

# ORGANIC MARKET NEWS

NOVEMBER 12 - NOVEMBER 19, 2021

## LADY MOON FARMS FLORIDA CROP BEGINS



Lady Moon Farms' winter growing region in Punta Gorda, FL is ramping up to full production in mid-November!

Just in time for Thanksgiving, the Florida **Organic Greens** program has begun! **Organic Collards** and **Green, Red, and Lacinato Kale** are now in harvest and will be available through the winter months.

Other wet veg items such like **Organic Baby Bok Choy, Bok Choy, Rainbow Chard,** and **Dandelion Greens** have begun harvests and will grow in volume. Next in line to begin harvesting will be **Organic Red** and **Green Mustard, Tatsoi,** and **Mizuna,** followed by Lady Moon's **Organic Lettuce** program in late November, which includes **Organic Greens** and **Red Leaf, Green, and Red Butter,** and **Romaine Lettuce.**

Look for **Organic Cabbages** and **Parsley** to begin in December. As expected, quality will be outstanding with steady availability and pricing throughout the season.

**Organic Warm Veg** is also now in production in Punta Gorda, FL. In November, **Organic Eggplant** and **Green Peppers** have steady availability, while **Jalapenos, Cucumbers,** and **Zucchini** are fairly limited. **Organic Zucchini** volumes are expected to strengthen in mid to late November. Quality will continue to be top-notch on all **Organic Warm Veg** items and pricing is expected to remain steady.



### OG FALL FRUIT

**Organic Cranberry** supplies are more limited this year, still there should be plenty of volume to promote for Thanksgiving. The concern would be if there's enough volume to promote in December or will the fruit run out well before Christmas.

**Organic Hachiya** and **Fuyu Persimmons** will be steady in supply for the middle of November. Pricing will continue to drop as we approach Thanksgiving.

**NOTE: Organic Pomegranates** from California have seen heavy wind and rainfall, which has impacted the supply of retail grade fresh crop. Many growers are choosing to send all their fruit to processing after the rain affected the external quality for the retail market. Expect things to tighten up considerably as we approach Thanksgiving and the end of November.

**Organic Pomegranate Arils** from I LOVE POMEGRANATES will be available now through the winter season.



### OG TOMATOES

**Organic Grape Tomatoes** from Lady Moon Farms continue in season for mid-November out of Florida. Quality has been excellent, and supplies will be steady through Thanksgiving.

**Organic Rainbow Cherry Tomatoes** will continue to be available for mid-November. Quality has been excellent, and supplies are getting stronger.

**NOTE: Organic Cherry Tomatoes** will be fairly limited for mid-November from Lady Moon Farms. A rainstorm went through the area in early November, damaging part of the **Organic Cherry Tomato** fields. Quality on what is available is nice.

**Organic Cluster Tomatoes** will be promotable for mid-November. Supplies out of Mexico are coming on strong leading to promotable supplies. Quality has been nice. **Organic Beefsteak Tomatoes** continue to be available with steady supplies from Canada and Mexico. Quality has been very nice from both regions. Supplies are expected to remain steady through Thanksgiving.

**NOTE: Organic Roma Tomato** prices continue to be very high with limited supplies for mid-November. Mexico just isn't producing strong volumes right now, which is limiting supplies.



### OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** from California has improved in mid-November. The Thanksgiving holiday has a more positive outlook than the conventional crop with decent volumes, pricing easing down, and better quality.

**Organic Cauliflower** from California is in steady supply, but volumes are expected to tighten as Thanksgiving approaches.

As November continues, growers will transition from Salinas to SoCal and Yuma, AZ growing regions. This can often cause gaps in supplies or major price increases, but this year is expected to transition smoothly on **Organic Broccoli**, while **Organic Cauliflower** is expected to see some of these traditional issues.



### OG GREEN BEANS

**Organic Green Bean** volumes are improving throughout various growing regions in mid-November.

Although not promotable for Thanksgiving this year, better availability than earlier in the month will provide steady supplies for the holiday. Production from Florida, Mexico, and California will be available and great quality is expected from all 3 regions. Pricing will be elevated throughout the remainder of November.



### OG GRAPES

We're into the late season varieties of California **Organic Seedless Grapes** - "Adora" for **Black Grapes**, "Autumn King" and "Autumn Crisp" for **Green Grapes**, and "Scarlotta" and "Allison" for **Red Grapes**. The further we get into the season, pricing is going up.

One new item that is gaining some traction at some retailers has been 10/2lb UPC set weight **Biodegradable Packaged Organic Grapes**.



