

SEPTEMBER 27 - OCTOBER 3, 2024

## LADY MOON EAST COAST ORGANIC FALL UPDATE

LOCAL



**GOOD NEWS!** Lady Moon **LOCAL Organic Green, Red and Lacinato Kales** as well as **Organic Collard Greens** are now abundant from their Chambersburg, PA farm through mid-October. Fields are in excellent condition and the product looking exceptional. Promote!

Continuing in season from PA, Lady Moon Farms has **LOCAL Organic Fennel** and **Cabbage** to promote through mid-October. Additionally, some modest amounts of high quality **LOCAL Organic Bunched Herbs** are available.

Lady Moon will have **LOCAL Organic Grape, Cherry, Rainbow Cherry, and Heirloom Tomatoes**, plus, **Organic bag Shishito Peppers, bag Mini Sweet Peppers, Green Bell Peppers, and Eggplant** from Pennsylvania into October. Then during the month many of these items will transition to new crop production from their Florida farms for the Fall season.

From Florida, Lady Moon is in season with East Coast **Organic Cucumbers and Zucchini Green Squash**.

**NOTE:** Winds and heavy rains from Hurricane Helene came through the West Coast of Florida, but Lady Moon Farms initial notion is that there was not too much impact to them other than some scarring and ripped up plastic.



### OG BROCCOLI

Quebec-grown **Organic Broccoli** is in season as an alternative option to the more expensive California product, alongside limited quantities of **LOCAL** grown **Stalk Broccoli** from Pennsylvania.

**Organic Broccoli** continues to be readily available out of California, despite ongoing high prices. Costs have slightly declined in late September and are expected to continue easing into early October. Quality and availability remain favorable. However, the price of **Organic Broccoli Crowns** is still elevated, with limited supply.

**NOTE:** The availability of **Organic Sweet Baby Broccoli** and **Organic Broccoli Rabe** has decreased. Costs rose in late September and continue to rise into October. **ALERT!** There will be a gap in **Organic Broccoli Rabe** from late September through early October due to quality concerns affecting the harvest.



### OG APPLES

New crop Washington **Organic Fuji, Gala, Granny Smith, Honeycrisp, and Sweetango Apples** are now available in peak season supply.

**Organic Envy Apples** are expected to join the offerings around the second week of November. Additionally, **Organic Lady Alice and Opal Apples** are set to begin around the second week of October, with **Organic Pinata Apples** anticipated in November.

**NOTE:** Washington **Organic Pink Lady Apples** have been delayed until November. Import supplies are limited, resulting in a gap before the arrival of the new crop.

Washington **Organic Opal, SugarBee, Kanzi, and Envy Apples** are expected to begin their new crop availability from early to mid-October.



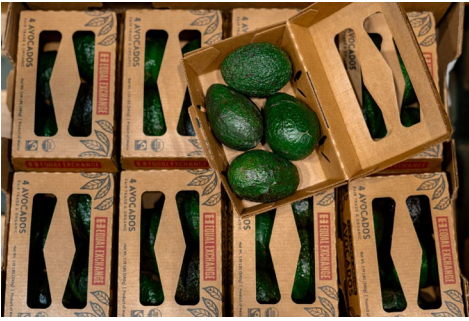
### OG BERRIES

**GOOD NEWS!** **Organic Strawberries** will remain promotable through the start of October as multiple regions in California continue harvesting. Northern California is expected to finish its season in early October, after which pricing will increase, and supply will sharply decline. Quality has been excellent thus far.

**GOOD NEWS!** **Organic Raspberries** will be highly promotable, with steady supplies from Central Mexico. Baja and California harvests are slowing but still available, with excellent quality overall on arrivals.

**NOTE:** **Organic Blackberries** are expected to be limited. The California harvest is in its final days, while volume from Mexico remains light. As of now, light volume is anticipated throughout most of October.

**ALERT!** **Organic Blueberries** will continue to be very tight, with elevated pricing. While fruit is in transit, pending port strikes create uncertainty around availability. October is projected to remain tight, with supply peaking early to mid-November when Peru's volume increases.



### OG AVOCADOS

48ct **Organic Hass Avocados** remain tight, but 60ct fruit is more available at the start of October, with larger fruit supplies expected later in the month.

