

# ORGANIC MARKET NEWS

APRIL 22 - APRIL 29, 2022

## ORGANIC VIDALIA SWEET ONION SEASON



Grilling theme displays of organic vegetables and onions can take some more prominence now. **Organic Vidalia Sweet Onions** are now in peak season!

The first of the season **Organic Vidalia Sweet Onions** have arrived from Georgia with nice quality on both bulk jumbos and 3lb bags.

The 3lb bags will start with a “wineglass” label net bag because there were delays in the supply chain for the ultra-high graphic GIRO bags. Our supplier will have the full overwrap bags in stock for the product during the month of May and beyond.

### OTHER OG ONION NOTES:

We are transitioning from the Texas **Organic Yellow Onions** to the new crop Mexican **Organic Onions**. The new crop product will be labeled as “Organic Yellow Onions” instead of “Organic Yellow Sweet Onions.”

**Organic Red Onions** are already transitioned over to Mexican product and have been looking good with steady pricing.



### OG MANGOS

**Organic Fair Trade Francique Mangos** from Haiti for the beginning of May. Please consider making plans to support this important Fair-Trade program through Four Seasons on delicious fruit.

Four Seasons will be promoting all **Organic Mangos** from Mexico right through the Cinco de Mayo weekend! Look for promotable pricing and many different sizes and varieties to support.

**Organic Round Mangos** seemed to rebound after delays at the border affected availability before the Easter holiday. Tommy Atkins fruit from Mexico has been good quality in 8, 9, 10, and 12ct sizing for the month of April with the bulk of the fruit arriving in the 10ct size.

**Organic Ataulfo Honey Mangos** are in fair to good supply for the middle of the month in 12/14ct size, along with a 16/18ct offering.



### OG BROCCOLI & CAULIFLOWER

Promote **Organic Broccoli** and **Cauliflower** in late April with the good growing conditions

**Organic Broccoli** and **Cauliflower** from California are yielding nice supplies in late April. **Organic Broccoli** pricing has remained affordable with steady availability and quality, and **Organic Cauliflower** pricing has consistently improved throughout April.

**Organic Sweet Baby Broccoli** is becoming promotable with much improved supply volume and price decreases.

**Organic Broccoli Rabe** remains in steady supplies but will see a price increase in late April after a few weeks of promotable pricing. Quality will remain strong entering May.



### OG BERRIES

**Organic Strawberry** prices are easing down a bit this week. Production out of California has been ramping up and ideal growing conditions will begin to bring on the fruit. Then, in late May to early June, **Organic Strawberries** are expected to be very promotable.

**Organic Blackberry** prices are becoming more affordable. Production is starting to pick up and expected to peak in mid-May. Quality has been excellent.

**Organic Raspberry** prices are inching lower as production is beginning to ramp up. Quality has been excellent. Expect promotional periods through May.

**Organic Blueberry** prices will remain higher. Imports are winding down and Mexico production is on the decline. Georgia production is starting, and quality should be excellent. With less product available, most of the supply will be on 6oz clamshell packs instead of full pints for late April and early May.



### OG MELONS

**Organic Seedless Watermelons** are available out of Mexico in cartons. Bins are starting but prices are very high due to expensive freight. Quality has been looking nice. Bins should come in by mid-May as supplies get better.

**NOTE: Organic Mini Seedless Watermelons** remain very tight. Mexico is very late starting this year in any volume due to some unusually cold temps. Supplies are expected to get better by mid-May as harvests should begin very soon as fruit is finally maturing.

**Organic Cantaloupes** are arriving 4/27 in both 9ct and 12ct out of Mexico. **Organic Honeydew** are projected to arrive in-house by end of April.



### OG CITRUS

**Organic Navel Oranges** are expected will continue shipping through early May, and there will be a smooth transition to the new crop CA **Organic Valencia Oranges** as the Navels wind down. **Cara Cara Oranges** have finished for the season.