### OG CITRUS

**Organic Navel Oranges** are off to a slow start due to earlier rain. The good news is that by Thanksgiving we should begin to see steady supplies, followed by promotability leading up to Christmas.

The first **Organic Satsuma Mandarins** are now in stock. Steady supplies are expected.

**Organic Grapefruit, Lemons, and Limes** are all expected to remain in excellent supply through late Fall.



### OG HARD SQUASH

**Organic Acorn, Butternut, and Spaghetti Squash** will all be in abundant supply leading up to Thanksgiving.

**NOTE:** We will see a gap on **Organic Kabocha Squash** for mid to late November as we slowly transition over to Mexican grown product. **Organic Delicata Squash** will also be a bit tight for mid-November and will also jump up in price as we transition over to new crop Mexican grown product.



### OG LETTUCE

**Organic Leaf Lettuce, Romaine, Romaine Hearts, and Iceberg Lettuce** production from California has not been ideal, but production in mid-November has improved.

Supplies from New Jersey are finishing in mid-November. Lady Moon Farms will begin their Florida **Organic Lettuce** at the end of November.

Southern California and Yuma, AZ will begin harvests in mid to late-November depending on the growers' timeline, providing great relief and will help alleviate elevated pricing.



### OG CELERY

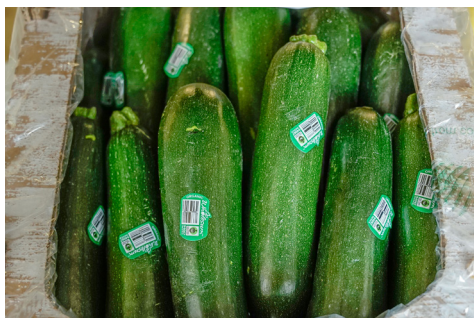
**Organic Celery** from California remains steady in supply as Thanksgiving approaches. Decent volumes, steady pricing, and strong quality will give opportunities to promote this traditionally strong holiday mover.

**FREIGHT:** While pricing at the farms in California will be reasonable, freight costs at the holiday time are expected to have an impact on pricing since trucks are so expensive in mid-November.



### OG ASPARAGUS

**Organic Asparagus** remains promotable for mid-November out of Mexico. Supplies continue to cross the border, and quality has been excellent. Expect steady supplies through Thanksgiving.



### OG MEX CUCUMBERS/SQUASH

Mexican **Organic Cucumber, Zucchini, and Yellow Squash** are in full production in November. Supplies will be **promotably** priced with good availability and quality. Promotional opportunities are expected throughout November on all three items.



### OG FRENCH BEANS

10/11lb **Organic French Beans** will be available with steady supplies through Thanksgiving. This is a great alternative to Green Beans, and quality has been excellent.



### OG ONIONS

**Organic Onions** are looking fabulous right now in terms of quality from Nevada. Pricing will be steady through the end of November and product is extremely promotable.



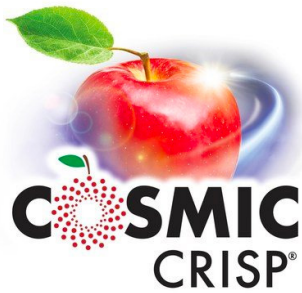
### OG SWEET POTATOES

Now is a great time to start stocking up on **Organic Sweet Potatoes** and building some larger than normal displays for the holidays. Pricing on all items will be steady through the end of the year!



### OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** production from Mexico remains strong in November. Pricing reduction and strong volumes will create a perfect promotion for Thanksgiving! Large displays or in-store pre-package to-go bags will help drive additional sales.



### ORGANIC APPLES

The first **Organic Cosmic Crisp Apples** are slated to arrive to the East Coast by 11/17. This Honey-crisp and Enterprise cross is known for its deep red skin color and crunchy flesh.

**Organic Opal Apples** will be in firm supply for the rest of November, and then supplies are expected to increase as we move into December, once they start opening CA rooms.

**Organic SugarBee Apples** are selling great! This crispy, crunchy, super-sweet apple has been a hit so far this season. New for the week of 11/14: 12/2 pouch bags.

**NOTE:** **Organic McIntosh Apples** will finish for the season in mid-November.



### OG BERRIES

**Organic Blueberries** continue to be in excellent supply with great quality out of all regions. These are expected to be very promotable through the holidays.

**Organic Blackberries** remain in firm supply as we recover from the storms, but rumor has it that by Thanksgiving we will be in excellent supply and prices will begin to ease off.

