

ORGANIC MARKET NEWS

APRIL 1 - APRIL 8, 2022

LADY MOON ORGANIC SPRING GREENS



No foolin', April will kick off with a few weeks of high-quality Florida-grown **Organic Greens** from Lady Moon Farms at reasonable prices.

Organic Kales and **Collards**, including **Organic Lacinato Kale**, which has been more limited so far this year, will be in excellent supply to start April.

East coast **Organic Leaf** and **Romaine Lettuce** from Lady Moon Farms in Florida remain strong in availability. Quality is excellent.

West coast **Organic Leaf Lettuce** production in Salinas, CA has begun, however prices are higher compared to the east coast. Florida will be our main supply.



OG MANGOS

Organic Mangos are in full swing! Jumbo, XL, and LG sizes are available for whatever pricepoint makes sense for your store.

Mexico will be primarily offering the **Tommy Atkins** variety, and our partner Crespo Organics, will be working with us throughout the entire season to offer the lowest promotable pricing they can.

We are past peak of season in the Chiapas and Oaxaca regions from the south of Mexico, so now production will soon transition to the Nayarit region for the month of May. Nayarit is projecting starting slightly later than normal but this should not affect the supply that Four Seasons has.

Get ready for some Cinco De Mayo promos and some hot pricing for the month of June as we prepared for some massive displays to drive sales through the roof!

Organic Ataulfo Honey Mangos will also remain promotable though April and will last overall until about June.



OG BERRIES

Organic Raspberries remain steady out of Mexico and CA. Quality has been exceptional from both regions. Overall volume is a bit limited but expected to pick up in mid-April. Expect promotable supplies and markets end of April or early May depending on weather.

Organic Blueberries remain fairly steady overall out of Mexico, California, and Peru. Chile is finished and the Peruvian imported volume is beginning to slow down very quickly. Mexico/CA continue to produce steady volume, and quality has been excellent.

Organic Strawberry prices are rising a bit ahead of Easter demand. The California region was hit with heavy rain, impacting yields and keeping harvest crews out of the field for a few days. Mexico supplies remain steady, and quality has been nice. Expect elevated pricing and some supply challenges through the Easter holiday.

ALERT! Organic Blackberries are extremely limited to start off April. Production is expected to get better by mid-April to help fill the supply chain. Mexico has had some colder than normal temps that are really affecting harvests. Quality has been nice overall on what is coming in.



OG ASPARAGUS & BRUSSELS

Organic Asparagus prices are expected to remain steady as we head into April and through Easter with decent volumes. Promotional opportunities will be available.

Quality has been outstanding out of Mexico on both 11lb and 28lb cases. Mid-April Easter demand could swing markets up around that time.

Organic Brussels Sprouts continue to experience strong availability and good pricing for promotional opportunities. Quality has been outstanding in late March and will continue into April.

Organic Mesh Bag Brussels Sprouts continue to be available.



OG AVOCADOS

Organic Hass Avocado markets are firm with no sign of breaking. Prices are expected to stay elevated through Easter and beyond.

For April, California grown **Organic Hass Avocados** will be added to our offerings now that Equal Exchange's Fair Trade Mexico program is done for the season. This California product will sell at a premium over Mexican product most of the time.



OG SQUASH & EGGPLANT

Organic Zucchini and **Eggplant** from Lady Moon Farms in Florida are in peak production to begin April. Expect pricing decreases and plentiful availability, perfect for promotions in April, especially on **Organic Zucchini**.

Organic Yellow Squash from Mexico is following the same patterns and pricing decreases should be expected in early April.



OG BROCCOLI & CAULIFLOWER

Late March and early April marks the beginning of the Salinas, CA season for **Organic Broccoli** and **Cauliflower**. Weather has not been ideal in the northern growing regions to begin the season but no interruptions in production are expected.

Organic Sweet Baby Broccoli remains elevated in price but is experiencing better availability.

Organic Broccoli Rabe will remain promotable to start April.



OG PEARS

Organic Pears continue to transition as more domestic varieties finish from the Pacific Northwest and more varieties arrive from South America.

Now in good supply are import **Organic Abate, Anjou, Bartlett,** and **Red Bartlett Pears**. **Organic Bosc Pears** are expected in the next few weeks.



OG CITRUS

A few days of rain has hampered California **Organic Citrus**, so expect some sporadic gaps across most commodities due to some delays in harvest and packing schedules.