**Equal Exchange Fair Trade Organic Hass Avocados** are in stock and ready to ship in recyclable Ready-cycle 8/4 ct trays and bulk 48 and 60 ct.



### OG GRAPES

**GOOD NEWS! Red, Green, and Black Seedless Organic Grapes** are performing exceptionally well with strong varieties, excellent flavor, and high Brix levels. This year's peak season California fruit is very nice!

Ask your rep about our Air Chief brand Grape promo and contest for October!



### OG CELERY

**Organic Celery** is still widely available, but prices are on the rise due to weather-related impacts on yields. Overall market conditions remain favorable, but further adverse weather could affect supply. Demand is also expected to increase as November approaches, tightening supply and pushing prices higher.



### OG PEARS

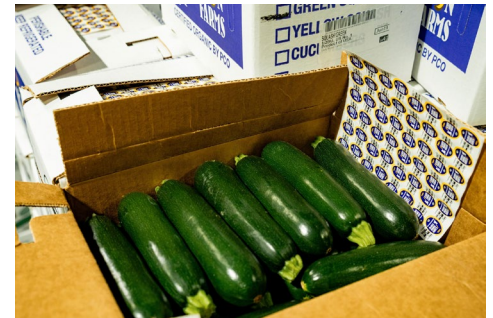
New crop **Organic Pears** from California and the Pacific Northwest feature. Steady supplies of **Asian, Bartlett, Bosc, and Starkrimson** varieties.

**Organic Anjou Pears** are anticipated to be available from late October to early November.



### OG PAPAYA

**Organic Royal Star Papayas** are in good supply to start October, with solid quality.



### OG SQUASH

**Organic Yellow and Green Squash** from Mexico is expected to improve in pack-out and shelf life to go with Lady Moon Organic from Florida.

**Organic Cucumbers** are tight but are starting to ease going into October, with current supply from New Jersey, and Mexico and Florida starting to drive prices down with increased volume.



### OG CAULIFLOWER

**Organic Cauliflower** availability remains stable, although prices have remained higher in late September. Strong quality is expected to continue into early October, with some cost relief anticipated.



### OG FIGS

Though some crops were affected by September heat, **Organic Brown Turkey Figs** are available in limited quantities.

**NOTE: Organic Black Mission Figs** will be more scarce at the start of October, so expect some supply gaps.



### OG GREENHOUSE TOMATOES

**Organic Greenhouse Tomatoes** from Savoura have started back up in Quebec, with flavorful **Organic Cherry Tomatoes On-the-vine**.

New crop Quebec **Organic Beefsteak** and **Cluster Tomatoes** are expected by early October.



## OG GREEN BEANS

**NOTE:** There will be a brief gap in **LOCAL Organic Green Beans** in late September as fields transition, but market conditions are expected to ease into early October with new crops.



## OG BRUSSELS SPROUTS

After a brief supply disruption, **Organic Brussels Sprouts** are back in stock. Mexico is providing high-quality product at stable prices, with Wisconsin production set to start in October to help bridge any gaps from the Mexican supply.



## ORGANIC SPECIALTY FRUIT

California **Organic Red Flesh Dragon Fruit** is in peak season! This fruit adds vibrant color to any fruit salad or smoothie and will be sold in 5lb cases.

Also in season from California: **Organic Passion Fruit** and **Organic Kiwano Horned Melons**.

From Glaser Farms in Florida: **Organic Water Coconuts**, **Jackfruit**, **Mamey**, **Lemon Grass**, and **Green Skin Avocados**.



## OG FALL FRUIT

**Organic Kiwi Berries** will be in stock for early October—get this specialty fruit while it lasts, available in 6 oz clamshells!

Look out for **Organic Fuyu** and **Hachiya Persimmons** arriving in early October—this rising star in fall produce will soon be available for your displays!

**Organic Pomegranates** will be available in early October from California! Pricing will drop as more growers bring organic fruit to market. **Organic Pomegranate Arils** 12/4 oz will be in season starting the first week of October.



## OG LETTUCE

**Organic Iceberg Lettuce** is competitively priced and widely available from California, with local supply from New Jersey expected in early October.

