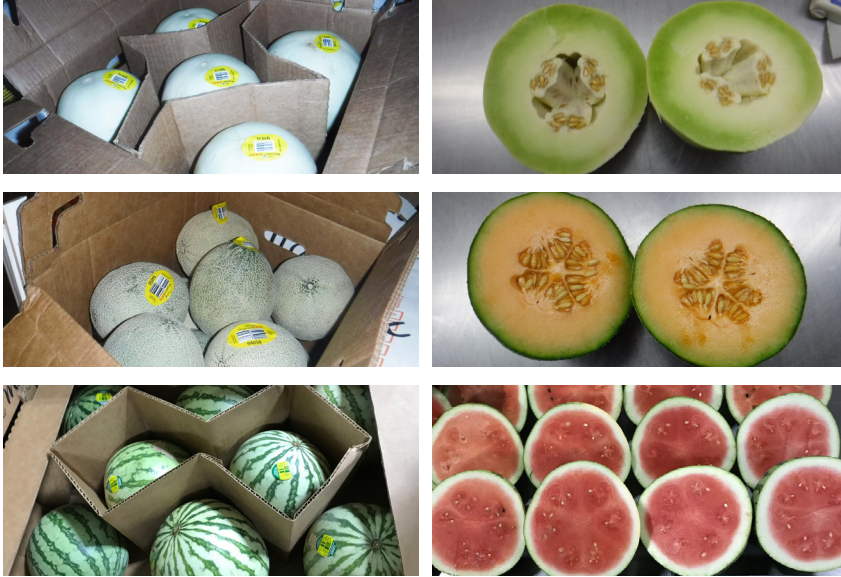


ORGANIC MARKET NEWS

APRIL 29 - MAY 6, 2022

ORGANIC MELONS OUTLOOK



Organic Cantaloupes and **Honeydew** out of Mexico are now in season and will carry through early June.

Overall, 12ct and 15ct **Organic Cantaloupes** are where the biggest volume curve will be for this Mexico spring crop, with 9ct being more limited.

Quality on the first 9ct and 12ct arrivals has been excellent, and the sugars are good. Prices will start to come down during mid-May when more volume is available.

5ct **Organic Honeydew** will be in stock by May 1st, and will ramp up for more volumes and affordable pricing by mid-May.

Organic Mini Watermelons will be available more consistently as Mexico finally has steadier harvests coming in. Quality has been excellent.

Organic Seedless Watermelons are now in season. We currently have product in cartons, with a limited number of bins becoming available for May. Quality has looked excellent out of Mexico.



OG PEPPERS

New crop **Organic Color Bell Peppers** from Canada are beginning May with a bang! After a slow start in mid to late April, supply volumes have begun to come on strong. Pricing and volumes are expected to improve quickly and provide promotional opportunities.

For a UPC'd packaged option, we'll be offering 2 pack **Organic Peppers** from OriginO (shown above).

New crop Holland **Organic Color Bell Peppers** are also available with outstanding quality, but costs are higher, especially with airfreight expenses.

ALERT! **Organic Green Bell Peppers** remain a struggle to begin May and are expected to remain in these conditions until mid to late May. Expect supply volumes to be light and potential gaps in supplies with continued high pricing.

Choice grade **Organic Green Bell Peppers** will help supplement supplies but also remain very limited.



OG TROPICALS

As we start May, a small change on **Organic Pineapples** will take place. "Purity brand" **Organic Pineapples**, which was our 8ct line for many years has been discontinued by the shipper. Going forward all **Organic Pineapples** we'll carry will be Dole at least through May.

Four Seasons will have **Organic Mangos** in good supply for the beginning of May. Industry-wide however, supplies have been down. Peak sizing on **Organic Tommy Atkins Mangos** will be 10ct, along with 8ct and 12ct.

Organic Ataulfo Honey Mangos are in fair to good supply for the start May in 12/14ct and 16/18ct sizes. Long term, **Organic Ataulfo Honey Mango** supplies could tighten.

Organic Fair Trade Francique Mangos from Haiti will be here for the beginning of May.

NOTE: **Organic Hass Avocado** prices have eased down slightly, but have remained high overall as the industry readies itself for the second largest avocado consumption day of the year, Cinco de Mayo. Product is being source from Mexico and California.