A small shot of **Organic Minneola Tangelos** is expected back in for the beginning of April.

Organic Gold Nugget Mandarins are now in peak season.



OG APPLES

Washington **Organic Apple** supplies continue to dwindle with sporadic packing and a shorter crop.

This is the time of year when prices can inch up variety by variety depending on how much is left in controlled atmosphere storage. Import **Organic Apples** from the Southern Hemisphere will start to arrive in early May on **Organic Gala**, followed by other varieties in June.



OG CUCUMBERS

Organic Mini Seedless Cucumber prices are expected to remain reasonable. Quality and availability are excellent heading into the middle of April.



OG WATERMELONS

Organic Mini Watermelons will be available again with light volume out of Mexico. Cooler temps and labor issues have caused very limited supplies. New harvests are expected to pick up in early to mid-April, bringing in better supplies. Quality has been nice.



OG PINEAPPLES

Organic Pineapples continue to have good volume coming out of Costa Rica. We will be carrying 6ct and 8ct through the month of April.



OG LETTUCE

Growers are beginning to harvest **Organic Romaine Hearts** and **Iceberg Lettuce** in Salinas, CA during April. Supplies and pricing are expected to improve and return to more normal levels!



OG GRAPES

Red Seedless Grapes continue to be limited with marginal quality. This is expected to continue for the next few weeks, and then a gap is expected before Mexico begins sometime in early May.



OG CELERY

Organic Celery supply and pricing remains steady as April begins from domestic shippers.

Mexican production also continues to remain consistent for early April.



OG PEPPERS

Organic Mini Sweet Peppers from Lady Moon Farms in FL continue in peak production, while Mexican supplies are beginning to tighten.

ALERT! **Organic Green Bell Peppers** are in extremely limited availability. Drastic pricing increases and gaps in supplies are to be expected in early April as we're between growing regions and plantings.

Some 11lb Canadian grown **Organic Green Peppers** may be available in early April to create some relief.

Organic Color Bell Peppers are expected to experience supply limits and pricing increases in early April. Early to mid-April is a transitional time for **Organic Peppers** as Israeli and Mexican seasons are ending.

Canadian and Holland **Organic Color Organic Pepper** seasons are beginning in April, so supplies should be consistent, however expect a mix of growing regions.



OG ONIONS

Starting for the beginning of April, we will see that first of the season GA **Organic Sweet Onions**, and around 4/14, we will see the first **Organic Vidalia Sweet Onions**.

As we slowly clean up the old crop NV and WA **Organic Onions**, we will start to make the transition over to new crop Texas **Organic Red** and **Yellow Onions** here at the beginning of April, and **Organic White Onions** are going to transition over to new crop Mexican product.

Organic Red Onions are available out of Mexico but are extremely tight and high priced. **Organic Yellow Onions** out of Mexico have still yet to get started in any significant way.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** out of Canada are coming on with stronger volume and better pricing. We continue to source most of our product from Canada but there is Mexico product available that may provide some promotional opportunities through April.

Organic Grape Tomatoes from Lady Moon Farms in FL will be in short supply but expected to improve as we head into the middle of April. There are other brands at discount prices available in a second line.

Organic Heirloom and **Darkloom Tomato** prices continue to rise towards the middle of April as the Mexico season begins to wind down somewhat. **Darkloom** availability will be sporadic.

OTHER STORIES

- A very limited supply of Chilean **Organic Plums** is available but they are expected to be in and out quickly.

- **ALERT!** **Organic Limes** continue to be very limited with smaller sizing.

- **Organic Red** and **Yellow Spring Grilling Onions** with tops will be in season through the second week of April.

- **Organic Rhubarb** is expected to be available by the last week of April out of Washington.

Join Four Seasons Produce, Pasa, and our Community Partners this April in Celebrating the 15th Year of our Earth Week Campaign!

Community partners have supported the vital work of providing an educational and research network for sustainable agriculture farmers throughout Pennsylvania and the broader mid-Atlantic. Since 2008, our unique fundraiser has raised over \$350,000 in support of a vision of a world where agriculture nourishes, heals, and empowers by cultivating environmentally sound, economically viable, community-focused farms, and food systems.

For Earth Week 2022 (April 17 - 23), Four Seasons Produce will donate a portion of profits on all Organic Produce sold that week to [Pasa Sustainable Agriculture](https://www.pasafarming.org). Joining us in this fundraiser with their own contributions will be Lady Moon Farms, Mother Earth Organic Mushrooms, Stemilt Growers, and Harvest Market Natural Foods. We're excited to see who else will join us in this fundraising effort! For more information on how to get involved, contact Meg De Brito (meg@pasafarming.org).

