

OCTOBER 4 - OCTOBER 10, 2024

ORGANIC BERRIES FALL OUTLOOK



GOOD NEWS! **Organic Raspberry** pricing has eased, making them more promotable. Expect spot deals as farms see small flushes and need to move extra volume quickly during October. Quality out of Mexico has been excellent.

GOOD NEWS! **Organic Strawberries** will remain promotable in early October as Northern California finishes its harvests. The transition to the Oxnard, CA growing region will begin in mid-October. Quality in the Northern District remains excellent, with medium to large, firm berries.

ALERT! **Organic Blackberries** will be very limited from both California and Mexico. California's supply remains snug, and recent heavy rains in Mexico disrupted harvests for a few days. Expect ongoing tight supplies and higher prices.

ALERT! **Organic Blueberries** remain limited from Peru, with containers currently in transit. Prices are high, fill-rates lower. Supply should improve somewhat now that the port strike situation is resolved. The quality of the small volume arriving has been excellent.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli from California remains in season. Prices are beginning to ease slightly as of early October, but supply remains inconsistent across Western growers. Quality is expected to stay strong, and Quebec-grown **Organic Broccoli** may provide additional supply options.

NOTE: **Organic Broccoli Crowns** are still in limited supply and commanding higher prices.

There's been some improvement in **Organic Sweet Baby Broccoli** supply as of early October, with availability increasing and prices stabilizing.

ALERT! **Organic Broccoli Rabe** remains unavailable and is expected to be out of stock until at least late October, so plan for a gap in supply.

Organic Cauliflower availability remains steady into early October, though prices are still elevated. Conditions are improving, and we expect some price relief as the month of October progresses. Quality remains strong, with consistent supply anticipated through mid-October.



OG APPLES

New item in stock for fall promotion: **Organic Rockit Apples** in a 3lb "shuttle" pack. This small variety is crisp and flavorful, and its size makes it ideal for on the go snacking and packing for lunch (kids or adults!).

New crop Washington **Organic Fuji, Gala, Granny Smith, Honeycrisp,** and **Sweetango Apples** are now in peak season supply with nice quality. Bag and bulk options are available.

UPCOMING: **Organic SugarBee, Lady Alice, Opal, Kanzi, Pinata,** and **Envy Apples** will start across mid-to-late October or during November with new crop pack outs.



OG LETTUCE

GOOD NEWS! **LOCAL Organic Leaf** and **Romaine Lettuce** remain widely available as we move into October, with plenty of volume and reasonable prices for promotions. These **LOCAL** harvests are now underway in Pennsylvania and New Jersey.

GOOD NEWS! **Organic Iceberg Lettuce** continues to be affordable and in strong supply, with New Jersey's **LOCAL** grown **Organic Iceberg Lettuce** arriving in early October.

GOOD NEWS! **Organic Romaine Hearts** remain similarly plentiful, with good supply and pricing. Promotional opportunities are expected to continue through early October.



OG GRAPES

GOOD NEWS! California grown **Organic Grapes** continue to show excellent quality, with high Brix (Sugar) and nice crunch across all **Red, Green, Black** and **Seedless** varieties. Don't miss the ongoing Air Chief Grapes promo and display contest!

Organic Thomcord Grapes are expected to remain in season through October, so promote while supplies last.



OG AVOCADOS

Organic Hass Avocados from Mexico began October with a steady supply. The 60-count fruit has seen the most market activity, with slight price increases due to lower harvest volumes. As we progress through October, supply may continue to tighten, but overall availability remains solid.

Organic Green Skin Avocados from Florida are now in season.



OG CELERY

Organic Celery remains available in early October, though prices have risen slightly due to lower yields. As the month progresses, we expect yields to improve and pricing to stabilize.

Looking ahead, demand for **Organic Celery** is expected to increase as we approach Thanksgiving, likely driving prices up.