**Organic Romaine Hearts** remain consistent, with stable supplies and pricing continuing through September.

**Organic Romaine** and **Leaf Lettuce** supplies are plentiful through late September, with improved pricing due to increased production in Quebec. Keep an eye out for promotional opportunities. **LOCAL** production from Pennsylvania and New Jersey has also begun in late September.



## OG CITRUS

The **Organic Lemon** market is currently supported by Argentina, Mexico, and California, with varying quality and prices. California prices remain higher, but expect a transition into California fruit overall in early October.

**NOTE:** The **Organic Valencia Orange** season has ended, with **Organic Navel Oranges** set to start mid-to-late October from California.

**NOTE:** **Organic Limes** are seeing stronger supply with the start of the winter crop, but prices remain high, expected to gradually decrease into October.

**Organic Pineapples** are seeing a slight rebound in supply, especially in 8 ct sizes, though 6 and 7 ct sizes remain limited.

Zespri **Organic Kiwi** will remain well-stocked in early October, with both **Green** and **SunGold** varieties available.

**Organic Mini Watermelons** remain available from California throughout the fall season. The quality has been outstanding, and the fruit has been eating very well.

## OTHER STORIES

**Organic Cantaloupes** and **Honeydew** are in limited supply as the harvest slows. Expect California **Organic Melons** for the majority of early to mid-October.

**NOTE:** **Organic Bunch Spinach** is currently experiencing a supply gap due to quality and weather issues in California, but full stock is expected to return by early October.

**Organic Peaches, Plums, and Nectarines** are winding down, with all commodities expected to finish for the season by mid-October.

**Organic Asparagus** supply from Mexico remains limited, but Argentinian product is now available to help meet demand.

**ALERT!** **Organic Mangos** from Mexico are done for the season. California **Organic Keitt Mangos** will be available in early October. This premium variety has little to no blush, and high pricing typical of domestic fruit. Volumes will be limited.

# CONVENTIONAL MARKET NEWS

SEPTEMBER 27 - OCTOBER 3, 2024

## PROMOTABLE STRAWBERRIES AND RASPBERRIES



**GOOD NEWS! Strawberries** remain promotable out of California. Northern California continues harvesting, while Santa Maria and Oxnard are also ramping up production. Once the Northern California harvest concludes, expect market prices to increase, as fall and winter volumes are projected to be low. Overall quality has been good, although some arrivals are showing signs of bruising.

**GOOD NEWS! Raspberries** will be highly promotable from Mexico. Harvests have begun in Central Mexico, and product is expected to flood the market in early October. Quality is anticipated to be excellent for this new crop.

**NOTE: Blackberries** will be limited this through the end of September. Both California and Mexico are experiencing significant harvest constraints. California production is finishing for the season, while Mexico is approximately 2-3 weeks away from any significant volume. A substantial increase in pricing is anticipated.

**ALERT! Blueberries** continue to be limited out of Peru. With short supplies arriving from Peru and a looming strike affecting many East Coast ports, numerous vessels have been redirected to the West Coast. With fruit currently on the water, the release of containers is uncertain. Expect limited supplies and high pricing at least through mid-October, if not throughout the entire month.



### CV TOMATOES

**GOOD NEWS! Cluster Tomatoes** from Mexico and Canada are available, with good volume and promotable pricing expected into October.

**Beefsteak Tomatoes** have started with a new crop in Mexico, which is driving prices down in Canada.

**LOCAL Vine Ripe Tomatoes** are still being harvested from a second planting in Delaware. Quality is strong, and the season could extend into mid-October, weather permitting. As October progresses, the switch to Mexican and/or Florida product will occur, depending on quality.

**NOTE: LOCAL Pennsylvania Heirloom Tomatoes** are likely finished for the season due to cooler temperatures. **Greenhouse Heirloom 10/6 Tomatoes** will return to stock.

Ask your sales rep about spot buys on **Greenhouse Snacking Tomatoes** as we help growers move extra volume.



### CV CAULIFLOWER & BROCCOLI

**LOCAL** Pennsylvania-grown jacket **Cauliflower Bins** have also started in late September, perfect for adding a fresh, local farmer's market feel to displays.

**LOCAL** Pennsylvania-grown **Stem Broccoli Bins** will also be consistently available. These **LOCAL** Lancaster County, PA family farm bins can support regional agriculture and are expected to be of top quality.