2022 Easter Schedule



FRIDAY 4/15: Normal office and delivery schedule.

SATURDAY 4/16: Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 4/17: Office **CLOSED**. Modified delivery schedule.

MONDAY 4/18: Normal office and delivery schedule.

THE FOUR SEASONAL - Q2



Helpful seasonal content for independent retailers to plan April, May, and June produce merchandising.

Check out the latest edition!

[Inkd.in/gJqC4gb7](https://www.linkedin.com/company/four-seasons-produce)



Champagne®
MANGO SEASON
IS HERE!



THE ORIGINAL CHAMPAGNE® MANGO

Champagne Mango Promotion April 1 – 30, 2022

Champagne anyone? April is here, so it is definitely time for a toast! No, not with that bubbly refresher that's served at weddings and proms, but with a fruit that is a springtime favorite and long awaited by your customers. Yes... the "Champagne" Mango is finally here!

Four Seasons Produce has teamed up with Ciruli Brothers to offer you promotional pricing on this beautiful fruit! This amazing mango is an ataulfo (honey) variety marketed by Ciruli as a "Champagne" Mango.

Great merchandising opportunities await! These super attractive purple boxes allow for eye catching displays with the contrast of the yellow fruit, and have the potential for creating impact areas and destinations in your departments!

Talk with your Four Seasons Sales Rep or Merchandiser today for pricing and display tips and ideas.

Four Seasons Produce Code 17646 – CV Champagne Mango 14ct



Mango Merchandising Tips

- Rotate mangos based on ripeness, not on when they were received. This would apply to backroom receiving and when building displays.
- Ataulfo flavor ranges from tart when unripe to velvety sweet when golden and slightly wrinkled. Having both ripe and unripe fruit on display will increase sales for customers who want a fresh mango to eat now but also want some for later.
- Mass displays sell product and mangoes are no exception. Place displays in a high traffic area and let them be seen. Keep them full, and keep them fresh!
- Cool recipe ideas printed out and placed at point of sale will offer customers different ways to prepare and eat mangoes. They aren't just for snacking anymore!
- Mangos are best stored out of refrigeration. This allows for even ripening and a better eating experience.



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CONVENTIONAL MARKET NEWS

APRIL 1 - APRIL 8, 2022

GREENHOUSE PRODUCE FOR APRIL



Early April can be a time of overlapping growing regions for greenhouse production with Mexico still in season and USA/Canada Great Lakes area new crop harvests ramping up. On certain items this can create spot deals on great quality produce.

Euro Seedless Cucumbers will be promotable during the month of April. We are already seeing some market bottom pricing, and quality has been outstanding. Availability out of Canada has come on strong and looks like it's here to stay.

Mini Seedless Cucumbers will be promotable during the month of April. We are already seeing some of the growers in Canada flush on product, and this will offer more deals through April. Quality and availability have been excellent.

Cluster and Beefsteak Tomatoes are in fresh crop picks, and quality has been outstanding on all inbounds. Pricing is higher than this time last year due to product from Canada being affected by Rugose disease, which has impacted yields at some greenhouses.

Snacking Specialty Tomatoes from NatureSweet will be promotable in April on their different varieties. Availability is excellent and quality has been superb on all inbounds. These products will make some amazing displays and certainly be a sales booster for the month of April.



CV CITRUS

Import **Mandarins** from Morocco are abundant for April. Continue to promote 10/3lb and 15/2lb bags as they have great eating quality and extremely hot pricing! Don't forget about the 5lb box option as well.

On **Halos** brand **Mandarins**, they're winding down on their imports and ready to start back up on late crop California for the second week of April. **NOTE:** With this **Halos** transition back to California, this will bring a \$10-15 price increase.

Continue to promote all specialty citrus this month. We will continue to have great volumes on both loose and bagged **Blood** and **Cara Cara Oranges**. **Gold Nugget Mandarins** (10/3lb) will be available the first week of April through early May.

Navel Oranges quality from California remains very nice and at its peak. We will continue to have great volumes to promote on sizes from 40's to 113's, along with 10/4lb bags and 760 ct bins (choice fruit). Continue to promote the 10/3lb **Vintage Sweets Heirloom Navel Oranges** that have peak flavor and outstanding quality.