OG BERRIES

Organic Strawberry volumes out of California will be fairly plentiful overall. Quality has been excellent. Santa Maria/Watsonville and Salinas, CA areas are harvesting plenty of fruit while Oxnard, CA continues to harvest as well. Expect better supplies to come on as May continues.

Organic Blackberry and **Raspberry** prices are coming off to more favorable levels. Crops out of California and Mexico are coming on strong and there are promotable volumes available. Quality has been excellent.

Organic Blueberry volumes are fairly snug. Imported fruit really slowed down putting pressure on domestic growers.

Georgia and California **Organic Blueberries** are available, but generally USA grown product is not expected to become really promotable until mid to late-May.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts remain plentiful in supplies and promotable pricing to begin May, however supplies are expected to get more limited as the month continues.

Most seasonal **Organic Brussels Sprout** shippers from Mexico will harvest until June or July before finishing their season. Pricing should be expected to increase as the end of the season approaches.

1lb **Organic Brussels Sprouts** bags from Hippie Organics are now in stock! These bags offer an attractive high-graphic bag that is sure to catch consumers' eyes!



OG ASPARAGUS

Organic Asparagus prices are steady, although quality has been less consistent on the late season Mexico product.

We'll transition out of Mexico 28lb and move into California 11lb, along with local New Jersey product. The local NJ **Organic Asparagus** is nice and fresh, but a very small volume program.



OG APRICOTS

The first **Organic Apricots** of the season are trickling in from California. Our first arrivals will be in stock by 5/3. Volumes will ramp up in mid to late May.



OG ARTICHOKE

Organic Artichokes from California are experiencing strong supply volume each week. Quality in late April has been strong and larger sizes are experiencing the best supply. Promotional opportunities will be available in early May.

Organic Purple Artichokes also continue to have better availability as May approaches, yet overall continue to be limited because of the size of the crop and limited growers. Merchandise with artichoke displays to add a splash of color.



OG GREEN BEANS

Organic Green Beans from Mexico will have much improved supplies as May begins and potential promotional opportunities are on the horizon. Great growing conditions for late season **Organic Green Beans** from Covilli have created a flush of product. Expect strong volumes, promotable pricing, and excellent quality to kick off May.

California grown Cal-O **Organic Green Beans** will begin in early May as well!



OG CHERRIES

Organic Cherries are now in season from California. Prices are starting out on the high side but will ease down in May.

To kick off May, we'll have 10.5 row & larger and 11.5 row & larger in bags, and a 16/1lb UPC'd clamshell option.



OG LADY MOON VEG

Lady Moon Farm's Georgia operation has begun harvesting and volumes will grow quickly in early May!

Organic Bok Choy, Bunched Greens, Lettuces, Parsley, Fennel, and Rainbow Chard will all be available beginning the first week of May!

Be ready for their **Organic Asian Veg** offerings too, including **Organic Red Baby Bok Choy, Mizuna, and Tatsoi.**



OG CUCUMBERS

Organic Cucumbers from Mexico continue to yield strong supplies to begin May. Promotional pricing and strong quality will continue in early May before the Mexican season begins to wind down towards late May.

USA **Organic Cucumbers** from the Southeast will begin again in late May or early June before making its way up the coast to local season.



OG PEACHES, PLUMS, NECTARINES

The first early varieties of **Organic Peaches and Nectarines** are set to be harvested in California during early May with volumes hitting the supply chain by the second week.

Organic Plums will ramp up in June.



OG LETTUCE

Organic Romaine Hearts and **Iceberg Lettuce** volumes from California are improving to begin May. With better availability, pricing is decreasing and quality is strengthening in late April, making way for promotional opportunities.



OG ONIONS

Organic Vidalia Sweet Onions from Georgia are looking beautiful and are plentiful. This is a great item to promote.

Peri & Sons new crop California **Organic White, Yellow, and Red Onions** will begin in mid-May. For now, we are all into new crop Mexico product.



OG WARM VEG

Organic Zucchini and **Eggplant** from Lady Moon Farms in Florida remain in strong supplies to begin May. **Organic Zucchini** supplies are expected to continue promotional volumes through mid-May as Lady Moon has begun to harvest out of their Georgia farm as well.

