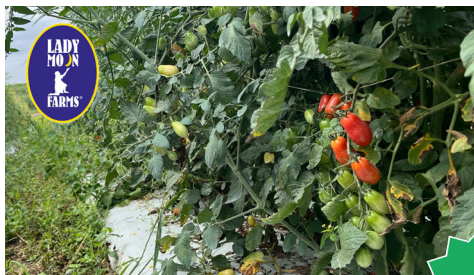


AUGUST 2 - AUGUST 9, 2024

LOCAL ORGANIC TOMATO SEASON



GOOD NEWS! Early August will be a peak time to promote **LOCAL Organic Tomatoes** from the mid-Atlantic and Northeast!

LOCAL 15lb **Organic Vine Ripe Tomatoes** and 20lb **Organic Roma Tomatoes** are in peak season from King Family Farms in Lancaster County, PA. Quality and supply are favorable.

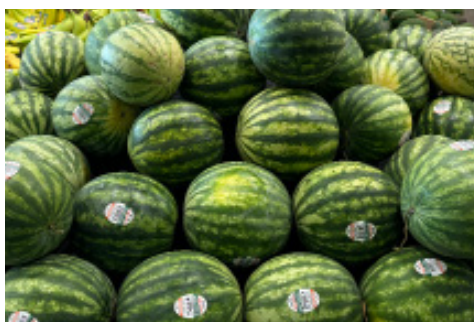
LOCAL Lady Moon Farms in Chambersburg, PA is rolling with their summer **Organic Tomato** programs: **OG Mixed Heirloom**, **OG Grape**, **OG Cherry**, **OG Rainbow Cherry**, and **OG Orange Cherry Tomatoes**.

LOCAL Lady Moon Farms **Organic Cherry** and **Rainbow Cherry Tomatoes** are available in open top pints for more of a "farm market" feel at retail. Codes: 41380 & 41421

Other local farms in Lancaster County, PA and New Jersey are promoting their peak season **Organic Grape Tomatoes** and other **Mini Snacking Tomatoes** too.



LOCAL



OG MELONS

GOOD NEWS! **Organic Mini Seedless Watermelons** continue to be promotable from multiple regions. The Carolinas and California continue to harvest big size fruit, and **LOCAL** Pennsylvania is starting as well. Fruit is really sizing up, especially in new areas. Availability is much heavier to the 6ct size right now. Quality has been excellent.

Organic Seedless Watermelon bins remain available from California, and **LOCAL** Pennsylvania fruit will also have light volume for early August. Quality on California fruit has been excellent. Pennsylvania fruit is expected to be excellent as well with ideal growing conditions for **Organic Watermelons**.

GOOD NEWS! Great supply and quality on all sizes of **Organic Honeydew** and **Cantaloupes** out of California are available. Prices have slightly decreased, and we will see more promotions on larger fruit in August.



OG BERRIES

GOOD NEWS! **Organic Strawberries** continue to be promotable out of California. Quality has been nice and supplies remain strong.

GOOD NEWS! **Organic Blueberries** will continue to be promotable out of the Pacific Northwest and Michigan. Quality has been excellent, fruit is eating very well, and supply remains strong.

GOOD NEWS! **Organic Raspberry** production increased, and pricing will drop for a nice promotional opportunity for early August. This is expected to be a small flush, and prices will pick back up after.

Organic Blackberries supply and pricing are steady out of California. Quality has been very nice with good tasting fruit.



OG LETTUCE

GOOD NEWS! **Organic Romaine Hearts** remain in abundant supply during early August. Increase displays and highlight on promotions as pricing remains favorable and quality is outstanding.

Organic Iceberg Lettuce from California has seen pricing slightly improve, although it's still fairly elevated. Promotional opportunities are not yet available; however, conditions do continue to improve weekly.

Organic Leaf and **Romaine Lettuce** from **LOCAL** New York and Quebec remain in peak conditions during early August.



OG CELERY

Organic Celery from California continues to experience consistent availability and pricing in early August. Volumes will be favorable, with promotable pricing to provide for an excellent promotional opportunity in early August.

Organic Celery Hearts have experienced a split in the market as some suppliers are experiencing low yields, while others are flush. Overall, promotional opportunities will be available.



OG GREENS

Lady Moon Farms is starting another round of **LOCAL Organic Greens** plantings at their PA farm that are eagerly anticipated. We hope to see this open up more availability in late August or early September.

Organic Chards are done out of New Jersey, but California product will be available.

Organic Bunched Spinach is going to be in good supply and beautiful out of California for the first half of August.



OG POTATOES & SWEETS

New crop Washington **Organic Russet Potatoes** and **Bagged Russet Potatoes** arrive by 8/7. Pricing will come off a bit as we make our transition into the new crop.

NOTE: AV Thomas is now done for the season on **Organic Stokes Purple Sweet Potatoes** and will gap through the beginning of October.

Some **Organic Ben Yagi Sweet Potatoes** are available to fill space where the **Stokes** were. **Ben Yagi** are also a purple variety but much lighter in color than the **Stokes**.



OG TROPICALS

Organic Yellow Pitahaya Dragon Fruit is available for the beginning of August from Ecuador. Fruit has been good quality.

Organic Royal Star Papayas have made a rebound and will be in good supply to start August. Quality has been good.