CV SWEET CORN

Sweet Corn is now in season from South Florida. There has been a lot of damage to crops, and cooler weather at night as slowed product growth. Because of this, product is expected to stay on the expensive side until the Florida SuperSweet Corn Commission starts their program pricing in mid-April.

Expect that there will be plenty of **Sweet Corn** towards the middle of April, it is just a slow start to the season right now with the cooler temperatures.

Bi-color Sweet Corn is expected to come on stronger toward the middle of April, along with any packaged varieties. This spring, we'll be offering both Green Giant 4ct **Tray Corn** and a UPC'd clear wrap 4ct **Tray Corn** that retail stores can put their sticker on.

Minimal availability on **White Sweet Corn** is expected until new fields start as the first crop showed all damage.

CV MANGOS

Mango supplies are good to kick off April. Tommy Atkins variety fruit from Mexico will take up most of the shelf space during this time. When possible, we're sourcing Keitt and Haden varieties for their superior texture.

Cheaper Nicaragua and Guatemala fruit have affected prices and are also available. Volumes should allow for some promotable pricing in April.

Ataulfo Honey Mangos are promotable, especially the "Champagne" brand s in a 14ct size! The quality of this fruit has been outstanding. Be sure to take advantage of this pricing for this premium fruit.



CV GRAPES

Red Grapes are very promotable on price and volume through mid-April on both XL and LG options. **Green Grapes** are in good supply with pricing that is above the **Reds**. Most of the fruit is coming from Chile with a few Peruvian options still available.

Cotton Candy Grape quality is great out of Chile with good supply for the month of April. Don't forget about the super-jumbo **Autumn Crisp Greens** and our clamshell specialty varieties: **Candy Hearts, Cotton Candy, and Red/Green Combo**.



CV CUCUMBERS

Super Select Cucumbers remain steady, and quality has been excellent out of Mexico. The new crop from Florida is seeing some lack of color and mis-shaped products, but this is expected to improve once we get into new plants towards the middle of April.

Supplies out of Mexico are expected to hold the market until the Florida crop really has a chance to take off and Mexico comes into their new crop as well.



CV SPECIALTY BERRIES

Starting in April, we'll be offering the Driscoll's **Rainbow Berry** pack, along with their **Sweetest Batch Raspberries** and **Sweetest Batch Blackberries**.

Driscoll's **Sweetest Batch Blueberries** are in limited supply to start April, but will ramp up as spring continues. And closer to May, California **Sweetest Batch Strawberries** will return.



CV LEMONS & LIMES

Lemons are peaking on 115's/140's out of the SoCal Coastal Region with promotable pricing on both choice and fancy fruit. Both bagged and loose **Lemons** are promotable with good quality. Also, available are Wonderful **Seedless Lemons** and **Meyer Lemons**.

ALERT! Limes continue to be extremely tight from Mexico. All growers saying the market will remain the same through the month of April. We will continue to source **Limes** from Colombia and Peru in the meantime to help with additional supplies.



CV APPLES & PEARS

Washington **Apples** continue in steady supply. Trucks are in tight supply and diesel remains very high, keeping freight rates on the stronger side.

Eastern **Apples** continue in good supply with occasional promotional opportunities.

Western **Anjou, Bosc, and Red Anjou Pears** remain in steady supply.

New crop import **Bartlett Pears** remain in good supply, and new crop import **Forelle Pears** are now available.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are in more limited availability in FL, TX, CA, and MEX. Prices will be elevated until new fields come into full swing.

Cauliflower prices are on the higher side, as new crop production begins in the northern growing regions of California.



CV MELONS

New crop **Watermelons** are in season from Florida. Demand continues to exceed supply as most growers will not start their major Florida volume until late April. Markets out west are very tight as Mexico is not coming in with much supply. Expect prices to stay on the high side through early April.

NOTE: Cantaloupes and **Honeydew** are limited out of Central America, with most of the volume arriving in smaller size fruits. The **Cantaloupe** price is rising as larger fruit is becoming harder to procure.

Florida **Athena-style Cantaloupes** are just getting started on smaller sizes.



CV PEPPERS

11lb **Hothouse Pepper** prices are expected to continue to drop as we head into the middle of April. Canada continues their hothouse deal and Sinaloa, Mexico should come on strong in mid-April. Quality is excellent, and supplies will increase causing a promotable market here.

