



ORGANIC MARKET NEWS



MAY 31 - JUNE 7, 2024

ORGANIC GRAPES BACK IN SEASON



GOOD NEWS! Promote **Organic Grapes** from Mexico for the month of June on all colors! New crop harvests are ramping up, so reallocating shelf space to this snacking commodity will be key.

Mexican growers have transitioned into stronger varieties for their **Organic Red** and **Green Grapes** that will have better size, texture, and eating experience.

This June, there will be more “Sweet Globe” **Greens**, and more “Karizma” and “Sweet Celebration” **Reds**, and less of the “Early Sweet” **Greens** and “Flame” **Reds**, which have been the traditional varieties the last decade.

Our main shippers for the Mexico season will be Divine Flavor, as they are first to the market, with Fresh Farms starting shortly after.

Specialty Organic Grapes are also coming back into season. There will be modest supplies of “Gummy Berries” (a seedless red varietal with notes of strawberry), available the first week of June. Then during the second week of June, “Cotton Candy” will come into season.



OG STONE FRUIT

GOOD NEWS! Fair-Trade **Organic Eastern Peaches** from South Carolina are in excellent supply. **Organic Plumcots** and **Sugar Plums** from South Carolina in clamshells will be in season during June.

GOOD NEWS! California **Organic Yellow & White Nectarines** and **Peaches** are in peak season. Sizing and quality are improving daily.

GOOD NEWS! **Organic Apricots** are now in excellent supply with premium sizing. Quality is outstanding, and prices have come down to promotable levels.

Organic Cherries continue in season from California and are expected to transition to an excellent crop out of Washington in mid-June. The Washington supply is expected to end early sometime around the first week of August.

Organic Rainier Cherries from California are tighter than reds. They are expected to gap before Washington gets started around mid-June.

Organic Red Plums, Black Plums, and Pluots from California are now coming into season. Supplies will improve by mid-June.



OG BERRIES

GOOD NEWS! **Organic Blueberries** continue to be promotable out of Southeast, and California fields have really kicked into production as well. Pricing should remain promotable, and volume should be good.

OUTLOOK: **LOCAL** New Jersey **Organic Blueberries** are expected to start around the week of June 16. The Pacific Northwest crop is expected to start around the same time.

GOOD NEWS! **Organic Raspberries** will be very promotable as Baja/CA continue to flush with product. Quality has been exceptional with nice big, firm, tasty fruit.

GOOD NEWS! **Organic Strawberries** continue to be promotable out of California. Quality has been excellent, and volume should remain steady from the Watsonville/Salinas areas.

Organic Blackberries will begin to transition out of Mexico. The weather has been hot, and the flush is coming to an end. We will move out to California in early June.



OG MELONS

GOOD NEWS! **Organic Mini Seedless Watermelons** continue to be promotable out of Mexico and SoCal. Quality has been outstanding, and volume is plentiful.

Organic Seedless Watermelons continue to be available out of Mexico and SoCal. Quality is excellent.

California **Organic Cantaloupe** and **Honeydew** have started in a small way and will be the primary sourcing region moving forward as the Mexican fruit sells out. Expect supply to increase and prices to level out.



OG LETTUCE

GOOD NEWS! In June, **LOCAL Organic Romaine, Green Leaf, and Red Leaf Lettuces** from Pennsylvania and New Jersey will be in peak season! Expect great quality and supply.

NOTE: Organic Romaine Hearts from California remain pricey despite an increase in supplies.

California is a consistent source for **Organic Iceberg Lettuce**, while **LOCAL** New Jersey will begin to produce quantities in early June. New Jersey production will come at an excellent time as California costs are being to increase.



OG CITRUS

Organic Mandarins supply remains tight, but there will be reliable supply on the "Cuties" brand into June.

Organic Valencia Oranges are in strong demand with the fruit sizing towards large, and the grade more towards choice.

NOTE: Organic Lemon prices have gone up noticeably from California as volumes there are much lower at this point in the season, and quality is weaker. There will be some fresh crop **Organic Lemons** from Argentina available this summer.



OG CELERY

ALERT! There is still a scarcity of **Organic Celery** in California. The cost remains very high and there is still an absence of supply, even though the quality has improved. Harvesting won't begin until the second week of June, despite the Salinas supply now appearing promising.

Due to shortages, conditions will remain difficult until mid-June, but improvements are now in sight! Opportunities for promotion should materialize fast when Salinas gets underway in mid to late June.



