderful” variety, known for its deep red aril color and good juice content, is now being harvested and is widely regarded as one of the best all-around **Pomegranates**. The month of November will be the best time of the year to promote and make big displays of this seasonal fruit.

Heavy winds and rain in late-October affected some growers’ longer-term outlook for this season, so December promotability may be somewhat impacted. This will not affect the **Pomegranate Aril** market as scars and external defects do not affect the Aril itself or the juice that can be obtained.

Four Seasons will be teaming up with POM Wonderful carrying “Wonderful” variety through the California domestic season. Be sure to take advantage of this beautiful deep red fruit earlier in the season this year!

Pomegranate Arils (POM POMS) will also be offered by POM Wonderful and will be in season through Christmas in 4oz and 8oz cups! These are best displayed by berries or grapes in your refrigerated case.



CV GRAPES

Grapes from California are over their peak, and supplies will begin to drop as we head into November. The growers did receive a significant amount of rain in the final week of October, but most growers prepared the vineyards with a plastic cover in hopes of preventing damage to the fruit. Demand has been excellent on all Grapes, and quality is sharp. We’re transitioning into some new varieties as we head into November.

On **Green Grapes**, we’ve moved out of the “Green Emerald” and our next arrival will be on the “Autumn Crisp”. This is a smaller Grape compared to the “Green Emerald”, but it’s an excellent eating variety.

We will move from the “Scarlet Royal” on **Red Grapes** into the “Scarlotta”.

On **Black Grapes**, we’re moving into the “Adora”. These are absolutely massive grapes, and will certainly create the “WOW” factor for your customers. Get ready for some black grapes that’ll make a great conversation piece.



CV BERRIES

Blueberries, overall, are promotable out of Peru! There is a flush of product available in both 6oz and pints. Quality has been excellent.

On Driscoll’s brand, their **Limited Edition Seasons Finest Blueberries** pack is back in stock out of Mexico. These berries have large size and exceptional flavor.

Blackberry and **Raspberry** prices will be easing off a few dollars heading into November. Supplies are expected to stay fairly steady and promotable at this time. Quality has been great.

ALERT! **Strawberry** supplies will be extremely short for early November after record rainfall in California. Expect high pricing, short availability, and fair quality well into November.



CV APPLES

The **Apple** industry has more varieties than ever, and fruit is looking and tasting great. The biggest impact on the 2021 season will be freight rates. The cost of diesel fuel is up sharply over 2020, and with the continued national driver shortage, bringing fruit through the Pacific Northwest is becoming very expensive.

We continue with a full complement of **Eastern Apples** like **Cortland, Empire, Fuji, Gala, Gold Delicious, Honeycrisp, Macoun, McIntosh, Red Delicious, Snap Dragon, and Stayman**.

As well as a full complement of western varieties like **Envy, Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, Jazz, Pink Lady, Red Delicious, Rockit, and SugarBee**.

There are still more to come like the **Cosmic Crisp** in late November or early December. **Lucy Rose** (red skin, red flesh, sweet) and **Lucy Glo** (yellow skin, red flesh, tart) are available for pre-book.



CV MELONS

Honeydews are plentiful out of Mexico as this season has ramped up. We will have good sizing across the board from 4ct, 5ct, and 6ct, and the pricing is promotable on all. Quality has been nice, and the flavor has been great for these new crop melons.

NOTE: Cantaloupes are extremely firm heading into November. Demand has been solid, and Mexico has not ramped up with enough volume. This has kept pricing higher than expected. Bring that this is the first crop of this new growing area, we're seeing really large sizing. Most growers have 6ct and 9ct, with very limited availability on 12ct.



CV MANGOS & PINEAPPLES

Mangos will be steady from Brazil. 6, 10, and 12ct fruit will be available from Puerto Rico in November. Ecuador fruit is starting to have increased volume in the marketplace as well.

18ct **Ataulfo Honey Mangos** from Ecuador and Brazil will be available for early November. Fruit has been very nice in quality!

Pineapples will see prices rise slightly as we hit November. Supplies will still be available with plenty of fruit to go around. **HoneyGlow Pineapples** are still available from Del Monte in 5ct and 7ct sizes.



CV CUCUMBERS

Euro and Mini Seedless Cucumber prices are more promotable as more supplies become available out of Mexico. Quality has been excellent.

Super Select Cucumber prices are rising some for early November. East Coast production is limited so most volume is coming out of Nogales, AZ. Quality from Mexico has been outstanding.



CV FALL FRUIT

Fuyu and Hachiya Persimmons are now seeing increased supplies as many growers are approaching peak volumes on fruit, especially the Fuyu variety. This fruit popular has grown significantly over the past few years!

Quince will be available once again from California in 32-36ct single layer packs.

Brown Turkey Figs will be available in limited quantities for early November. There will also be a very few limited **Black Mission Figs** that pop up as well.



CV ORANGES

New crop **Navel Oranges** have started out of California for the season, and the quality of the gate is looking very nice. Our first arrivals will be the week of 11/1, and at this point, we'll have mostly small sizes: 72's, 88's, and 113's. Sizing will improve after Thanksgiving.

We will begin to transition away from **Import Navel** and **CA Valencia Oranges** now that the California **Navel Oranges** are underway.

Florida **Juice Oranges** are now in season, along with **Tangerines**.



CV ASPARAGUS

Asparagus will be very promotable for early November from Peru and Mexico, making it a great time to build big displays at low price points. Quality has been exceptional, and supplies are strong.



