

ORGANIC MARKET NEWS

APRIL 8 - APRIL 15, 2022

LADY MOON FLORIDA ORGANIC ZUCCHINI



Fire up the grill!

Organic Zucchini from Lady Moon Farms in Florida is in the peak of their spring crop with robust volumes, superior quality, and promotable pricing.

Expand displays and promote in mid-April as Easter approaches and then the week after for Earth Week promos. Extra foot traffic due to the holiday will generate additional sales with this promotional pricing.

Florida-grown **Organic Zucchini** from Lady Moon will continue through the month of April before sharing some overlap with new plantings from Lady Moon's Bainbridge, Georgia farm.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli from the Salinas, CA growing region has begun in April. Supplies are strong after a smooth transition, and quality has been excellent. Mid-April will bring promotional opportunities as Easter approaches, with stronger volumes pricing has improved.

Organic Broccoli Rabe will remain promotable in mid-April and is another excellent item to promote during the Easter season!

Organic Sweet Baby Broccoli will also begin to see improved volumes in early April, followed by pricing improvement in mid-April.

The Salinas, CA growing region has started for **Organic Cauliflower**. The transition from SoCal/Yuma, AZ has not been as smooth as Broccoli.

There has been elevated pricing and subpar quality on **Organic Cauliflower**, but conditions are improving in mid-April and both quality and pricing are expected to become more favorable as the month continues.



OG BERRIES

Organic Strawberry supplies are starting to improve and more promotable supplies are expected after Easter. CA production has improved after rain the first week of April prevented harvests for a few days. Growers and farms have started to rebound, and supplies are getting stronger daily as weather has been very favorable.

Organic Blackberry supplies are expected to be much steadier the week leading up to Easter. Overall volume is down out of Mexico, which has been putting stress on the market the past few weeks. New harvests are starting to help ease the stress to fill orders. Quality has been excellent.

Organic Blueberries remain steady overall. Peruvian volume is decreasing, so sizing will switch from pints down to 6oz sizes. Mexico/US production continues to be steady with excellent quality.

Organic Raspberry prices remain high. Overall volume has been limited and demand is extremely strong. Volume is expected to increase by late April. Supplies should be steady and available for the Easter holiday pull.



OG LETTUCE

Organic Romaine Hearts and **Iceberg Lettuce** are finally beginning to improve in availability, cost, and quality after a difficult end to the desert season. Salinas, CA production is strengthening, and pricing is concurrently decreasing. Expect improved conditions in mid-April, and to continue to improve further throughout the remainder of the month.

Organic Leaf and **Romaine Lettuce** from Lady Moon Farms in Florida is beginning to experience lighter availability in mid-April as the end of the Florida season approaches. Fortunately, Lady Moon's Georgia season is on the horizon and will begin in late April with the same excellent quality.

West Coast production in Salinas, CA is improving as April continues and pricing has begun to normalize. Expect supplemental product from California as Lady Moon has lighter volumes and transitions.



OG BOK CHOY

Organic Bok Choy and **Baby Bok Choy** continue to be a struggle from California shippers with limited availability and elevated pricing. Supplies will shift back to the East Coast in late April as Lady Moon will begin their Georgia harvest of the **Bok Choy** family. Supply availability will strengthen, and pricing will normalize.

Organic Red Baby Bok Choy will return to the lineup from Lady Moon Farms later in April. This unique item will add a splash of color to displays!



OG POTATOES

Organic Color Potatoes were supposed to get started out of California desert but have been delayed due to poor skin set. We will be getting one more arrival of old crop Idaho **Organic Potatoes** with the hopes that the new crop **Organic Red** and **Gold Potatoes** from CA will be ready to ship by mid April.

Organic Russet Potatoes are now winding down out of Idaho. At this point, we will move to Colorado product with the hopes that the CO supply will get us deep into May so we don't gap on supply.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts continue to yield excellent harvest numbers in April. Pricing remains very affordable, and promotions are strongly encouraged as Easter approaches. **Organic Mesh Bag Brussels Sprouts** are a great addition to your displays.