OG EGGPLANT

GOOD NEWS! **Organic Eggplant** from Lady Moon Farms will continue to be promotable throughout June with product out of Georgia. Quality is arriving outstanding.



OG WARM VEG

Organic Green Peppers, Squash, and Cucumbers are going strong in Georgia with great quality. We will see some production in North Carolina soon.



OG PEPPERS

Organic Red, Orange, and Yellow Bell Peppers are slowing down in Mexico, causing the price to rise. We will primarily carry product out of Canada.



OG KIWIFRUIT

GOOD NEWS! **Organic SunGold Kiwifruit** are in stock and promotable from Zespri in New Zealand.

NOTE: Organic Green Kiwifruit remains tight. Zespri's New Zealand crop is supposed to arrive to the US around the 2nd week of June, but until then, supplies are very limited, and pricing is high.



OG CAULIFLOWER

California **Organic Cauliflower** is improving in volume. These favorable circumstances are expected to last through early June, allowing this item to be more reasonably priced.



OG BROCCOLI

In June, **Organic Broccoli** from California has outstanding quality, reliable supply availability, and improving pricing are to be expected.



OG LOCAL VEG

GOOD NEWS! It's the best time for **LOCAL Organic Greens!** There remains plenty of **Organic Kales, Collards, Dandelion, Cilantro, Dill,** and many other veggies available from Pennsylvania and New Jersey.



OG ASPARAGUS

NOTE: Organic Asparagus will begin tightening up as local production slows down and Michigan production finishes as well. Mexico is not harvesting, so we will transition to light availability out of Ecuador for the summer.



OG VIDALIA SWEET ONIONS

Organic Vidalia Sweet Onions from Georgia will continue through early June before transitioning to California **Organic Sweet Onions.** Pricing will be steady through the remainder of the season.



OG POTATOES & SWEETS

Organic Sweet Potatoes are looking great in storage as the transition from spring into summer begins. Supplies are ample on all major varieties. Pricing is expected to remain stable through June. Supplies are steady on **Organic Orange, White,** and **Japanese** varieties.

NOTE: The "#1 sized" **Stokes Purple Sweet Potatoes** will be sold out around the middle of June, and the packs will be moved to "medium size" to finish out the season.

Organic Ben Yagi Purple Sweet Potatoes will be steady through June but are expected to run short before the new crop begins.

New crop California **Organic Sweet Potatoes** are slated to kick off towards the end of August or early September, depending on the variety and how the 2023-2024 crop year finishes up.

New crop **Organic Russet Potatoes** are expected to get started out of California around June 22nd. Over the next several weeks, expect old crop out of Washington to wind down. Product from Colorado will bridge the gap until new crop California.



OG TOMATOES

GOOD NEWS! **Organic Grape and Cherry Tomatoes** from Lady Moon Farms will be promotable with outstanding quality through the month of June.

GOOD NEWS! **Organic Beefsteak and Cluster Tomatoes** will remain promotable into the middle of June.

Organic Roma Tomatoes are steady. There are some spot deals with individual shippers that can be found. **Romas** will be transitioning from Western Mexico to Baja and Central Mexico. Volume will continue to pick up.

NOTE: Organic Heirloom Tomatoes are available, but quality is subpar and won't make the ride from the West Coast. Expect supply gaps until new crop starts in mid-June.



OG TROPICALS

GOOD NEWS! Mango Mania is here! **Organic Ataulfo Honey and Tommy Atkins Mangos** are in great supply. Look for month-long promotable pricing during June.

Organic Hass Avocado supplies are steady for now for the beginning of June. Expect volumes from Mexico to drop throughout the month.

California **Organic Hass Avocado** are available starting now from Calavo in 48ct sizes.

Organic Pineapples are back! We have good volume expected to arrive for the beginning of June. Quality has been good.

NOTE: Organic Royal Star Papayas will be limited as we start the month of June. Quality has been good.

NOTE: Organic Young Thai Coconuts will be gapping for the month of June.

OTHER STORIES

• **NOTE: Organic Rhubarb** has called it quits after rain and cool weather have made it a challenge this year.

• **NOTE:** As some suppliers' seasons are ending, **Organic Brussels Sprouts** from Mexico are starting to wind down in June. The season closes in the middle of June, and late June and early July are expected to be difficult months.



CONVENTIONAL MARKET NEWS

MAY 31 - JUNE 7, 2024

EARLY JUNE STONE FRUIT UPDATE



GOOD NEWS! California **Apricots** are in excellent supply. Quality is excellent, and 60/70sz is prevalent. 2-layer bulk, 18/1lb pouches, and 12/2lb punnets will be available.