**Organic Raspberries** are limited with seasonal quality. Better supplies are expected after Thanksgiving.

**Organic Strawberry** supplies are expected to continue to get tighter through the holidays with prices on the rise.



### OG TROPICALS

The week of 11/15 will be the last week to get California-grown **Organic Keitt Mangos**. Ecuadorian **Organic Mangos** will be available the week of 11/15 and will be steady through the middle of December. Expect pricing to be higher for the first 1-2 weeks until the supply chain fills.

**Organic Royal Star Papayas** from Mexico continue to be available. This flavorful papaya is quickly becoming a favorite as it is gaining popularity. Some rainfall in Mexico had affected quality somewhat, but we are ordering smaller amounts more often to stay fresh in supplies.

**NOTE:** **Organic Red/Magenta Flesh Dragon Fruit** will be in limited supply from California due to rainfall. The next red California fruit will be available the end of November or early December.

**Organic Yellow Pitahaya Dragon Fruit** will be available in limited supplies for the week of 11/15. This will likely be the last opportunity to get it from Ecuador for the season.

### OTHER STORIES

- **Organic Green** and **SunGold Kiwifruit** from New Zealand will be done in the week of 11/15, and we will transition over to CA and or Italian options for the next several months.

- **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 Euro Seedless Cucumbers** continue to be promotable for mid-November as new crops come on strong out of Canada and Mexico. Quality has been excellent.

- **Organic Hass Avocado** supplies are steady as we head into the middle of November. Pricing has remained firm. **Organic Fair Trade Hass Avocados** from Equal Exchange in Mexico are available in 48ct and 60ct.

- **Organic Red, Orange, and Yellow Peppers** are transitioning growing regions. Pricing has increased and is expected to remain elevated in November. Product of Israel will be available with steady supplies and strong quality as other growing regions currently have lack of production. Canada has drawn to a close, and production from Mexico is limited to begin the season.

# NORTHWEST PEAR DISPLAY CONTEST

NOVEMBER 1 - NOVEMBER 28, 2021



Pear Bureau  
Northwest

CHELAN  
FRESH

SugarBee  
Apple



rockit



## SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST

NOVEMBER 1 - NOVEMBER 28, 2021

## 2021 FOUR SEASONS PRODUCE THANKSGIVING, CHRISTMAS, & NEW YEARS SCHEDULE

### THANKSGIVING DELIVERY SCHEDULE:

**Sunday 11/21 - Tuesday 11/23:** Normal office and delivery schedule.

**Wednesday 11/24:** Normal Office and delivery schedule. Taking orders for Friday 11/26 delivery.

**Thursday 11/25:** Happy Thanksgiving! Office closed and no deliveries.

**Friday 11/26 & Saturday 11/27:** Normal office and delivery schedule.

### CHRISTMAS & NEW YEARS DELIVERY SCHEDULE:

**Sunday 12/19 - Thursday 12/23:** Normal office and delivery schedule.

**Friday 12/24:** Normal delivery schedule. Office open until 1pm, planning orders for Sunday 12/26 & Monday 12/27 deliveries.

**Saturday 12/25:** Merry Christmas! Office closed and no deliveries.

**Sunday 12/26 - Thursday 12/30:** Normal office and delivery schedule.

**Friday 12/31 - Normal delivery schedule.** Office open until 1pm for order planning for Sunday 1/2 and Monday 1/3.

**Saturday 1/1/2022:** Happy New Year! Office closed. No deliveries.



CHECK OUT THE NOV/DEC 2021 EDITION  
OF THE FOUR SEASONAL: [ow.ly/tKE750GLwrH](https://ow.ly/tKE750GLwrH)

CHECK LISTS, MERCHANDISING TIPS, IDEAS FOR INDEPENDENT RETAILERS



# CONVENTIONAL MARKET NEWS

NOVEMBER 12 - NOVEMBER 19, 2021

## ASPARAGUS & GREEN BEANS FOR THANKSGIVING



**Asparagus** remains promotable! This should be the most promotable side dish vegetable for Thanksgiving 2021.

Shippers are trying to bring pricing up, but overall demand remains very soft. Quality out of Mexico and Peru has been very nice. Heading into Thanksgiving, supplies are expected to remain steady from both regions. Pricing should increase some as big retail ads start up but are expected to remain promotable for your holiday needs.