OG PEARS

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

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



OG LADY MOON UPDATE

Lady Moon Farms will continue supplying **Organic Cucumbers** and **Squash** from Florida, while all other items, including **LOCAL Organic Tomatoes, Peppers, Eggplant,** and **Cabbage,** will remain available from Pennsylvania.

As we move through October, the Pennsylvania crops will transition to Florida for winter promotion.



OG PAPAYA

GOOD NEWS! **Organic Royal Star Papayas** will be in good supply for October. The quality is expected to remain strong, making them a solid addition to your tropical fruit offerings.



OG PINEAPPLES

GOOD NEWS! **Organic Pineapples** will be in good supply starting in early October. As volume increases, pricing is expected to ease, making this a great time to highlight this popular fruit in your produce department.



OG MELONS

Organic Mini Watermelons are still available from California's fall harvests. Supplies remain plentiful, and the quality has been excellent.

NOTE: **Organic Honeydew and Cantaloupe** harvests are becoming more limited as supplies dwindle, leading to prorates and inconsistent availability of larger fruits. We expect California **Organic Melons** to be available through mid-October before the season wraps up.



OG GREENHOUSE TOMATOES

A full lineup of **Organic Snacking Tomato** products from Savoura brand from Quebec greenhouses has started.

Organic Beefsteak and **Organic Cluster Tomatoes** are in season from Quebec and Ontario. Ensuring a steady supply of premium **Organic Tomatoes** for the Fall.



OG KIWIFRUIT

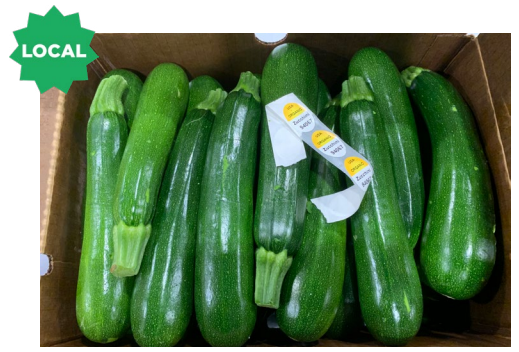
We will continue to see a good supply of **Organic Zespri Kiwi** into early October.

Both **Organic Green** and **SunGold Kiwi** varieties will be available with multiple pack options to suit different shopper preferences.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are back in stock, but their early October production has been cut short due to quality issues, causing a brief supply gap until January, when the next Mexican season begins. Fortunately, Wisconsin-grown **Organic Brussels Sprouts** will peak in October, ensuring a smooth transition and steady USA supply.



OG FLAIM FARMS UPDATE

Flaim Farm in New Jersey has begun harvesting new crops, including **LOCAL Organic Peppers, Cucumbers, Squash, Tomatoes, Cabbage, and Eggplant**. Weather permitting, some of these items should be available through mid-December, ensuring a robust supply as we head into the fall season.



OG FALL FRUIT

Organic KiwiBerries are in peak season for October. This specialty fruit, packed in 6 oz clamshells, is a must-have seasonal item.

Organic Fuyu and **Hachiya Persimmons** are expected to arrive by 10/6 and 10/10, as California's **Organic Persimmon** season gets underway. These fall fruits add color to seasonal displays.

Organic Pomegranates are now in season and will be in stock 10/6! Large 24-28 ct, and medium 30-36 ct options will be available from our California growers.

Organic Fresh Cranberries will start for the season around 10/9.



ORGANIC SPECIALTY FRUIT

Organic Red Flesh Dragon Fruit will be available starting in early October. This vibrant fruit, with its striking internal flesh, is perfect for fruit salads, smoothies, or enjoyed on its own. Available in convenient 5 lb cases, it's sure to attract attention in your produce aisle.

Organic Passion Fruit and **Organic Kiwano Melons** from California are now in stock, and we expect these unique fruits to remain available throughout the fall season. These specialty items are sure to draw attention, so stock up while supplies last.



OG CITRUS

Argentina's **Organic Lemon** season is winding down, with tightening supplies in Mexico, while California's **Organic Lemon** season is ramping up strongly. We expect a full transition to California-grown fruit in mid to late-October.