OG CITRUS

Organic Blood, Cara Cara, and Navel Oranges are still in the peak of their eating quality. The season begins winding down in late April. There should be a smooth transition to CA **Organic Valencia Oranges** in May.

Organic Murcott and **Gold Nugget Mandarins** will be available for mid-April, and then will wind down for the season. Promote this delicious fruit while you can!

Organic Lemons continue in promotable volume on all sizes and bags.

ALERT! **Organic Lime** supplies continue to be extremely limited with very high prices.



OG AVOCADOS

NOTE: **Organic Hass Avocado** prices continued their fast speed upward. Shippers from Mexico continue to have less supply than demand, driving prices even higher than the first week of April. Some limited volume is available out of California at premium prices.

Organic Fair-Trade Hass Avocados from Equal Exchange are done for the season.



OG CELERY

Organic Celery supply remains steady as Easter approaches. In the coming weeks prepare for price increases and supply limitations as Southern growing regions conclude and Mexican production slows. Expect in late April there will be less availability and price increases.



OG ASPARAGUS

28lb **Organic Asparagus** prices are expected to remain steady through Easter with promotional opportunities here as we head into the middle of April as well. Quality has been outstanding and there should be plenty of product available out of Mexico.

11lb **Organic Asparagus** is proving to be promotional as well. Expect steady availability and quality through all of April.



OG MANGOS

Organic Mangos continue to be promotable for April! Tommy Atkins fruit from Mexico has been good quality, and is available in 8, 10, and 12ct sizing.

Organic Ataulfo Honey Mangos will be in decent supply for mid-April. A small transition is making supplies a little more tight than the previous 3-4 week period.



OG WATERMELONS

NOTE: **Organic Mini Watermelons** remain very tight. New crops continue to be delayed due to cooler, cloudy weather, which is preventing fruit from ripening and sizing up. Weather is expected to improve which should improve supplies.



OG GRAPES

NOTE: Organic Red and Green Grapes continue to be very sporadic out of Peru and South Africa. They are expected to wrap up for the season before the end of April, and then gap until Mexico and California start towards the end of May.



OG PEARS

New crop Argentina **Organic Anjou, Bartlett, Red Bartlett, Bosc, and Abate Fetel Pears** are now available in good supply.

Storage crop Washington grown **Organic Pears** will wind down for the season during April.



OG MINI CUCUMBERS

Organic Mini Seedless Cucumber prices are expected to remain steady and be promotable. Quality and availability are excellent heading towards the end of April.



OG TROPICALS

Mexican **Organic Formosa Papayas**, large size/red-orange flesh, will be available during this spring season. This is a good eating papaya!

Organic Formosa Papayas' shell tends to be more a green-yellow color, and will not turn completely yellow when ripe, like Royal Star.

Organic Royal Star Papayas will be gapping until early May.

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

Organic Young Thai Coconuts are expected to return the week of 4/11, and **Organic Raw Drink & Eat Coconuts** will be back in stock the week of 4/18. Shipping and port delays have made keeping a continuous supply of these items difficult.



OG ONIONS

New crop Georgia grown **Organic Sweet Onions** are available! We are going to try to keep those lines lean to have a clean transition over to **Organic Vidalia Sweet Onions** around 4/14.

ALERT! Organic White Onions will have a brief gap here in early to mid-April as we transition to the new growing regions in Mexico where they're waiting for a better skin set on the onions. Product will return again in mid to late-April.

Organic Red and Yellow Onions have transitioned over to new crop Texas. This fresh product is looking very nice, but the **Organic Red Onions** are still very limited in volume to start. That situation will improve when the desert crop starts in California in late April.



OG PEPPERS

ALERT! Organic Green Bell Peppers continue to remain limited availability. Pricing spiked in early April, with limited to no production across all growing regions. Some choice **Green Bell Peppers** are available from Mexico, but supplies are weak as the season draws to a close.

NOTE: Organic Color Bell Peppers remain limited in April as transitional growing periods are among us. Israeli and Mexican growing regions are finishing in April.

Fortunately, Canadian and Holland **Organic Color Bell Pepper** seasons are beginning. Transitional times can be difficult as seasons do not always perfectly overlap. Price increases and more limited availability should be expected in mid to late April, however quality should not suffer.