**Green Bean** markets are expected to be fairly steady heading into Thanksgiving pulls. Florida production is cranking, and quality is excellent. There was some damage from storms last week, but overall, it's not expected to disrupt holiday supplies. Barring any major weather events, quality is expected to be excellent, and supplies should be steady.



### CV APPLES & PEARS

**Cosmic Crisp Apples** are now in season and will be promotable through the winter. Excellent supplies are expected all season.

New reports show the total **Apple** crop is down about 5% from original estimates. **Cosmic Crisp Apples** are showing a huge increase, but **Gala Apples** are down about 10%, as well as shorter supplies of **Honeycrisp** and **Grenny Smith Apples**.

Most other **Apple** and **Pear** varieties are in steady supply. The factors that will impact availability and cost of goods for the late fall and winter months are available labor to pack the fruit and truck freight rates to move across the country. The cost of shipping continues to skyrocket.



### CV BERRIES

**Blueberries** remain very promotable from Peru for mid-November. Supplies continue to come into the ports flushing the East Coast with strong supplies. Quality has been very nice and strong.

**Blackberry** prices are very steady for mid-November out of Central Mexico. Quality has been very nice. Prices are expected to stay steady through Thanksgiving.

**Raspberries** remain fairly promotable for mid-November from Central Mexico. Quality has been nice, and supplies are steady. Expect prices to remain steady through Thanksgiving.

**ALERT! Strawberry** prices continue to be high with limited supplies available. Orders continue to be pro-rated after more rain hit growing regions. Supplies are expected to get worse before they get better. Quality has been good overall from California. Light supplies are expected to start from Florida shortly after Thanksgiving.



### CV MELONS

**Honeydews** are in excellent supply from Mexico, and pricing is very promotable. Both 5ct and 6ct will be available heading into Thanksgiving, and similar to **Cantaloupes**, the offshore Honeydews are just around the corner as well.

**Cantaloupes** are in steady supply from Mexico as we kick off the week of 11/15. Pricing will still remain stronger as we head into Thanksgiving, but then expect pricing to slide.

Offshore **Cantaloupes** (Guatemala and Honduras) will begin to arrive to the east coast, and with this increased volume we will see pricing drop for December. Get ready for the offshore season.



### CV PEPPERS

**Green Peppers** will be very promotable for mid-November from the South. Georgia and Florida are both harvesting, and quality is excellent. California is also harvesting, and Mexico is expected to start very lightly as well. Supplies should remain excellent through the holiday.

15lb **Red Peppers** from California are available for mid-November. California just started new crops and quality is excellent. Supplies are expected to be steady through November.

11lb **Red, Yellow, and Orange Peppers** continue to ease off for mid-November as more harvests from Mexico kick in. Quality has been excellent on all 3 colors.



### CV BROCCOLI & CAULIFLOWER

CA **Cauliflower** is in okay availability, though not exactly promotable. PA local **Cauliflower** is beautiful and still readily available with hopes of harvest up to the holiday.

Local PA **Bin Stem Broccoli** and **Bin Jacket Cauliflower** continue to be harvested, but in limited numbers due to the cooler temps.

**NOTE: Broccoli Crown** prices remain unstable as weather has been problematic in all growing regions and supplies are very tight. CA season is coming to an end and Yuma, AZ isn't quite ready yet. CA is also seeing trouble in quality from recent rains. Mexico is delayed in harvesting and the East Coast is seeing frequent gaps due to cold temps. Pricing is starting to jump back up again.



### CV GRAPES

**Green and Red Seedless Grapes** will be in steady supply through the end of November. We will continue to source "**Autumn Crisp**" for the **Greens**, but we will switch to the "**Scarlotta**" for the **Reds**. Pricing will begin to increase slightly as we get later into the month. Quality has been excellent on both colors.

**Moon Drop Grapes** are back in stock. This season will come to an end after Thanksgiving, so get your hands on them while you can. The quality has been nice!



### CV CUCUMBERS

**Mini Seedless Cucumbers** will remain promotable for mid-November. New crops from the US, Mexico, and Canada are all being harvested right now. Quality has been excellent.

**Euro Seedless Cucumber** prices remains steady for mid-November. Quality has been nice, and pricing is steady.

**Super Select Cucumber** prices are rising slightly for mid-November as demand picks up ahead of Thanksgiving. Quality out of Mexico has been excellent and supplies will be steady.



### CV MANDARINS

"Halos" brand **Mandarins** have started out of California with the Clementine variety! This season, the price is up on "Halos" due to higher freight and a lighter California crop. Initial demand remains strong.

We will continue to offer and import bag **Mandarin** option at a value compared to the "Halos".