We anticipate the start of the new crop **Organic Navel Orange** season from California by mid-to-late October. **Organic Satsuma Mandarins** will start shortly after Navels.

The Pennsylvania **Organic Green Bean** season is ending, and we will transition to Mexican-grown **Organic Green Beans** in October.

ALERT! **Organic Bunched Spinach** is facing supply challenges both locally and from California. The market is tight and expected to remain so for the next two months or so. Be prepared for potential gaps in availability.

OTHER STORIES

There will be modest supplies of **Organic Brown Turkey Figs** from California in October. **Organic Black Mission Figs** have ended, so expect tighter supplies on figs until the next season.

California grown **Organic Keitt Mangos** are available for October. This premium fruit, known for its green exterior with little to no blush, comes in a premium pack. **NOTE:** Be prepared for higher pricing due to its premium quality and light supply.

NOTE: Production challenges continue to affect **Organic Asparagus** from both Mexico and Argentina. However, we anticipate some relief later in October.



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:

Organic:	Conventional:
42682 - OG Black Grapes 18lb	10875 - CV Black Grapes XL 18lb
43875 - OG Green Grapes 18lb	10631 - CV Green Grapes XL 18lb
43878 - OG Red Grapes 18lb	10716 - CV Red Grapes XL 18lb
	221512 - 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 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

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

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CONVENTIONAL MARKET NEWS

OCTOBER 4 - OCTOBER 10, 2024

PREMIUM OCTOBER CALIFORNIA GRAPES



Four Seasons Produce is pleased to offer three options that provide **VALUE** and **QUALITY** to each budget on **Greens** and **Reds**.

- **JUMBO** - biggest available, huge size and sweetness.
- **XL** - premium varieties, good size, excellent Brix (sugar) and Air chief brand content and promo for October.
- **LG** - still good varieties, clean quality and freshness, lower price to match the sizing.

GOOD NEWS! October will be one of the best times of the year to promote delicious California **Green, Red and Black Seedless Grapes**. The varieties being shipped at this time are some of the best-eating, biggest, and crunchiest available.

California **Grape** shipments remain higher than expected, driven by excellent quality across all sizes. Due to this faster velocity of volume high shipments and early-season heat accelerating harvests, the season will end earlier than originally anticipated. For now, the market remains steady, and quality is high.

The Grapery is winding down on their **Specialty Grapes** during October. **Cotton Candy** will go the longest. **Moon Drops** and **Tear Drops** are almost finished followed by **Gum Drops**.



CV TOMATOES

GOOD NEWS! There are plenty of deals on all varieties of **Tomatoes**, including **Snacking, Beefsteak, Cluster, and Vine-Ripe Tomatoes**, and this trend is expected to continue through October. Promote while prices allow!

NOTE: However, a significant market shift is anticipated in November, largely due to hurricanes that have devastated regions like Georgia, Tennessee, the Carolinas, and Florida. Georgia and the Carolinas have suffered nearly 100% crop loss, while Tennessee will have a small **Tomato** crop.

Quincy, Florida is expected to produce **Round Tomatoes**, but the crops are already showing signs of disease from the wind and rain. This could lead to a major **Tomato** shortage and price spikes in November unless Mexico's production ramps up more than anticipated.



CV BERRIES

GOOD NEWS! **Raspberries** continue to be promotable from Central Mexico, where supplies are plentiful. California's production is lighter, but pricing is aggressive, and the quality is improving with each arrival.

GOOD NEWS! **Strawberries** are also promotable from California, with early October expected to be the last harvests in Northern California. The transition to the Oxnard region will cover the remainder of the Fall and into Winter. Mexico will begin its harvests in late October to early November. Quality from Northern California has been fair to good.

NOTE: **Blackberries** remain tight as we transition to Mexico. Rain in the growing areas has delayed the start and limited the volume of harvests. Supplies will stay snug, and pricing will rise through early October as fields recover from the rainy season.