California **Red Velvet Apricots** will arrive by the second week of June.

California **Dark Sweet Cherries** are steady in volume and price for early June, and will bridge the gap nicely until Washington starts their crop in mid-June. California **Rainier Cherries** are now available in modest supply, and Washington will start their crop in late June.

GOOD NEWS! California **White & Yellow Peaches** and **Nectarines** are now in excellent supply with promotional prices and impressive quality. Premium 2-layer packs will be main stays, and there will be value spot buys on 25lb bulk from time to time.

GOOD NEWS! South Carolina **Eastern Peaches** are also in excellent supply with large 2-3/4" size peak and excellent quality.

California **Donut Peaches** are in excellent supply with the "May Saturn" variety to kick off June.

The first **Red Plumcot** variety of the season will be "Sangria" in both bulk and clamshells in stock 6/5.

Black Plums will transition from Chile to new crop California in early June. They will have a slow start with high prices but will size up and prices will ease pretty quickly in June. **Red Plums** have already transitioned from imports to new crop California fruit. They will be limited out of the gate but should improve quickly in June.



CV LETTUCCES

GOOD NEWS! New Jersey **LOCAL Lettuce** is at its height as June begins.

LOCAL Boston Lettuce, Romaine, Escarole, Endive, Green Leaf, and Red Leaf Lettuce are all readily available. The quality and the volume remain consistent.

ALERT! **Romaine Hearts** and **Iceberg Lettuce** are still sourced from California. Both goods are still highly priced and only available in small quantities. These conditions are still in effect as of the beginning of June.

NOTE: T&A's **Artisan Lettuces** are available but in lighter volumes for June. Expect occasional pro-rates.



CV BERRIES

GOOD NEWS! **Raspberries** are very promotable out of Mexico! Volume is strong and pricing is very favorable. Quality has been very nice.

GOOD NEWS! **Strawberries** will continue to be promotable out of the Watsonville/Salinas, CA areas. Watsonville is just coming into peak production. Volume will continue to be strong, and quality has been excellent.

GOOD NEWS! **Blueberries** continue to be promotable despite prices raising up slightly. CA volume has kicked in as well GA/NC still rolling. Quality has been pretty nice overall. **LOCAL** New Jersey is expected to be available the week of June 16th.

Blackberries will transition out of Mexico into domestic crops for the beginning of June. Georgia and North Carolina have started production, and quality should be excellent on new fruit. California fruit will also start coming in.



CV MELONS

GOOD NEWS! **Eastern Athena-style Cantaloupes** will be promotable for much of June with delicious, high-quality fruit coming from Docia Farms in Georgia! 120ct Bins and 9ct cartons will be available.

NOTE: Large **Cantaloupes** from Arizona became more limited with higher than normal prices during late May. Volumes will improve in early June and open up more promotability then.

Tuscan Cantaloupes are back in season from the southwest from Dulcinea! This variety has straw webbing between green-ribs on the rind. Inside the fruit is dense and flavorful! 9ct cartons will be in stock 6/5.

Specialty/Mix Melons are coming into season from Arizona. **Golden Honeydew** and **Hami Melons** will be in stock from King Fisher brand starting 6/5.

Honeydew from Mexico and South Texas is fairly promotable, particularly on 8ct fruit for early June.

GOOD NEWS! **Watermelon** pricing continues to ease off as more fruit becomes available out of Florida. Quality has been excellent and eating very well.



CV WARM VEG

Eggplant should start the first week of June in Georgia. Quality is expected to be fantastic.

Cucumbers are tight in Georgia. They have good picks, but the issue is the ratio is 70%-30% in favor of select grade, causing the super grade to stay on the high side.

GOOD NEWS! Euro Cello Cucumbers and Mini Seedless Cucumbers continue to be abundant and promotable!



CV SQUASH

Zucchini and **Yellow Squash** from Georgia are still seeing challenges with weather but is getting better. Rain had stunted yields in recent picks. Squash is also starting in North Carolina and South Carolina.

LOCAL Squash has started in New Jersey. Expect **Squash** pricing to come down, and even more by the middle of June.



CV GRAPES

Grapes supplies will transition fully into new crop Mexico on LG and XL size lines. Expect promotable prices and solid quality for the month of June, especially on the **Reds**.

Mexico has not started on Jumbo size **Grapes** yet, so sourcing will still rely on some Chilean fruit there to start the month.



CV BROCCOLI CROWNS

June circumstances have improved with good availability of California-grown **Broccoli Crowns** and some East Coast production. While quality is excellent, costs, and availability should improve.