OTHER STORIES

California grown **Organic Cabbage** will also be available, however the cost of freight will elevate this pricing.

• **Organic Napa Cabbage** will return to stock in mid-April, followed by **Organic Savoy Cabbage** in late April. Both will be procured from California.

• A small shot of **Organic Black Plums** out of Chile are available and are supposed to be in and out in just a couple of weeks.

• **Organic Green Cabbage** and **Red Cabbage** from Lady Moon Farms in Florida are finishing in mid-April. This will conclude Lady Moon production until their Florida season next fall. Supplies will be supplemented on the East Coast from other growers as production will begin to move north until "Local Season" in late May or early June.

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.



PHONE: 800.422.8384 | FSPRODUCE.COM





When we hear the words “Vidalia Sweet Onion,” we immediately know that spring has definitely arrived. This is a product that consumers in the Northeast and Mid-Atlantic REALLY look forward to!

The 2022 genuine Georgia grown Vidalia Sweet Onion season starts April 12 at shipping point, with the supply chain filling the week after Easter. The rest of April, and through early summer, will be peak season!

Vidalia Sweet Onion Tips for Success

- With Vidalia’s being a lower shrink risk item in your department, make displays large and get these bad boys seen!
- Merchandise secondary displays in high traffic areas for good visibility, including near the meat section.
- Cross merchandise with batter mix, herbs, olive oil, and cheeses (where refrigeration allows); or in grilling themed displays
- Recipe suggestions at point of sale go a long way in potentially building up a shopping cart.
- Tie in other spring seasonal crops such as artichokes or asparagus. Corn and tomatoes are also a natural tie in, and the color really adds nice visuals to displays.
- Offer both bagged and loose options to target 2 different types of purchases.



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, Kimberton Whole Foods, 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 Easter, Passover, and more.

Check out the current edition!

lnkd.in/gJqC4gb7



CONVENTIONAL MARKET NEWS

APRIL 8 - APRIL 15, 2022

VIDALIA SWEET ONIONS SEASON



The highly anticipated signal of the changing of the seasons - the start of genuine Georgia-grown **Vidalia Sweet Onions** is about to begin!

Our first arrival of the GA **Sweet Onions** is in stock for the Easter lead up week on both 40lb jumbo and 16/3lb high graphic bags. We will keep these supplies light to allow for a smooth transition into actual **Vidalias**.

Growers may formally begin shipping the 2022 new crop of **Vidalia Sweet Onions** from Georgia on April 12th. This puts product in the supply chain to fill displays the week after Easter. Pricing will be similar, if not lower than where the Peruvian season ended.

Vidalia Sweet Onion Codes: 4105 (40lb jumbo) and 4166 (16/3lb).



CV BERRIES

Strawberry prices remain steady ahead of the Easter holiday. Demand has been high, but CA weather has improved, and fruit is starting to come on. Growers expect more volumes to come on strong for the rest of the month as weather seems favorable, so expect prices to become more promotable after Easter.

Blackberry supplies will start improving as new areas of production start. Production is expected to continue to increase through the month of April. Quality has been excellent.

Raspberry prices will remain high and supplies on the limited side for mid-April. Added demand due to Easter has limited the supplies that are available. Quality has been excellent. Expect production to continue to increase the second half of April.

Blueberry prices remain steady ahead of the Easter holiday. Peruvian imports continue to come in with nice quality and offer a value to consumers. US/Mexico production continues to harvest with steady supplies. The new crop US/Mexico fruit has premium quality and prices are bit higher. This will start to change over the next month as more production is expected to start up from Georgia.



CV CITRUS

Gold Nugget Mandarins (10/3lb) are in peak season through early May. **Ojai Pixie Tangerines** (16/1lb) will be in stock the week of 4/11, and also go through May. These delicious specialty varieties can fill the space on your citrus sets left by **Minneola Tangelos** which are now done for the season.

Import **Mandarins** from Morocco remain promotable for early to mid-April. Continue to promote 10/3 lb and 15/2lb, as well as 5lb boxes.

Navel Orange quality remains solid with great taste. Bins of jumbo fruit and bags are great options. Continue to promote the 10/3lb **Heirloom Navels** for peak flavor and outstanding quality.