Organic Eggplant from Lady Moon Florida will begin to approach the end of their season in mid-May.



OG TOMATOES

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

Organic Beefsteak Tomatoes out of Canada are coming on with stronger volume and better pricing.

Organic Clusters Tomato prices are expected to remain steady through May. Quality has been great on all inbounds and will remain promotable.

On the **Organic Specialty Tomato** side, there's a nice assortment of **Organic Snacking** and **Heirloom Tomatoes** available from Lady Moon, Wholesum, Savoura, and Covilli.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli from California has strong volumes to begin May, plus Georgia and North Carolina growers are also starting to harvest with nice availability. Both regions are priced to sell with good quality!

Organic Sweet Baby Broccoli is now yielding strong supplies! Promotional volumes and pricing will be available to begin May.

Organic Broccoli Rabe continues to experience steady availability. Pricing has returned to normal after a promotable April.

Good news! **Organic Cauliflower** from California is yielding strong supplies to begin May, and costs will substantially decrease.



OG CITRUS

Organic Blood and **Navel Oranges** are in good supply with the end of the season approaching toward the end of May or early June.

Organic Grapefruit out of California has become unexpectedly tight on larger fruit. Small fruit is still plentiful, and quality is excellent.

Organic Lemon prices are still affordable and quality is excellent, but as the California season winds down, prices are set to inch up later in May.

NOTE: While still expensive, **Organic Lime** prices are finally easing down in price, with a limited amount of larger fruit becoming available. Hopefully this trend will continue.

OTHER STORIES

- **NOTE:** **Organic Celery** is in a transitional period to begin May. Supplies are limited, cost are up, and quality is sub par. These conditions are expected to remain the same or worsen and will not improve until mid to late May. **Organic Celery Hearts** have become very limited in April and experienced a steep increase in price.

- **Organic Rhubarb** is now in good supply.

- **Organic Pears** have virtually all transitioned to import fruit with the **Organic Abate, Anjou, Bartlett, Red Bartlett, and Bosc Pear** varieties available from Argentina.

- **NOTE:** **Organic Grapes** continue in sporadic supply with marginal quality. We are looking forward to the start of the Mexican and California seasons to begin sometime toward the middle to end of May. An excellent Mexican crop is expected.

- We begin to transition to import **Organic Gala Apples** during the second week of May. All other **Organic Apple** varieties are in good supply.

- We are still in the middle of the transition between growing regions in Mexico on the **Organic Hard Squash, Butternut** is a challenge and continues to be very tight. Sizing is again expected to be on the small size.



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 by Friday 6/3.
- **While not a requirement to qualify, the use of social media presence is strongly encouraged.**

PRIZES:



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

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

Grand Prize:
Weber Grill

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.



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www.fsproduce.com



FOUR SEASONS MEAT/DAIRY/FRESH LINE EXTENSIONS COMING SOON!



UNCONVENTIONAL BY NATURE

HAWTHORNE
VALLEY *ferments*



CONVENTIONAL MARKET NEWS

APRIL 29 - MAY 6, 2022

PLENTIFUL CALIFORNIA STRAWBERRY



Strawberries are now more plentiful out of California, and prices are promotable.

The growing regions of Oxnard, Watsonville, Santa Maria, and Salinas, CA are overlapping each other, and Mexico is still harvesting, leading to some very promotable spot buys the last week of April and the first week of May.

Growers are beginning to leave the Oxnard, CA and moving up north to Watsonville and Salinas areas, **Strawberries** are expected to remain promotable through the month of May. Prices will not be quite as low as we are seeing during the last week of April, yet should allow for ads and decent size displays.

OUTLOOK: Supplies and quality will be the best of the season with great size and flavor as we approach peak season in late May and into June.



CV BERRIES

Blackberries are becoming promotable out of Mexico and California. Crops really started coming on strong and quality has been excellent. Markets will remain at promotable prices.

Raspberries will remain promotable with excellent supply and quality coming out of Mexico and California. Quality has been excellent.

Blueberry prices will ease off as Georgia production begins to come on strong. Quality has been nice. Mexico and Florida are also continuing to harvest fruit as well.