**Organic Murcott Mandarins** have wrapped up for the season, but there will be come sporadic late season arrivals of **Organic Gold Nugget Mandarins**.

**Organic Grapefruit** supplies out of California are sizing very small, and large fruit is harder to come by with much higher prices.



### OG ARTICHOKE

**Organic Artichokes** from California are returning to supply in late April. Larger sizes will have better availability, like the 12ct jumbos and are priced reasonably.

**Organic Purple Artichokes** will be available in a very limited quantity for the end of April.



### OG CUCUMBERS

**Organic Cucumbers** from Mexico remain in strong supplies for the rest of April, and pricing is promotable with excellent quality.

**Organic Euro** and **Mini Seedless Cucumbers** are expected to remain steady and be promotable heading into May. Quality and availability are excellent.



### OG HASS AVOCADOS

**ALERT!** The **Organic Hass Avocado** market continues to increase on Mexican product. With **Organic Hass Avocado** supplies not fully recovered from border delays prior to Easter, Holy Week grower shutdowns further complicated an already messy market.

Prices jumped even higher following the Easter holiday, and although California fruit is available, product remains very limited.



### OG LOCAL VEG

The following are now available for mid-April: Flaim Farms in NJ: **Organic Arugula, Chards, Dandelion, Leeks, Radish, Spinach**

Clarion River in PA: **Organic Beets Gold, Radish Purple Daikon, Radish Watermelon, Rutabagas**



### OG PEPPERS

**Organic Color Bell Peppers** remain limited for late April, but Canadian and Holland production are both beginning to ramp up. Pricing remains elevated but as the seasons continue into May pricing will begin to fall. Expect steady supplies and superb quality in early May!

**ALERT! Organic Green Bell Peppers** are extremely limited for late April. **Green Bell #1** supplies are extremely limited and choice grade have helped fill the void, even though they are also limited. Early May is expected to continue to see tight supplies and expensive pricing.



### OG ASPARAGUS

**Organic Asparagus** prices are expected to remain steady as we head into May, but may increase thereafter. Weather is warming up in Mexico and this will impact shipping volumes moving forward.

Knowing this, we are starting to transition to California **Organic Asparagus**, which will cause the prices to jump on 11lb cases. We'll also source local New Jersey **Organic Asparagus** when available.



### OG RHUBARB

**Organic Rhubarb** out of Washington will be in and out until supplies ramp up. Expect weekly arrivals with excellent quality.



## OG TASTEFUL SELECTIONS

Tasteful Selections **Organic 1-Bite Potatoes** Outlook:

**NOTE: Organic Honey Gold and Medley Potatoes** are currently in a gap until their new crop production is up and running. **Red 1-Bite** are still available in a limited way. The full assortment is expected to be back in stock and in peak season supply in early to mid-May.



## OG POTATOES

We received our first arrival of the new crop California grown **Organic Color Potatoes**, and they are gorgeous! Pricing is up on both A-size and 10/5lb bags, but so is quality.

We will likely transition to 16/3lb bags in the coming weeks to help retailers on a better price point on **Organic Red and Gold Potatoes**.



## OG STONE FRUIT

First of the season California **Organic Cherries** are expected to arrive around 4/28. The first fruit will be priced on the high side. We may see small gaps between varieties but a good crop is expected overall.

OUTLOOK: **Organic Apricots** are expected to arrive the first week of May. The first **Organic Peaches and Nectarines** are expected the second week of May.



## OG GREENS & LETTUCES

**Organic Greens and Lettuces** from Lady Moon Farms in Florida have finished in late April with the exceptions of **Organic Green Kale, Red Kale, and Collards**. Production from Lady Moon's Georgia farm is expected to begin in the final days of April to kick off May with new crop Georgia production. Supplies from California will fill the void during Lady Moon's transition to Georgia.