CV AVOCADOS

Hass Avocado supplies were affected by heavy rainfall from a hurricane that passed through Mexico growing regions earlier here in early November. This caused a halt in picking and saw pricing start to climb a few dollars per box.

Overall supplies are still steady and this increase in price appears temporary. 48ct fruit is now peaking in availability and will remain so well into November. Large sized fruit remains very limited with pricing much higher than 48ct and smaller.



CV MANDARINS

Mandarins will continue to be in excellent supply through the month of November. We will have options from Chile and/or Peru. New crop California is right around the corner.

Pricing will remain steady on the imports for now, then our first California **Mandarins** of the season in the "Halo" label will be here around 11/15. This program will start at higher pricing compared to the imports, but the quality should be excellent as we get started on this domestic program.



CV BROCCOLI CROWNS

ALERT! Broccoli Crowns are in limited supplies and prices are up significantly. The CA transition to winter growing regions further south is expected in mid-November. Mexico has a slow start, and the East Coast is experiencing a small gap.



CV LIMES

Lime supplies are beginning to tighten as we get into November. Pricing will begin to climb, and we'll start to see some larger fruit enter the market – 150's and 175's.

All of our 2-layer place packs, and bulk fruit has been very nice, but be prepared for pricing to climb as we head into the final two months of the year. We do have promotional opportunities on Columbian **Limes**, mostly 230's and 250's. Quality has been very nice.



CV LETTUCE

ALERT! **Iceberg Lettuce** prices have skyrocketed as California growers battle with low end-of-season yields, disease, and recent heavy rains. **Romaine Hearts** and **Leaf Lettuces** have also jumped up in price out west. Quality is fair.

ALERT! **Packaged Salads** that rely on field-grown iceberg and romaine lettuce will see some supply issues and occasional pro-rates during November.

Price relief on the **Iceberg** and other **Lettuces** will not come until winter growing regions in Southern California and Arizona begin later in November.

Local New Jersey **Red Leaf**, **Green Leaf**, and **Romaine Lettuce** is available at reasonable prices.

- **NOTE:** **Kiwifruit** from New Zealand has slowed down considerably. Port delays and extended amount of time on containers have caused some quality issues and some product to be lost. Zespri is expecting to have fruit until about the beginning or middle of November.

- **Green** and **Yellow Squash** continue to be promotable for early November from Mexico or US farms. Quality has been excellent from both areas.

- **ALERT!** Due to increased growing costs, lack of labor, and other pressures, PA **Mushroom** growers are being forced to raise prices headed into the end of the year.



CV LEMONS

Lemons will be in steady supply from California heading into November. The market is definitely much stronger on 95's, 115's, and 140's with a shortage on large fruit.

In regards to imports, large sizes are also tight, but there's excellent supply and promotional opportunities on smaller fruit between 165's and 200's. Quality has been very nice from both areas – import or domestic.



CV PEPPERS

Green Peppers will stay steady for early November from down south and CA. The CA crops have just started, and quality is excellent. GA production is limited by poor weather, but quality is excellent.

11lb hothouse **Red**, **Orange**, and **Yellow Pepper** prices remain strong for early November as very little production is coming out of Mexico and Canada. Red and Orange seem to hold the strongest prices, while there will be deals on Yellow. Quality has been very nice.

ALERT! 15lb field grown **Red Peppers** will be extremely tight for early November. Mexico is expected to start with very limited production over the early November. California production is in transition, new fields aren't expected to start until mid-November.

OTHER STORIES

- **Anjou**, **Seckel**, **Asian**, **Bartlett**, **Bosc**, **Forelle**, and **Red Anjou Pears** are expected to be in excellent supply through the holidays.

- **Brussels Sprouts** are in good availability headed into peak roasting vegetable season. **Stalk Brussels Sprouts** are available for pre-book for the holidays.

- PA local **Stem Broccoli** and **Jacket Cauliflower Bins** continue in season with really nice quality!

- 12ct Cello **Cauliflower** prices are firm with limited availability. The PA local program product is beautiful and readily available.



CV GRAPEFRUIT

Grapefruit is off to a great start out of Florida. Supplies for November are looking very good, and quality is excellent. At this point, it seems like sizing is peaking on 40/48's, but we will have some availability on 27's and 32's.

Pricing will remain firm as we head into November. Again, the Texas crop will be off 50% this year, and Florida and California won't have additional supplies to cover the overall demand.



CV TOMATOES

Grape Tomatoes will be promotable for early November. Supplies from Florida and Mexico are coming in strong, and quality has been excellent.

Vine Ripe Tomatoes continue to hold strong for early November despite Florida production beginning. Overall demand continues to be stronger than supplies. Quality is nice but expect high prices to continue.

Roma Tomatoes came off to reasonable prices with much better availability for early November. Mexico has good production overall and quality is excellent. Florida has not yet started.

NOTE: **Beefsteak Tomato** prices remain extremely high for early November. Demand remains very strong as supplies are limited. New crops are expected to start in mid-November, but prices are expected to stay strong through November.

Cluster Tomato prices will start easing off for early November very slowly. New crops are kicking in out of Ohio and Mexico. Quality has looked excellent.

- Idaho **Count Russet Potatoes** have leveled off a bit for early November in terms of price. Large-sized are still in tight supply as well as smaller product that's slated for bagging.

- We will start to see some 5lb and 10lb bagged **Russet Potatoes** coming from Nebraska for early November. Product from growing regions other than Idaho are going to be the key to success in staying in supply on product in the next couple weeks leading up to Thanksgiving. Price is also a bit lower out of this region as a result of the better supply.