DRISCOLL'S SPECIALTY BERRIES:

Sweetest Batch Blackberries will wind down in volume during early May and ramp back up later in the month when a new growing region is ready.

Sweetest Batch Blueberries are in improved supply. **Sweetest Batch Raspberries** and **Berry Big Strawberries** are in peak. **Rainbow Pack Berries** are in steady supply.

Coming in the 2nd week of May will be **Sweetest Batch Strawberries** and **Rose Strawberries** (pink), both in 16/10oz clamshells.



CV LOCAL NJ VEG

Growers in southern New Jersey are ramping up their spring crop **Vegetable** programs. Four Seasons will be picking up frequently at partner farms to keep product fresh and turning!

AVAILABLE NOW:

Arugula, Asparagus, Chards, Dandelion, Kale, Leeks, Mint, Parsley, Iced Scallions, Spinach, and Bunched Radish

AVAILABLE IN EARLY MAY:

Collards, Mustard, Turnip, Beets, Carrots, Dill, Cilantro

AVAILABLE IN MID-MAY:

Leaf and Romaine Lettuces, Endive, and Escarole



CV STONE FRUIT

The California **Stone Fruit** season is up and running! Time to start trimming back those apple and pear displays, even citrus, to make room for the new varieties of **Stone Fruit** that will become a bigger part of your sales program during the rest of spring and summer.

The first California **Dark Sweet Cherries** (Coral variety) are available. Prices are on the high side to start but will ease down during May. Four Seasons will have 3 size ranges available for the season- in bags, we'll have 9.5 row and larger, 10.5 row and larger, 11.5 row and larger.

Apricots are just getting started and the supply chain is filling up. Peak season will be late May and early June out of California.

In stock now with early California arrivals: **Yellow Nectarine** and **Yellow & White Peaches**.

We'll get started with our premium 2-layer program from Primo-Wawona on **Peaches** and **Nectarines** during mid-May.



CV GRAPES

We are transitioning out of Chile and starting up with new crop **Cotton Candy Grapes** out of Mexico the first week of May.

Pink Muscatel Grapes out of Chile are available for early May.

Red Seedless Grapes remain promotable on price and volume for the next few weeks on both XL and LG from Chile.

On **Green Seedless Grapes**, we are transitioning out of Chile and into new crop Mexico during the first week of May to get the better quality. Pricing will be higher than the Reds.



CV MANGOS

Haitian Mangos have started, and fruit has been of excellent quality and in great! Four Seasons is offering a 10/12ct size along with a few bigger 8ct sized fruit. Prices have continued to drop since

Mangos are in a small transition with the Mexican crop, but there is still fruit from Nicaragua and Guatemala.

Ataulfo Honey Mangos are in good supply. The quality of this fruit has been outstanding.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns remain in good supply out of California and Georgia. This remains a reasonably priced item for early May. In mid-May, Georgia crops should transition into North Carolina.

Cauliflower is now readily available in all the California regions. Harvests are expected to be good the first two weeks of May, allowing for better price points.



CV SQUASH

Zucchini Squash from Mexico and Florida will continue to arrive with outstanding quality.

Yellow and Green Zucchini Squash continue to be a promotable market. This continues to be a promotable market. Florida has already started to transition Squash to Georgia crops. Mexico has volume as well.



CV SWEET CORN

Sweet Corn harvests are steady, and volume should be solid through mid-May. Pricing has been set by Florida growers at a level than prior years, and freight is more expensive. All inbounds on bulk **Sweet Corn** have looked outstanding along with any packaged varieties.

OUTLOOK: **Sweet Corn** will transition to Georgia in June, and may be a bit rocky as Georgia has had some cooler temps and weather damage.



CV CUCUMBERS

Euro and Mini Seedless Cucumbers will be promotable from now through May. 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 is here to stay.

Super Select Cucumber prices are starting to ease off. Quality has been excellent out of Mexico and Florida, and growers will transition into Georgia in early May.



CV CELERY

Celery out of the Oxnard, CA area is starting to show "seeder" and internal defect. Seeder is expected to be prevalent the first two weeks of May. Pricing is holding on the higher side and product is tight. There is a large range of pricing dependent on the growing region.