**Organic Romaine Hearts** and **Iceberg Lettuce** are producing steady supplies once again from California. With improved harvests, pricing and quality have both improved throughout April. **Organic Romaine Hearts** pricing has returned to normal averaged pricing in April and will continue to improve into May with potential for promotional opportunities.



## OG SQUASH & EGGPLANT

**Organic Zucchini and Eggplant** from Lady Moon Farms in Florida remain in peak production. Product is priced for promotional opportunities. As May approaches, **Organic Zucchini** supplies will begin to wind down in Florida, however Lady Moon's Georgia farm will begin harvesting in the final week of April!

No gaps on Lady Moon **Organic Zucchini** production are expected, but pricing could slightly increase as supplies are expected to see a little dip through transition. **Organic Eggplant** may see a short gap in supplies during a transitional time, however it will be short lived.



## OG TOMATOES

**Organic Grape Tomatoes** from Lady Moon Farms is already showing some better volume and are expected to have promotable opportunities into May. Quality has been outstanding.

Lady Moon also has **Organic Gold Grape, Rainbow Cherry, and Cherry Snacking Tomatoes** in season.

**Organic Beefsteak** and **Cluster Tomatoes** out of Canada are coming on with stronger volume and better market pricing. Quality has been outstanding.

## OTHER STORIES

- **Organic Hard Squash** is transitioning between growing regions in Mexico, which is causing some tightness in supply and prices to be pushed up. **Organic Butternut Squash** has been particularly tight this week and sizing is very small. **Organic Spaghetti Squash** has been tight, and sizing has been larger than normal. The next couple weeks are expected to be without any complete gaps, but we will see some sizing variations during this time.

- **Organic Pineapples** continue to have good volume coming out of Costa Rica in 6ct and 8ct.

- **Organic Pears** out of Washington will finish up over the next couple of weeks and transition smoothly to imports.

- Import **Organic Black, Green, and Red Grapes** continue to be limited and sporadic, with the new crop out of Mexico just about 4 weeks away.

- **Organic Brussels Sprouts** from Mexico remain in peak production in April. Supplies have been plentiful, and product is priced promotably to sell with beautiful quality.



# VIDALIA SWEET ONIONS DISPLAY CONTEST

## May 2 - May 30, 2022

Do your customers have a sweet tooth? Are you looking for a surefire way to “sweeten” your profits! Well then, we have the answer for you to satisfy both of those “sugar” cravings! Vidalia Sweet Onions from Georgia are here, and we are going to kick off the season in style!

Four Seasons Produce has again partnered up with Stanley Farms to bring you another super exciting display contest for the month of May! The long awaited, highly anticipated Vidalia Onion season is upon us and your customers will definitely be looking for these precious gems from the south. Vidalia’s add great sales opportunities and potential impulse sales for your produce department so be sure to jump in on the fun!



### CONTEST CRITERIA:

- Build an amazing display of organic and/or conventional Vidalia Sweet Onions. **\*\*Product must be purchased only from Four Seasons Produce.**
    - 4105 - CV Onions Sweet Jumbo 40 lb Vidalia
    - 4166 - CV Onions Sweet 16/3lb Vidalia Bag
    - 41541 - OG Onions Sweet 40 lb Vidalia
    - 41540 - OG Onions Sweet 16/3lb Vidalia Bag
  - Participants must order at least **8 cases** of product throughout the contest period.
  - Vidalia Onion point of sale signage must be included on or by your displays. Use of Vidalia Onion boxes would qualify for this criteria.
  - Email all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday 6/3.
- \*\*While not a requirement to qualify, the use of social media presence is strongly encouraged.**

### PRIZES:



**Grand Prize:**  
Weber Grill



**Four other winners** will receive a \$100 Visa gift card!

Every qualifying entry will receive a Stanley Farms hat just for entering!