There's great supply of **Blood** and **Cara Cara Oranges** with peak season flavor to promote before the season wraps up approaching early May.

Lemons are peaking 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 **Seedless Lemons** and **Meyers Lemons**.

ALERT! Limes continue to be extremely tight from Mexico. Look for the market to remain high through April. We will continue to source **Limes** from Colombia and Peru in the meantime to help with additional supplies.



CV TROPICALS

Ataulfo Honey Mangos are promotable, especially on the Champagne brand 14ct size! Shipper label in 18ct are at an excellent price point too.

Round Mangos are promotable with supplies coming from Mexico, Nicaragua, and Guatemala. The extra volume from Nicaragua and Guatemala are causing some very cheap pricing and deals available in the marketplace. Opportunities should start to pop up here for the middle to end of April.

NOTE: Hass Avocado prices continued climbing from Mexico. Chile and Columbia are sending fruit and quality has been pretty good. This fruit will provide a small price break over the Mexican fruit for those looking for value in this crazy market.

Pineapple supplies have tightened considerably as the Easter rush is starting to kick in. Pricing is starting to tick upward especially on the popular 7 and 8ct sizing. A few deals remain on larger 5ct fruit.



CV POTATOES

We're in peak season with premium new crop Florida grown **Red, Gold, and White Potatoes** in 50lb bulk boxes on all sizes.

Prince Edward Island **Potatoes** have now been cleared to resume shipments into the US, but we will likely continue rolling along with Maine product for our 10/5lb bag value lines on **Red, Gold, and Russet Potatoes** as quality has been looking nice.

Local #1 10/5lb **White Potatoes** from PA are up in price slightly as we head into mid-April.



CV ASPARAGUS

Asparagus prices are expected to increase from now through April until NJ starts and spikes the market by the end of April. Peak season for local NJ **Asparagus** is expected to be the first couple weeks of May.

Caborca, Mexico is expected to finish up by the end of April and switch to Baja, which is a way smaller deal. We continue to see excellent quality and great availability, and we are expecting good volume through Easter.



CV LATIN TROPICALS

Four Seasons offers an assortment of **Latin Tropical Produce and Roots**, such as **Yuca, Name, Taro Root, Yautia Blanca, Calabaza, Chayote, Plantains**, and more!

New this week: **Breadfruit (DR)** and **Jackfruit (MEX)**.



CV WATERMELONS

New crop spring plantings of **Watermelons** are in season from Florida! Quality on the inbounds on 45ct and 60ct bins so far has been excellent with nice crispness and good color.

Supplies are light to start, but are starting to improve. Prices are high, with the more expensive freight costs from Florida this year, plus there's very little product coming from any other region. Expect better supplies and availability out of Florida by late April as more growers begin their harvests.



CV SPECIALTY BERRIES

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

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 EGGPLANT

Eggplant quality has been okay out of Florida, but availability is scarce. Mexican supply has slowed a bit due to cooler weather. We should be seeing better product out of Florida and prices ease a bit towards the middle of April.



CV GRAPES

Red Seedless Grapes remain promotable on price and volume for the next few weeks on both XL and LG options. **Green Seedless Grapes** are still priced higher than **Reds** with good supply and quality. Most of the fruit is coming from Chile.

Cotton Candy Grape quality is great out of Chile with good supply for the month of April. Ask your Sales Rep about our clamshell varieties as well (**Candy Snaps** and **Red/Green** clamshells).

The very first new crop **Grapes** have been harvested in Mexico and will start to make their way into the supply chain later in April.



CV MELONS

New crop **Athena-style Cantaloupes** are now in season from Florida. We'll have some 120ct bins available in the days leading up to the Easter holiday.

Carton **Cantaloupes** and **Honeydew** are more limited out of Central America, with most of the volume arriving in smaller size fruits. Pricing is up on the 9ct **Cantaloupes**.

Del Monte **MAG Cantaloupes** are available in 9ct and 12ct at Four Seasons Produce for mid-April.



CV CUCUMBERS

Euro/Cello and **Mini Seedless Cucumbers** will be promotable during 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.