CV MANDARINS

California "Halos" **Mandarins** are excellent in quality.

Import **Mandarins** are showing similar good quality with lower pricing than the domestic.



CV LOCAL VEG

With **LOCAL** New Jersey production continuing to increase, the local season is in full swing.

Excellent quality and broad availability include **Chards, Dandelions, Kales, Collards, Spinach, Cabbages, Beets, Bok Choy, and Herbs**.



CV TOMATOES

GOOD NEWS! Beefsteak and Cluster Tomatoes continue to be promotable through the middle of June. Quality is outstanding, and there are plenty of deals to grab.

Snacking and **Cocktail Tomatoes** are very promotable as well.



CV SPECIALTY

Rambutan are in peak season. 6/12oz clamshells are available.

This is **Lychee Fruit** season from Mexico. 10lb bulk are in stock now.



CV CAULIFLOWER

During the first week of June, some carryover from late May will produce promotable **Cauliflower** with excellent quality, but when this extra product sells, the effects of the deteriorating harvest conditions will lead to higher prices.



CV GREEN BEANS

Green Beans out of Georgia had hail and heavy rain on Monday night, causing more issues with pricing. North Carolina should begin by the beginning of June.



CV PEPPERS

GOOD NEWS! Mini Mix Sweet Pepper prices dropped significantly and this is now a promotable item. Volume is available primarily out of Mexico but USA product should start to pick up in June as well.

GOOD NEWS! Red, Orange, and Yellow Bell Peppers will stay promotable for much of June. Some disease pressure is being observed in Canada. If that lingers, it may turn that market around.

Green Pepper volumes are strong out of Georgia, and quality is outstanding. Expect some spot deals for early June. North Florida has very little product. Southern and Central Florida are completely done or tired at this point.



CV OKRA

NEW ITEM: Retail pack **Okra** 6/12oz from Peru is now available at Four Seasons. (code 239468)



CV ASPARAGUS

LOCAL Asparagus continues to be available from local farms in New Jersey and Delaware. This time of year, weather can end harvests very quickly.



CV TROPICALS

GOOD NEWS! Mangos will be very promotable for the month of June. Quality has been good out of Mexico with primarily "Tommy Atkins" fruit being shipped, with some "Kent" variety also crossing.

Champagne/Ataulfo Honey Mangos will be steady although not as promotable as the red varieties.

Pineapple will be in good supply for the beginning of June. Prices still remain a little higher. **PinkGlow Pineapples** from Del Monte will be available in very limited supplies for the month as well.

Mexican **Hass Avocado** supplies are expected to slow a bit as we get into June and July to what is historically the 2 lowest producing months for fruit for them. Expect to see prices increase a bit over the Summer. Peru and Chile both will have fruit for the beginning of June.



CV SWEET CORN

GOOD NEWS! Sweet Corn remains promotable and will transition now to completely Georgia product as Florida is finished for the season. Quality has been very nice, and availability has been very good out of GA.



CV POTATOES

Two new The Little Potato Company lines that will get started around 6/12 are the **Yellow** and **Red Little Mini Potatoes** in the 12/1lb bags. Code 239778 (yellow) and Code 239779 (red)

LOCAL #1 White Potatoes in 10/5lb bags and **Unclassified Potatoes** in 100/10lb will continue through mid-June from PA storage crop.

GOOD NEWS! Idaho continues to be in good availability on **Russet Potatoes**. Quality has been outstanding this entire season and pricing is very attractive. Ask your rep about spot buys on "prime baker size" packs.

Premium **Gold, Red, Purple, and White Potatoes** (in all A, B, C sizes 50lb bulk) will transition back out West to product of California in early June. Product is getting started in a more meaningful way out of Bakersfield and quality is really nice. Pricing will push up just slightly with the extra freight to bring the product East – but the quality will be well worth the extra cost.

OTHER STORIES

- **NOTE:** Young Thai Coconuts from Thailand will be tighter over the summer months. Supply will be sporadic.

- **Kiwifruit** supplies are steady as both Chilean and New Zealand fruit are available.

- **NOTE:** California **Artichokes** volume is still scarce. The limited availability means that the prices are significantly higher than typical. June will continue to be a challenging month.

- **Pomegranates** from Chile will be available in single layer boxes. These will be available for the first part of June.

- **Fresh Black Mission Figs** will be limited. Peru will have a small number of Figs being imported until the domestic season starts in California towards the front half of June.