### MERCHANDISING & HANDLING TIPS:

- Vidalia Sweet Onions are a lower risk display commodity. Go BIG with your displays in high traffic areas and get them seen!
- There are so many items that Vidalia Sweet Onions can be paired with! Corn, peppers, tomatoes, zucchini to name a few but any grilling type vegetable (or fruit!) will add potential impulse sales to the basket! Cross merchandise and build into your displays from grocery departments, balsamic, hot sauces, lime juice and olive oils; the list goes on. Build your basket size, build your sales!
- Store Vidalia Onions in a cool, dry area. Keep away from any moisture or humid storage areas.
- Add some recipe cards onto your display for quick meal ideas for your customers.
- Cross merchandise a basket or two in your meat department for quick impulse sales and a nice grilling addition to those burgers!



Now its time to build some “sweet” displays with these sweet onions sure to indeed “sweeten” those sales!

For more information, display tips and ideas, contact your Four Seasons Sales Rep or Merchandiser.



1.800.422.8384

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



# CONVENTIONAL MARKET NEWS

APRIL 22 - APRIL 29, 2022

## FLORIDA SWEET CORN SEASON



Now through Memorial Day should be Florida's peak season for **Sweet Corn!**

**Sweet Corn** is off and running now with the Florida commission pricing in place. With steadier harvests expected headed into early May, pricing on Bi-color and White Corn will now be a bit more promotable. Higher freight costs this year will impact cost of goods for sure.

All inbounds on bulk **Sweet Corn** have looked great, along with any packaged varieties. It's expected that there will be plenty of **Sweet Corn** heading into May.

It was a slow start to the season with the cooler temperatures, but we are not expecting to have any hiccups in production on any varieties moving forward. **Corn** will transition to Georgia in June.



### CV BERRIES

**Strawberry** prices are coming down as California production really begins to ramp up. Quality should be excellent as farms begin harvesting new areas from Salinas/Watsonville and Santa Maria. The last week of April should be a good time for some spot buy promotions!

**Blackberry** prices are easing off as more production ramps up. Quality has been excellent, and with new areas starting harvests, supplies are expected to become more promotable.

**Raspberry** quality has been excellent. Expect more promotable supplies and prices heading into May as Mexico volumes increase.

**Blueberry** prices are rising some as imports have dwindled and we switch into USA production. Supplies will be coming out of Georgia and Florida. Quality should be excellent.

Driscoll's **Specialty Berry** packs are selling great and in peak season.



### CV CHERRIES OUTLOOK

The first California **Cherries** are expected to arrive to the east coast on 4/24. Initially, prices will be on the high side. Supplies are ramping up day after day despite some extreme weather earlier in April, causing a smaller crop than the last couple of years. May should provide some volume with promotional opportunities.

California growers expect that the end of May or early June will significantly tighten as the Bing variety, which fills that time period, experienced a significant loss from the weather.

Washington growers are experiencing some extreme weather now as well with snow covering many orchards already in bloom, but it is too soon to tell the overall effects. With California being at the tight end of May, prices are expected to be firm moving into Washington in early June.



### CV STONE FRUIT

Chilean **Peaches**, **Nectarines**, and **Plums** are in excellent supply with promo pricing.

#### LOOKING AHEAD TO NEW CROP:

The first California **White "Snow Angel"** and **Yellow "Earliltreat"** **Peaches** are expected to arrive on 4/24. Supplies are expected to ramp up day after day and markets will ease later in May.

**Yellow** and **White Nectarines** will come into season during early May, followed by **Plums** and **Pluots** toward the end of May/early June.

The first California **"Spring Gold"** **Apricots** are expected to arrive on 4/24. Things will be a little sporadic out of the gate until the pipeline fills, then steady supplies are expected for the season, which peaks May - June.



### CV CUCUMBERS

**Euro and Mini Seedless Cucumbers** will be promotable from now through May. We are already seeing some market bottom pricing and outstanding quality. Availability out of Canada has come on strong and looks like it is here to stay.

Field-grown **Super Select Cucumber** prices remain high in late April. Supplies out of Mexico are expected to hold the market but there should be more product available to start off May, easing the market off.