ALERT! **Blueberry** supplies are very limited from Peru. Containers are expected to arrive during October, but customs and logistics are backlogged. With the strikes resolved, for now, we can anticipate weekly improvements in supply on this extreme market.



CV APPLES

LOCAL Eastern **Apples** are in peak season supply! Promote random weight tote bags, 3 lb poly bags, 2 lb totes, and/or loose bulk. **Cortland, Empire, Fuji, Gala Gold Delicious, Honeycrisp, Lady, McIntosh, Red Delicious**, plus premium **Snap Dragon Apples** are available now.

Premium new crop Washington **Apple** varieties currently in season include: sweet **Ambrosia**, sweet red-flesh red-skin **Lucy Rose**, tart red-flesh tan-skin **Lucy-Glo**, crisp **Rave**, mini-snack-size **Rockit**, and sweet-tangy **SweeTango Apples**.



Lucy-Rose

Lucy-Glo



CV GRAPEFRUIT

We will be sourcing Peruvian and South African **Grapefruit** for through mid-October to cover gaps until domestic fruit is available.

There are limited supplies of import **Grapefruit** are expected for October, with only larger-sized fruit available.

“Desert Rio” **Grapefruit** will begin in mid-October, and new crop Florida **Grapefruit** will start harvesting early this month.



CV CRANBERRIES

Fresh **Cranberries** are now in season!

The “Ocean Spray” brand (a grower cooperative) is in stock to fill your shelves.

LOCAL “Jersey Fruit” brand NJ **Cranberries** will be ready for the season the week of 10/7.



CV BROCCOLI RABE

ALERT! California grown **Broccoli Rabe** and **Sweet Baby Broccoli** remain scarce.

While mid-October may bring some improvement, production and quality have been so low that predictions are uncertain. Costs will remain high, and supply will be erratic this month.

LOCAL



CV GREENS

LOCAL **Kale** and **Chard** remain widely available from New Jersey and this strong availability is expected to last through November.



CV AVOCADOS

The **Hass Avocado** market from Mexico was steady at the start of October, but shippers are charging more for 60-count fruit, as production for that size has been down.



CV PINEAPPLE

Pineapple supplies have slightly rebounded in early October and pricing has eased.

Del Monte **Honeyglow Pineapple** will have some modest availability.



CV MELONS

Tuscan Cantaloupes and **Sugar Kiss Melon** varieties will remain available until mid-October.

Honeydew and **Cantaloupe** prices continue to climb as we approach the end of the California season, which will conclude in mid-October. Afterward, we will transition into the Yuma, AZ region, followed by offshore fruit in November.



CV CAULIFLOWER

GOOD NEWS! Pennsylvania-grown **LOCAL** **Jacket Cauliflower** 60 ct Bins and 9 ct cases are also in plentiful supply. Incorporating these into your displays can create a farm-stand atmosphere and boost **LOCAL** sales.

GOOD NEWS! Wrapped **Cauliflower** remains in strong supply from both California and Maine, with consistent availability and improved pricing. Quality is excellent, making early October a great time to expand **Cauliflower** offerings.



CV FALL FRUIT

Persimmons are now in season from California. The **Fuyu** variety (flatter, can be eaten firm and soft) is in stock first.

The California **Pomegranate** and **Pomegranate Aril** season is progressing well. Prices are expected to ease through mid-October as more growers begin harvesting.

“POM Wonderful” brand **Pomegranates**, including whole **Pomegranates** and 4 oz and 8 oz **POM POM Aril** cups will be available starting in mid to late-October.



CV LETTUCE

Iceberg Lettuce and **Romaine Hearts** have experienced a small production gap in Quebec, but California's production is robust.

GOOD NEWS! Lettuce availability remains strong, with optimal production in both California and **LOCAL** New Jersey. **Romaine** and **Leaf Lettuce** supplies are steady, with secondary supply now shifting from Quebec to **LOCAL** New Jersey. Quality and pricing remain favorable from both regions.