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239739	CV Salad Chef Salad	4/11 oz Ready Pac Grande Bowl	0-77745-29469-8
239740	CV Salad Southwestern	4/11.75oz ReadyPac Grande Bowl	0-77745-29468-1

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CRESPO ORGANIC MANGOES SUMMER MANGO MANIA DISPLAY CONTEST

JUNE 3 -JULY 28, 2024

Four Seasons has partnered with Crespo Organic Mangoes for our annual Display Contest! Beautiful Organic Mangoes from Mexico are in full swing, with amazing quality coming off of the trees! June is also National Mango Month, so it is the perfect time to promote. Time to get your painters cap on, dream up your next mango masterpiece, and watch your mango sales soar!

CONTEST CRITERIA:

- Build a display of Crespo Organic Mangoes. All fruit **MUST** be purchased through Four Seasons Produce. Displays do not have to be large to be impactful.

DRIED MANGO CODES:

- 239401 OG Dried Mangoes 20/4oz
- 239403 OG Dried Mangoes 15/1lb
- 239402 OG Dried Mangoes Ataulfo 20/4oz
- 239404 OG Dried Mangoes Ataulfo 15/1lb

MANGO PRODUCT CODES:

- 44169 OG Mangoes Mex 8ct
- 44163 OG Mangoes Mex 10ct
- 44165 OG Mangoes Mex 12ct
- 44177 OG Mangoes Ataulfo 12/14ct
- 44185 OG Mangoes Ataulfo 16/18ct

POINT OF SALE CODES

- 235364 POS RCF/Crespo Display Bin
- 239637 POS RCF/Crespo Mango Tree Cutout 48"
- 239641 POS RCF/Crespo Mango Mania Cutout 36"
- All display must include both **Organic Round** (Tommy Atkins, Kents, Keitts, Hadens) and **Ataulfo Honey Mangoes**, as well as one of the Organic Dried Mango SKUs.
- All displays must show the Crespo Organic branding, with bins or boxes, have Crespo Organic point of sale posters/cards in it, or have the Crespo Organic graphic boxes built into the display. Razor sharp point of sale signs, posters, and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase at least **25 cases** of mangoes during the contest period in order to qualify for entry.
- All display must remain up for at least **one week**.
- Send all display contest photos to contests@fsproduce.com by **August 1, 2024**.



Code:
239637



Code:
239641



CONTEST PRIZES:

One winner for each of the below categories will win a SWEET Four Seasons Produce hoodie, Four Seasons Produce t-shirt, and a \$50 gift card



- Largest Display
- Most Creative Display
- Best % of Organic Mango Sales Increase YOY
- Best Small Store Display (3 registers or less)
- Best In Store Signage to Promote Organic Mangoes
- Best Social Media Post



EVERYONE IS A WINNER!

Every qualifying entry will also receive some SHARP Crespo gear!



To read about the Crespo Organic story and get some really cool recipe ideas, please visit www.crespoorganic.com.

Be sure to also check out their blog, Under the Mango Tree, for all things mango!

For more information on mangoes or for merchandising tips and ideas, please contact your Four Seasons Produce Sales Rep or Merchandiser.



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THE LITTLE POTATO COMPANY SUMMER GRILLING DISPLAY CONTEST

MAY 19 - JULY 7, 2024



Spring is in the air and with warmer temperatures outside people begin to think more about grilling and backyard barbecues!

This year, The Little Potato Company and Four Seasons Produce are teaming up for a display contest focused on these LPC's grilling favorites. These displays should create some excitement and have a little "WOW" factor to entice customers to make a purchase. Our contest will kick off right before Memorial Day and will run through the 4th of July, capturing many of the early summer holidays and family/backyard gatherings.

DISPLAY CONTEST CRITERIA:

- Build a display that has a grilling/summer BBQ theme.
- All displays should include 1.5lb bags, grilling, and microwavable trays.
- Displays must incorporate at least 8 LPC SKU's between the bags and trays.
- All products must be purchased from Four Seasons Produce with a minimum of 10 cases purchased during the promotional period. We encourage all displays to include the 1.5lb bag pallet modules along with the grilling and microwavable shippers.
- Displays should be kept up for at least 2 weeks.
- Use of Social Media is encouraged.
- All pictures need to be submitted to contests@fsproduce.com no later than July 10, 2024.



DISPLAY CONTEST PRIZES:

- 1st Place - \$300 Visa Gift Card
- 2nd Place - \$250 Visa Gift Card
- 3rd Place - \$200 Visa Gift Card
- 4th Place - \$150 Visa Gift Card



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