**Cucumbers** are expected to transition into Georgia the first to second week of May.



### CV PEPPERS

11lb **Hothouse Color Bell Pepper** prices are expected to continue to drop as we head into the end of April, and we can expect a harvest flush. Canada continues their hothouse deal and Sinaloa, Mexico came on strong as predicted. Quality is excellent and supplies will increase, causing a promotable market here through June.

**Mini Sweet Peppers** in 1lb pouch bags continue to be a promo display builder item for late April and early May.

**NOTE: Green Peppers** continue to be limited in supply and expensive headed into May. New growing regions in Senora, Mexico and Coachella, CA may provide a little relief in the coming weeks, along with new plantings in Florida. Prices are not expected to drop until Georgia comes into season later in May.



### CV MANGOS

**Haitian Mangos** are here! Four Seasons is offering a 10/12ct size, along with a few bigger 8ct sized fruit. Prices will be higher to start but will continue to drop as more fruit arrives closer to May. The Francique variety is very juicy and caramel-sweet.

**Round Mangos** rebounded nicely following Easter. Look for some promotable pricing for the end of April and the start of May. Go big with your Cinco de Mayo displays! Supplies are currently coming from Mexico, Nicaragua, and Guatemala.

Champagne brand **Ataulfo Honey Mangos** are promotable.



### CV GRAPES

**NEW ITEM: Pink Muscatel Grapes** that have outstanding flavor and unique glassy look.

**Red Grapes** from Chile remain promotable on price and volume for late April and early May on xl and lg. **Green Grapes** are priced higher and will continue to rise as we turn to new crop Mexico to kick off May.

Chilean **Cotton Candy Grapes** will finish up in late April and we will switch to new crop Mexican fruit.



### CV MELONS

**Dino Melons** will be available for the week of 4/24 at Four Seasons.

**Cantaloupes** and **Honeydew** are limited out of Central America. We will continue to have good supply on 9ct and 12ct for **Cantaloupes** and 5ct and 6ct for **Honeydews**. Mexican fruit is starting in a small way this week.

**Athena-style Cantaloupes** from Florida are in a planting ga, and will return in early May.



### CV BROCCOLI & CAULIFLOWER

Get ready to promote! **Broccoli Crowns** are readily available from multiple regions again, and pricing is lower. GA started a little stronger than expected, and growers are pricing to move product. **Broccoli** should be promotable headed into May.

The Santa Maria, CA area has plenty of **Cauliflower** volume, but the Salinas, CA area is more limited. Once we get past some of these cooler nights there should be potential to promote Cauliflower again!



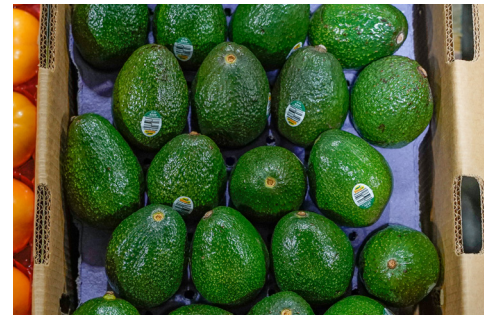
### CV VIDALIA ONIONS

**Vidalia Sweet Onions** are in stock and ready to go! Bulk and bagged are looking beautiful and are great items to promote. Supplies are plentiful, prices are steady, and quality has been looking really nice.



### CV RHUBARB

Field-grown **Rhubarb** out of Washington will be in and out until supplies ramp up. Expect weekly arrivals with excellent quality.



### CV AVOCADOS

**ALERT! Hass Avocado** prices from Mexico soared in late April following the border crisis delays and a light week of picking during "Holy Week" in Mexico. Some Colombian fruit is available at a lower cost.