**Broccoli Crowns** remain available in late September from both Maine and California. Maine-grown **Broccoli** will be the primary source moving forward, with both regions providing excellent quality at reasonable prices.

Both Maine and California continue to produce consistent supplies of **Cauliflower**. Late September offers good quality and availability from both regions, which should extend into early October.



### CV APPLES

There are peak season supplies of new crop **LOCAL** Eastern varieties such as **Cortland, Empire, Fuji, Gala, Ginger Gold, Gold Delicious, Honeycrisp, McIntosh, Red Delicious, and Snap Dragon Apples** are now available.

Ask your rep about POS display bins from the NY Apple Association and for **Snap Dragon Apples**. Free with apple purchase from FSP.

Coming soon, new crop Washington varieties include **Koru, Kanzi, Jazz, Lucy Glo, Lucy Rose, Opal, and Pinata Apples**, to begin in October.

Washington **Rave Apples** are projected to be available until the end of October.

**NOTE:** Washington new crop **Gold Delicious Apples** are limited, with recent news indicating delays of about four weeks, now expected to begin in early November.



### CV PINEAPPLE

**NOTE:** Pineapple supplies remain snug heading into October. Smaller 8-count fruit is more readily available, while larger 6/7-count sizes remain in short supply.



### CV CELERY

**GOOD NEWS!** Californian Celery remains in full production, with strong volumes and excellent quality. September has been a robust month for Celery, with plenty of availability supporting ongoing promotions, which are expected to continue into mid-October.



### CV BROCCOLI RABE

**ALERT!** Expect increasing shortages of Californian Broccoli Rabe and Sweet Baby Broccoli in October. Supplies are expected to remain tight through the month of October, with rising costs and inconsistent volumes anticipated.



### CV MANGOS

**ALERT!** With potential East Coast port strikes looming, import Mangos from Brazil will be in limited supply, with possible unexpected gaps. Lower volumes have already led to higher prices, with some containers selling out before arrival.



### CV AVOCADOS

Hass Avocado harvests slowed down toward the end of September, and field pricing ticked up slightly as growers reduced picking. Shippers are paying more to secure fruit. While 60-count fruit remains plentiful, 48-count availability is improving. Premium large sizes (32/36-count) are still priced higher.



### CV SOFT SQUASH

Squash supplies are still coming from LOCAL Pennsylvania, Delaware, and New Jersey. The LOCAL season remains strong as temperatures continue to hold.

Yellow and Green Squash are becoming more available from Mexico and the Southeast. This increased supply is expected to drive the market down as October begins.



### CV MELONS

Cantaloupe and Honeydew prices are rising as the California season comes to an end. In October, production will transition to Yuma, AZ followed by offshore supplies in November. Tuscan Cantaloupes and Sugar Kiss Melons will remain in stock through early October.

Watermelon harvests will shift back to Florida for the fall season. Quality looks excellent for cut fruit sections. While there may be limited availability of Delaware fruit, LOCAL harvests are largely finished.



### CV CUCUMBERS

Euro Cucumbers and Mini Cucumber trays will be in tight supply going into October. While some Canadian product is available, poor quality from Mexico has driven up prices for high-quality options.

Super Select Field Cucumbers will be in tight supply heading into October. New fields have started in Georgia, and Mexico has also begun production. The volume from Mexico is expected to push prices down as the month progresses.



### CV POMEGRANATE

The California Pomegranate season is well underway, with more growers coming online each week.

The "POM Wonderful" brand program is expected to start closer to the end of the month. Various sizes, including display bins and POM-POM Arils, will be available in late October.



### CV LETTUCE

**GOOD NEWS!** Iceberg Lettuce continues to offer abundant deals due to the high volume of supply from California.

While Romaine Hearts from California have been plentiful, prices began rising in late September, with further increases expected in early October.

Lettuce has seen strong availability from both California and Quebec throughout September, with early October expected to follow suit.

**LOCAL** New Jersey-grown Lettuce also became available in late September.



### CV PEARS

**LOCAL** Asian Pears from Subaruashi Kudamono in the Lehigh Valley of Pennsylvania will be available in early October. These seasonal treats are a must-try and will be available for the next two months or so. A staff favorite - juicy + sweet + crisp!