CV ARTICHOKE

NOTE: California **Artichokes** remain limited, and prices will stay elevated throughout October.

Deals seen in late September have ended, and the market is expected to remain tight for most of the month.



CV BROCCOLI

Additionally, Pennsylvania is still offering **Stem Broccoli Bins** and **Crowns**, so be sure to promote these **LOCAL Broccoli Bins** to showcase local agriculture and boost sales during peak production.

GOOD NEWS! Maine grown **Broccoli** continues to be the primary source with excellent volume, while California remains a strong secondary supplier. Quality remains outstanding in both regions, and prices are becoming more reasonable.

New Jersey-grown **LOCAL Broccoli Crowns** will be available in limited supply in early October.



CV PEARS

LOCAL Asian Pears from Subaru 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 smaller volume crop this season from Washington and Oregon, we currently have decent supplies of **Anjou, Bartlett, Bosc, Comice, and Starkrimson Pears** available.



CV IMPORT CITRUS

NOTE: Import Navel Oranges and **Mandarins** are available with the port strike ended, but volumes are light.

NOTE: "Halos" brand Mandarins will have about half the volume of recent weeks through the rest of the import season.

Imported **Cara Cara Oranges, Minneolas, and Blood Oranges** are in stock, but only while supplies last. There are also some import Honey Tangerines available.



CV COLOR BELL PEPPERS

GOOD NEWS! Mexico is providing a good volume of **Red, Yellow, and Orange Color Bell Peppers**, and we will have promotable pricing throughout October. The quality is expected to be outstanding, so be sure to take advantage of this promotional opportunity!



CV BRUSSELS SPROUTS

GOOD NEWS! **Brussels Sprouts** production continues to increase, and promotional opportunities remain available. Quality has been excellent, and production is expected to rise through October. Prices, however, are also increasing, and this trend is likely to continue.



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 USA CITRUS

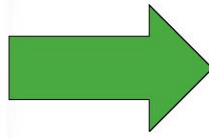
New crop **Juice Oranges** from Florida will be available in early October, with Florida **Pummelos, Grapefruit, and Autumn Honey Tangerines** beginning harvest in mid-October.

In California, new crop **Lemons** and **Pummelos** are coming into season. **Navel Oranges** will begin the new crop domestic harvest later in October and ramp up in November.

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



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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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NEW!

FROM FRESH EXPRESS



Now you can enjoy your salad at your desired temperature, whether it's delightfully warm or irresistibly cool.

We take a blend of chilled crisp greens tossed with prepared Ready To Eat noodles, finished with a savory glaze and crispy toppings.

This dish can be eaten as a Cold Salad or quickly heated in a pan for only 5 minutes for a Hot Entrée.

If you add your favorite protein, much better!



PREPARE HOT

- Preheat a non-stick pan on high heat and add 1 tablespoon of vegetable oil. Wait until the oil sizzles.
- Toss in the greens and stir-fry for 1 minute.
- While the greens are cooking, squeeze and massage the pre-cooked noodles to loosen them up.
- Add the pre-cooked noodles to the pan and stir-fry with the greens for 30 seconds.
- Turn off the heat and pour the dressing sauce over the mix. Stir everything together and plate.
- Add the provided toppings and enjoy!

PREPARE COLD

- Place the greens in a bowl.
- Squeeze and massage the pre-cooked noodles to loosen them up, then add them to the bowl with the greens.
- Pour the dressing sauce over the greens and pre-cooked noodles and mix well.
- Add the provided toppings and enjoy!

Chef's Tip: Make it a more filling dish by including cooked meat, fish, or tofu before adding the dressing.

CODE	DESCRIPTION	PK/SZ	UPC
241353	CV Salad Asian SwtGinger Noodles	6/16.7oz Fresh Express MealKit	071279310107
241354	CV Salad Teriyaki Noodles	6/16.9oz Fresh Express Mealkit	071279310114
241355	CV Salad Korean Sesame Noodles	6/16.1oz Fresh Express MealKit	071279310121

DELIVERY STARTING 10/9



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