## CV GREEN BEANS

**Green Bean** prices are promotable for the end of April and into May. Quality and availability have been excellent.



## CV WATERMELONS

Florida **Watermelon** pricing has eased down, but remains on the high side compared to prior years. Farms are battling rising fertilizer prices, fuel prices, freight prices, and now disease pressure from recent rains. The good news is that quality has been excellent on the arrivals and some more price relief may come as volume ramps up in May.



## CV SQUASH

**Green and Yellow Squash** from Mexico and Florida is arriving with outstanding quality and promo pricing. Florida has already started to transition **Squash** to Georgia crops.



## CV TOMATOES

**Vine Ripe Round Tomatoes** are arriving with outstanding quality and a variety of sizes available. On 25lb we'll have 5x6 and jumbo sizes, including some from Florida. On 2-layer, we'll have promotable 4x4/3x4, as well as 4x5 size **Vine Ripes** out of Mexico.

**Cluster** and **Beefsteak Tomato** prices have eased a bit and are expected to remain steady heading into May.

3ct packaged **Beefsteak Tomatoes** continue to be promotable.

**Specialty Snacking Tomatoes** from "NatureSweet" will be promotable in May and June, featuring different items week to week.

**Roma Tomato** prices are promotable as we head into May. There is an abundance of product out of Mexico and quality has been excellent. Supplies will remain steady.

**Campari Cocktail Tomatoes** will be in good supply for late April and early May.

There are spot buys available on greenhouse **Heirloom Tomatoes**.



## CV ASPARAGUS

**Asparagus** prices are expected to increase during late April until May as peak production in Mexico is over.

Local New Jersey and Delaware **Asparagus** has started!

The pricing on local is much higher than where Mexico is at, but it does not get much fresher than this and quality is excellent. Peak season for NJ **Asparagus** is expected to be the first couple weeks of May.

Cooler weather is playing a factor in the NJ market by making the first cuts minimal. The switch to Baja, Mexico, which is a way smaller deal, is expected to happen the end of the month and early May.



## CV CITRUS

Import **Mandarins** from Morocco remain affordable for late April and early May, however quality and shelf-life have been so-so. "Halos" brand has some new production in California that we'll bring in for a higher quality.

New this week are **Jaffa Orri Mandarins** gift boxes from Israel, with very nice quality.

**Gold Nuggets Mandarins** (10/3lb bag) will now be available through early May. **Pixie Tangerines** (16/1lb bag) have arrived with amazing flavor and quality. **Cara Cara Oranges** will end in early May.

**Lemons** are peaking out of the SoCal Coastal Region with promotable pricing on both choice and fancy fruit.

California **Navel Orange** quality remains solid with great taste on late season fruit. There are some spot buys on new crop 56ct Moroccan **Navel Oranges** as well.

**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.

## OTHER STORIES

• **Eggplant** prices will remain steady as we head into the end of April. Quality has improved out of Florida, and prices continue to ease as we head into the end of April. **Eggplant** is expected to transition to Georgia by the middle to end of May.

• While **Iceberg Lettuce** and **Romaine Hearts** are now more affordable coming from the Salinas, CA growing region, weather continues to be a challenge for some growers. This may push pricing back up somewhat for early May.

# NEW FOR APRIL AT FOUR SEASONS

CONTACT YOUR REP FOR MORE INFO!



## LOCAL PRODUCE FROM FLAIM FARMS IN VINELAND, NJ

**AVAILABLE NOW:** Arugula, Dandelion, Kale, Spinach, and Bunched Radish

**END OF APRIL/EARLY MAY:** Swiss Chards, Collards, Mustard, Turnip, Leeks, Beets, Carrots, Dill, Mint, Cilantro, and Parsleys.

**2ND WEEK OF MAY:** Lettuces, Endive, and Escarole



CV GRAPES PINK MUSCATEL IMPORT  
(LIMITED TIME THROUGH MID-MAY)



JOSIE'S ORGANICS COLESLAW



DRISCOLL'S SEASON'S FINEST, RAINBOW BERRIES, & BERRY BIG STRAWBERRIES