CV AVOCADOS

NOTE: Hass Avocado prices (still expensive) began to inch down just a bit as we approach Cinco de Mayo.

Consumer demand for Mexico product softened as prices reached all-time highs and some retailers chose to ship less expensive Colombian (which is now gapping) and Peruvian fruit which is just starting.



CV LETTUCE

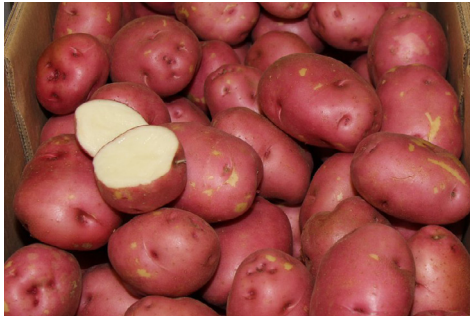
Better **Lettuce** numbers are anticipated for harvest at the start of May. Prices are becoming promotable on **Romaine Hearts**, and even **Iceberg Lettuce**.



CV ONIONS

Vidalia Sweet Onions are in full swing and will be great to promote through May!

Onion prices are pushing up slightly in early May as we transition over into new crop **Onions**. **White Onions** will be coming from Texas, and **Red** and **Yellow Onions** will be coming from a mix of Texas, California, and New Mexico meet our needs.



CV POTATOES

We will be transitioning up to Northern Florida on **Red, White, and Gold Premium Bulk Potatoes** starting the first week of May as South Florida potato growers finish up their crop.

Tasteful Selections Honey Gold Potatoes (code 4340) will be back in stock on 5/3 now that their new crop product is available.



CV ASPARAGUS

Local New Jersey and Delaware **Asparagus** is in season, and quality has been excellent. Peak will be the first 2 weeks of May.

Prices are up versus where the Mexican product was, but demand is solid for the local product.



CV PEPPERS

15lb **XL Sweet Red Elongated Peppers** will be promotable with outstanding quality for the month of May out of California.

11lb **Hothouse Color Bell Pepper** prices are expected to be promotable as we head into May. Canada continues their hothouse deal and Sinaloa, Mexico growers came on strong as predicted. Quality is excellent and supplies will increase, causing a promotable market here through June.

Mini Mix Sweet Peppers will be promotable with outstanding quality for the month of May out of Mexico.

Green Pepper prices are starting to come off with product out of Mexico, Florida, and California. Senora, Mexico will start into **Green Peppers** volume by the beginning of May. **Green Peppers** are expected to transition to Georgia by mid to late-May.



CV CITRUS

Moroccan **Mandarins** remain promotable for early May. California **Mandarins** are available in the "Halos" brand at a higher price but better quality for early May.

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

Navel Orange quality remains solid with great taste and are peaking on 56sz and 88sz. Check out our 56ct Moroccan **Navel Orange** offering as well.

Pixie Tangerines in 16/11lb bags have arrived with amazing flavor and quality. **Blood Oranges** are peaking on 88/113 sz and quality is nice!

NOTE: Limes are finally showing some improved availability headed into May and even though prices are still high, we expect to see them ease back down during the month, starting first on the small sizes.



CV MELONS

MAG Cantaloupes ("MAGnificent" variety from DelMonte), both 9ct and 12ct, along with **DINO Melons** ("Gaya" Melon with sweet green flesh and mottled rind) are available for early May!

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

Seedless Watermelon bin prices saw huge decreases out of Florida as more growers finally came on with good supplies. This should allow retailers to hit a more realistic price point on whole fruit while still making good margin on cuts. Quality has been outstanding.

Overall, Florida **Watermelon** prices are expected to stay a bit higher than what we're normally used to during May due to increased costs this season with fertilizer, labor, and freight.

OTHER STORIES

- **NOTE: Pomegranates** will be gapping a bit from Peru due to container delays. Supply has been on again, off again because of this. Quality has been good.

- **Black Mission Figs** are available out of Mexico.

- **Acorn, Butternut, and Spaghetti Squash** quality has been looking very nice and pricing is steady out of Honduras. This program has been very nice as it has been nice quality and stable pricing for the last couple weeks where there has been some volatility on the sizes out of Mexico.