NOTE: Green Pepper prices are continuing to be tight as we head into the middle of April. This market is expected to be tight until Coachella, CA starts their new crop in Mexico. Very little product is coming out of Mexico right now but quality from product in Florida is improving.



CV ARTICHOKES

Purple Artichokes are a beautiful addition to any display, and are expected to be available through the month of April from Ocean Mist Farms.



CV ASPARAGUS

Asparagus prices are expected to increase through April. We continue to see excellent quality and great availability, and we are expecting good volume through Easter.

Local New Jersey **Asparagus** will start in late April and be in peak season for May.



CV BERRIES

NOTE: Strawberries will begin to tighten up as CA/Mexico growing regions have experienced a few days of heavy rain and cooler temps behind the rain that moved through. Supplies will be somewhat limited as Easter loading demand begins and harvests have stopped for a few days to allow fields to recover. There will be some Canadian greenhouse production available and early South Carolina crops starting with limited availability to help supply demand. Overall, expect supplies to be tight through the Easter holiday.

ALERT! Blackberries will be extremely tight and limited for early April. Volume out of Mexico has been extremely limited due to abnormally cold temps overnight for this time of year. Demand is very strong keeping prices high. **Blackberries** are expected to improve later in April.

Raspberry prices are fairly strong as volume is somewhat limited coming out of Mexico. Expect elevated prices until mid-April when production is expected to pick up and start out of CA. Quality has been excellent.

Blueberry prices will rise as soon as the imports sell out during early April. Chilean/Peruvian volume is significantly decreasing week after week and should finish completely by mid-April. Quality out of Peru has been nice, we are finished bringing in Chilean product.

New crop Mexico/Florida **Blueberry** production is starting to become much steadier, but prices are higher as quality has been excellent from both regions.



CV SWEET ONIONS

Sweet Onions will transition with our next arrival over to GA Sweets. These are essentially the same onions as the **Vidalias**, but they cannot call them **Vidalia** until shipping on 4/12, which is the first approved FOB ship date of **Vidalia Sweet Onions**.

Prices are expected to stay similar to what the Peruvian crop has been selling at.



CV POTATOES

New crop Florida **Color Potatoes** have been looking outstanding in quality on 50lb bulk cases. Smaller sized **White** and **Gold Potatoes** are still more limited, but we have been keeping in stock despite the shortage.

We have continued to get some very nice shipper-label 10/5lb bag **Red, Yellow, and Russet Potatoes** from Maine storage crop. This quality and pricing will continue into the month of April, and these are some great lines to promote.

We will also see some very attractive 10/5lb bag **White Potato** quality and pricing into April, but the **White Potato** market will likely push up a dollar or two as we get closer to Easter.



CV STONE FRUIT

Cherries out of Chile have finished for the season, but we just had a nice arrival out of Argentina, though it may be the last. New crop California **Cherries** are expected around the beginning of May.

Supplies of Chilean **Nectarines, Peaches,** and **Plums** should be heading into May, pending port arrivals.



CV TROPICALS

Hass Avocado prices have firmed, and prices appear to be locked in without much movement for the early part of April. Supplies are good but growers seem to have the upper hand in pricing, securing top dollar for fruit. 36 size and higher fruit are extremely tight. 48s and 60s remain in good supply.

Four Seasons will be testing a premium **Jumbo Party Pak 40sz 8/5ct Hass Avocado** bag. This mesh bag offers attractive packaging that changes seasonally.

Pineapple supplies will remain in good standing through Easter. At the beginning of April, large sized fruit will be promotable for pre-Easter sales. As always, pricing is expected to trend upward as we approach Easter.

OTHER STORIES

- **Green Squash** from Mexico will continue to arrive with outstanding quality. Cooler weather in Mexico has slowed availability but there is more volume coming on as we head into April. Product out of Mexico is expected to continue until the Florida crop improves. Florida will start to be back in the game as we head towards the middle of April.
- **Yellow Squash** prices are coming off as there is more product available out of Mexico. Quality has been good on inbounds from Mexico. Product out of Florida is expected to improve toward the middle of April.

- **Lettuce** out of Yuma, AZ finished for the season during the last week of March. Most will be back in Salinas, CA to kick off April. Prices are easing down.
- **Roma Tomato** prices are expected to remain steady to increase as we head towards the beginning of April. Some shippers are gapping but there is still plenty of product to be found. There is an abundance of product out of Mexico, but it's driving the market because there is little to no product in Florida. Quality has been excellent. Supplies will remain steady.