**Stem & Leaf Satsuma Mandarins** are in peak season! This sweet, tangy easy-peeler has become a great seller for late November and December.



### 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. Prices on this fruit to get promotable as we approach Thanksgiving.

**Brown Turkey Figs** will be available in limited quantities for the week of 11/15. There will also be a very few limited **Black Mission Figs** that pop up as well.

**Quince** will be available once again from California on a 32-36ct single layer pack.



### CV CELERY

**Celery** quality has been looking good and supplies should be alright for Thanksgiving. The main challenge is expensive freight pushing up the cost.



### CV LETTUCE

**ALERT! Lettuce** is being harvested out of Huron, CA and Yuma, AZ. CA has experienced rain and cooler temps which is affecting quality. Pricing remains high on **Iceberg** and **Leaf Lettuces**.



### CV FRENCH BEANS

10/11lb **French Beans** quality from Guatemala has been excellent. This item has become quite popular around the holidays.



## CV EGGPLANT

**NOTE:** Eggplant prices are high for mid-November as harvests are in transition from GA to FL. Mexico has just started production and harvests are limited. Supplies are expected to increase as November continues. Quality has been nice from Mexico and Florida.



## CV POMEGRANATES

**Pomegranates** are in full swing. The popular “Wonderful” variety is now being harvested and is widely regarded as one of the best all-around Pomegranates. Heavy winds and rain recently have affected many growers longer term outlook for this season. Some growers are expecting to do done with fresh **Pomegranates** by as early as Thanksgiving due to these weather complications. 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.

**ALERT!** POM Wonderful is choosing to call it quits on their **Display Bin Pomegranate** packs due to rain and weather complication from the heavy rains that California experienced a few weeks ago. We will continue to offer cartons in the 22 and 30ct pack sizes.

**Pomegranate Arils** will also be offered by POM Wonderful and will start a bit earlier than the whole pomegranates! These will be available for the entire season in a 4oz and 8oz cup!



## CV SQUASH

**Zucchini Squash** from Mexico is available and very promotable right now. Quality has been excellent.

**Yellow Squash** is also available out of Mexico and quality is also excellent.



## CV HOTHOUSE TOMATOES

**Campari Tomatoes** will be promotable for mid-November out of Mexico through Thanksgiving. Quality has been outstanding.

**NOTE:** NatureSweet Snacking Tomatoes are having production issues that are affecting the supplies of their premium tomato lines. Supplies are expected to be pro-rated until the end of the year and well into 2022.

**Beefsteak Tomato** prices are continuing to ease off for mid-November. Supplies are getting stronger and overall demand is decreasing. Quality has been excellent from Mexico. The US and Canada will have light supplies starting from new crops.

**Cluster Tomato** prices are continuing to come down as overall demand continues to weaken. New crops from the US, Canada, and Mexico are all harvesting right now. Quality has been excellent from all regions.



## CV KIWIFRUIT

California 16/11lb **Green Kiwifruit** from Mighty Kiwi will be available the week of 11/21. This will be the replacement for packaged **Kiwifruit** from New Zealand which is ending for the season.

**Red Kiwifruit** continues in season from California.



## CV FIELD GROWN TOMATOES

**Grape Tomatoes** will be very promotable for mid-November. Florida and Mexico have strong supplies and demand has been soft. We continue to support mostly Florida product and quality has been excellent.

**Vine Ripe Round Tomato** prices have eased off for mid-November as more supplies from Florida and Mexico become available. Quality has excellent on the new crops.

**Roma Tomato** prices eased off, but supplies do remain tight due to limited harvests. Quality has been nice and strong from Florida and Mexico.

## CV CITRUS

**Navel Oranges** have started with excellent volumes out of California. Growers are peaking on 72's, 88's, and 113's, and the quality has been very nice. Look for pricing to continue to slide on these sizes as we head into the end of November. We will also have good options on 10/4lb bags as well.

California **Pummelos** are in peak season!

**Grapefruit** has started out of Texas, and we will have our first arrival of Rio Stars here by 11/15.

We'll have good supplies on 27's, 40's, and 8/5lb bags. Quality is expected to be very nice as we kick off the season. Florida continues to have excellent supplies across the board, especially on small sizes such as 48's and 56's. Look for promotable opportunities on these smaller sizes as well as 8/5lb bags.

**Lemons** are in good supply from California, and all sizes are plentiful from 95's to 165's. Pricing will begin to slide slightly as more volume begins heading into December. Quality has been very nice.