Despite expectations of a significantly smaller volume crop this season, we currently have decent supplies of Anjou, Bartlett, Bosc, Comice, and Starkrimson Pears available.



### CV GRAPES

**GOOD NEWS!** Superb Grape varieties continue to be harvested for the remainder of the California season, with excellent quality. Brix (Sugar) levels are at season-highs! Quality sells! Prices are expected to stay firm due to an earlier-than-expected season-end caused by higher shipments this year.



### CV ARTICHOKES

**NOTE:** Due to limited availability, prices for Californian Artichokes are generally elevated in late September. However, some growers are offering spot promotions when there is extra.



### CV PEPPERS

**GOOD NEWS!** 11 lb Red, Yellow, and Orange Bell Peppers are seeing increased supply from Mexico, putting downward pressure on prices from Canada and other sources.

With promotable pricing expected in October from Mexican product, and nice quality. This will be a great time for ads, in-store specials and large displays!



### CV BRUSSELS SPROUTS

**GOOD NEWS!** Promotional opportunities continue for Brussels Sprouts as volume steadily increases. September has seen exceptional quality, and with production ramping up, prices have progressively become more favorable.

These trends should carry through October, making it a great time to push promotions and boost sales as consumers shift their mindset to roasting and Fall meals.



### CV GREEN BEANS

**LOCAL** Green Beans are in good supply, with a new crop starting in New Jersey, while Pennsylvania continues to produce as well. The quality remains excellent.



### CV STONE FRUIT

Stone Fruit season is winding down, though there are some nice late season Yellow Peach varieties: "AutumnRipe" and "Prima Gattie" from California.

Nectarines, Plums, and Prune Plum supplies will carry through some of October in "late crop" volumes.



### CV IMPORT CITRUS

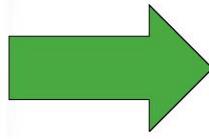
**ALERT!** Imported Mandarins continue to face supply and size issues, with higher prices and smaller fruit expected through October. East Coast potential port strikes could further disrupt supply by diverting vessels to the West Coast.

**ALERT!** The supply of import Navel Oranges remains limited for the rest of the season. A potential port strikes may worsen the situation by causing vessels to be delayed or diverted to the West Coast, further tightening supply.

# LABEL CHANGE

## DELIVERY STARTING WEEK OF 9/30

EAT  SMART®



OLD CODE	CODE	DESCRIPTION	PK/SZ	OLD UPC	UPC
223501	241199	CV Peas Snap	6/8 oz Taylor Farms	7-09351-00901-3	0-30223-06088-8
223500	241200	CV Peas Snow	6/8 oz Taylor Farms	7-09351-00902-0	0-30223-06089-5
222636	241202	CV Beans Green	6/12 oz Taylor Farms	7-09351-30145-2	0-30223-06087-1
223497	241203	CV Broccoli Slaw	6/12 oz Taylor Farms	7-09351-00016-4	0-30223-06081-9
223495	241205	CV Cauliflower Riced	6/12 oz Taylor Farms	7-09351-30189-6	0-30223-06077-2
223496	241207	CV Brussels Sprouts	6/12 oz Taylor Farms	7-09351-32222-8	0-30223-06086-4
223489	241209	CV Vegetable Medley	6/12 oz Taylor Farms	7-09351-00014-0	0-30223-06082-6
223494	241210	CV Cauliflower Florets	6/10 oz Taylor Farm	7-09351-00011-9	0-30223-06076-5
223493	241212	CV Vegetable Stir Fry	6/12 oz Taylor Farms	7-09351-00015-7	0-30223-06084-0
223487	241213	CV Broccoli & Carrots	6/12 oz Taylor Farms	7-09351-00025-6	0-30223-06080-2
223486	241214	CV Broccoli Florets	6/12 oz Taylor Farms	7-09351-00013-3	0-30223-06078-9
223488	241215	CV Broccoli & Cauliflower	6/12 oz Taylor Farms	7-09351-00026-3	0-30223-06079-6



PHONE: 1.800.422.8384

www.fsproduce.com



# Earthbound Farm



## Greenhouse Greens

- **Locally Grown**

Louisa, VA facility provides locally grown greens to more Earthbound Farm consumers than ever before