CV LETTUCE

Iceberg, Romaine, Red Leaf, and Green Leaf Lettuces are easing down in price with better quality as harvests ramp up in the Salinas, CA area.

Romaine Hearts are still on the tighter side, but by the end of April, we should be good supplies across the board on **Lettuces**.



CV PEPPERS

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

Green Bell Peppers continue to be tight and are expected to be until the end of April when Senora starts. There's very little product coming out of Mexico right now, but quality from product in Florida is improving. **Peppers** out of Florida are showing some larger sizing as well.

- **Brussels Sprouts** are in limited supply for mid-April. This will drive prices back up.
- **Pomegranates** have been limited as container gaps have delayed availability. Fruit is primarily from Chile and has been good quality.
- There are good supplies on most Washington **Apples** including: **Cosmic Crisp, Envy, Fuji, Gold Delicious, Granny Smith, Pinata, Pink Lady, Red Delicious, and SugarBee.**
- Washington **Gala** and **Honeycrisp Apples** are in tighter supply and are expected to continue to be due to the smaller crop. Expect a small gap



CV BROCCOLI & CAULIFLOWER

Broccoli Crown availability is in good shape with multiple regions producing.

Cauliflower availability is better, quality is nice, and pricing is starting to come down with new crop production.



CV SWEET CORN

Fresh crop **Sweet Corn** from Florida is now in season, however volumes have been off to a slow start and pricing has been on the higher side. There was a lot of damage to crops and cooler weather at night that slowed product growth.

We are expecting to see steady harvests for mid-April on **Sweet Corn**, especially on the **Bi-Color**, more so than the **White**. This should ease pricing down somewhat.

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

Green Giant brand **tray pack Sweet Corn** is available, along with **clear wrap tray Sweet Corn** as a labor saver where stores only need to add their branded sticker to the pack.

OTHER STORIES

between the current domestic crop and the new crop, but plenty of imports are expected to be available to fill the gap.

- Good supplies of **Eastern Apples** continue including: **Evercrisp, Fuji, Gala, Gold Delicious, McIntosh, Red Delicious, Ruby Frost, and Wild Twist.**
- **Anjou, Bosc, and Red Anjou Pears** still going out of Washington. **Bosc** and **Red Anjou** should transition to imports by the end of April, with **Green Anjou** expected to continue into July.
- **Green Bartlett** and **Forelle Pears** are in excellent supply out of Argentina.



CV CHERRIES

NOTE: Cherries out of Chile have wrapped up for the season and will gap until California begins.

California **Cherries** are expected to have an okay crop that will ramp up in late April and early May.



CV TOMATOES

Specialty Snacking Tomatoes from Nature-Sweet will be promotable in April and May. Availability is excellent and quality has been superb on all inbounds.

Roma Tomatoes are promotable as we head towards the middle of April. There is an abundance of product out of Mexico, and quality has been excellent. Supplies will remain steady.

Beefsteak and **Cluster Tomato** prices are expected to increase as we head into April and towards Easter. This is normally the ramp up of peak season, so what's going on?

Product from Canadian greenhouses, being affected with Rugose disease, is going to drive this market price since there will be much less volume than expected. Quality is good on all non-affected product. Volumes will be more limited, and this could get worse when warmer weather impacts those greenhouses dealing with the plant disease.

- We just received a small arrival of Hothouse **Rhubarb**. These will sell out quickly, and then we will gap until the last week in April when we begin the Washington field grown program, which should be in pretty good supply until the fall.
- **Nectarines, Peaches, and Plums** are now in good supply out of Chile. New crop South Carolina Peaches are expected to get started end of May early June.

NEW FOR APRIL AT FOUR SEASONS

CONTACT YOUR REP FOR MORE INFO!



BABA'S BREW SEASONAL FLAVOR AND ORGANIC CERTIFICATIONS

NEW DOLE PAN SHEET MEAL KITS



BOLTHOUSE DRESSING PACK SIZE CHANGE



NEW ORGANIC SPECIALTY MUSHROOM PACKS FROM MUSHROOM KING



PRE-ORDER VIDALIA BRANDS KITS & HELPERS