- **Zero Pesticides & Non-GMO**

- **Flavor & Variety**

greenhouse specific varieties add new flavor and texture experiences to Earthbound Farm's portfolio

- **Sustainably Grown & Packaged**

utilizing less water, fewer food miles, and up to 44% less plastic with Peel and Reseal technology



CODE	DESCRIPTION	PK/SZ	UPC
241076	CV Salad Lettuce Crispy	8/4 oz Earthbound Greenhouse	0-32601-95444-4
241077	CV Salad Lettuce Butter	8/4 oz Earthbound Greenhouse	0-32601-95445-1
241075	CV Salad Arugula Baby	8/4 oz Earthbound Greenhouse	0-32601-95446-8
241078	CV Salad Romaine Crunch	8/4 oz Earthbound Greenhouse	0-32601-95447-5
241237	CV Salad Magnolia Mix	8/4 oz Earthbound Greenhouse	0-32601-95449-9
241238	CV Salad Spring Mix	8/4 oz Earthbound Greenhouse	0-32601-95451-2

**DELIVERY STARTING 9/30**



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# KEVITA®

## ALIVE LIKE YOU™

**PACKAGING & SIZE CHANGE - DELIVERY STARTING 9/26**



OLD CODE	CODE	DESCRIPTION	PK/SZ	OLD UPC	UPC
227571	241101	OG Sparkling Juice Lemon Gindr	12/12oz	8-53311-00300-6	1-97857-00004-5
227572	241102	OG Spr Mojita Lime Mint Coconu	12/12oz	8-53311-00329-7	1-97857-00009-0
227573	241103	OG Sparkling Juice Lemon Cayen	12/12oz	8-53311-00330-3	1-97857-00006-9
227575	241105	OG Spr Strawberry Acai Coconut	12/12oz	8-53311-00305-1	1-97857-00005-2



# AIR CHIEF "GRAPE-TACULAR" GRAPE DISPLAY CONTEST

September 30 - October 20, 2024

Four Seasons Produce has partnered with Sun Pacific, marketers of the Air Chief premium table grapes, to bring you a display contest with some really "grape" potential for added sales. Grapes are a high tonnage, high velocity category, and we are now into the best eating grape varieties of the year. With amazing quality fruit, great promotional pricing, and an incredible prize package available, October is the perfect month to promote this consumer favorite fruit in your produce departments! All three colors (green, red and black) of grapes will be included, so there is sure to be a flavor for everyone!

## DISPLAY CONTEST CRITERIA:

- Build an AWESOME display of Air Chief label premium grapes in your produce department. All fruit **MUST be purchased from Four Seasons Produce!**
- **All three colors** of grapes **MUST** be included in your display. Grape codes are listed below:

<b>Organic:</b>	<b>Conventional:</b>
<b>42682</b> - OG Black Grapes 18lb	<b>10875</b> - CV Black Grapes XL 18lb
<b>43875</b> - OG Green Grapes 18lb	<b>10631</b> - CV Green Grapes XL 18lb
<b>43878</b> - OG Red Grapes 18lb	<b>10716</b> - CV Red Grapes XL 18lb
	<b>221512</b> - POS Air Chief Grape Display Box Preformed

- Displays **must highlight the Air Chief label**, through POS signage or display boxes.
- Displays must remain up for at least **one week**.
- Send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **Thursday, October 24**.



## DISPLAY CONTEST PRIZES:

# GRAND PRIZE

(display will be judged on overall creativity and eye appeal)



# \$1,000

gift card

### LARGEST DISPLAY

- 1ST - \$400 gift card
- 2ND - \$300 gift card
- 3RD - \$200 gift card



### MOST CREATIVE DISPLAY

- 1ST - \$400 gift card
- 2ND - \$300 gift card
- 3RD - \$200 gift card



### BEST SMALL STORE DISPLAY

- (3 registers or less)
- 1ST - \$400 gift card
  - 2ND - \$300 gift card
  - 3RD - \$200 gift card



### BEST ALL ORGANIC DISPLAY

- 1ST - \$400 gift card
- 2ND - \$300 gift card
- 3RD - \$200 gift card



For more information on Sun Pacific Fruit and Air Chief grapes, go to [Sunpacific.com](http://Sunpacific.com)

For more information on our contest or for grape display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)