OG APRICOTS & CHERRIES

NOTE: **Organic Apricot** and **Cherry** harvests are finishing for the season, with the Apricot supplies running out by the first full week of August. Only small sized **Organic Cherries** remain with high prices, and these will sell out before mid-August.



OG FRESH FIGS

Organic Brown Turkey Figs are going strong from the domestic California season!

Organic Black Mission Figs will also soon be available for the beginning of August. Both varieties will be available in a 12/8oz clamshells



OG NECTARINES, PEACHES, & PLUMS

Organic Nectarines and **Peaches** continue in season for August with a mix of later-crop California fruit and newer-crop Washington product.

Organic Plums and **Pluots** are in prime time for August with nice quality and varieties from California.



OG PEARS

The first California **Organic Bartlett Pears** are available and will transition smoothly into Washington fruit in mid to late August.

Organic Bosc Pears will follow a similar pattern with California fruit expected to start in mid to late August.



OG HARD SQUASH

LOCAL Organic Hard Squash is starting to trickle from Pennsylvania growers in as we slowly get started for the first week of August with **Spaghetti, Kabocha, and Delicata**.

LOCAL Organic Acorn and **Butternut Squash** are expected to start in mid-August. Look for some really attractive pricing as we head into the fall.



OG GRAPES

Excellent quality **Organic Grapes** out of California are in peak season from the Central Valley. Varieties on **Green** and **Red Seedless** are strong and eating quality is exceptional. Prices will slowly come down for early August.



OG SPECIALTY GRAPES

On the specialty variety and pack side: **Organic Champagne Grapes** (mini red seedless with tender stems) will be available through mid-August, **Organic Candy Snaps** (super sweet red seedless) will be in season starting 8/8, **Organic Thomcord** (seedless Concord and Thompson cross) will be in season for late summer starting 8/6, southern **Organic Muscadine Grapes** hit from North Carolina by 8/10, and **Organic Green** and **Red Seedless Grapes** are now available in 10/2lb biodegradable packs.



OG KIWIFRUIT

It's time to promote! New Zealand **Organic Green** and **SunGold Kiwifruit** are in excellent supply for an exciting month of promos from Zespri. Look for a price break on all Zespri!



OG BROCCOLI

Organic Broccoli availability is steady as August begins, however as the month continues expect supply volume to alter and become increasingly limited.

Cost have remained consistent during late July and to begin August, but much like the shift in availability, expect cost to increase as volumes decrease. During the first half of August, supplies from Quebec will be gapping for the bunched pack, however, will have strong supplies of **Organic Broccoli Crowns**.



OG HASS AVOCADOS

Organic Hass Avocados will likely see a price increase as we wind down on "Negra" crop fruit and transition to the "Flor Loca" crop in Mexico. Prices will rise until there is a steady supply of Flor Loca fruit available.

Equal Exchange will begin to have **Organic Fair Trade Hass Avocados** again for the 2nd week of August. Fruit will be limited to start, but both 48s and 60ct fruit will be available in limited quantities. Fruit from will be heavy towards smaller fruit in the size curve for the month of August, making larger fruit prices likely to increase over the course of the month.



OG MANGOS

Early August will be the last time of the year to promote **Organic Specialty Mangos**, like **Nam Doc Mai** and **Mallika**.

Organic Round Mangos have seen a shift in supply to larger fruit for the remainder of the Mexican season. There will be no more 12ct fruit and 10ct fruit will also be tighter.

NOTE: The **Ataulfo Honey Mango** variety will likely be done the first week of August.

OTHER STORIES

- **ALERT!** **Organic Pineapples** will be extremely limited for the rest of August. Weather and multiple factors, including less organic acreage this year, are playing a part. Expect prorates and continued higher pricing for much of August.

- **NOTE:** **Organic Lemon** supplies continue to struggle from all regions. Argentina fruit is showing the best quality currently. Prices continue to stay elevated.

- **NOTE:** **Organic Valencia Orange** supply has gained minimal strength while all sizes are still tight.

- **ALERT!** **Organic Peeled Garlic** in 5lb and 4/5lb cases will be limited/out-of-stock to start the month of August. Spain is transitioning crops and containers have been delayed.

- Beautiful **Organic Carrots** and **Rainbow Carrots** out of California are available right now.

- **GOOD NEWS!** **Organic Mini Seedless Cucumbers** will be promotable into the middle of August, both tray and pouch bags out of Canada.

- **Organic Cauliflower** volumes remain consistent in early August and supplies are readily available. Costs have improved in late July and will carry into early August, although conditions will quickly change as costs are expected to rise with decreased volume in mid-August. Expect unfavorable conditions during the latter stages of August.

- **Organic Asparagus** is available out of Mexico. Pricing is reasonable to keep product moving as demand is softer for this time of year. Quality has been excellent, and supplies are steady.



CONVENTIONAL MARKET NEWS

AUGUST 2 - AUGUST 9, 2024

PEAK SEASON SUMMER MELONS



GOOD NEWS!

LOCAL Seedless Watermelons are promotable out of Delaware and Pennsylvania, along with North Carolina product during the summer peak season. Fruit is heavy to 45ct size right now as growers are in new fields, but 60ct remain available as well. Quality continues to be excellent, and fruit has been eating very well.

Seeded Watermelons are seeing renewed consumer demand this year. **LOCAL** growers as well as North Carolina growers are in season with **Seeded Sangria-style Watermelons** for August.

Mini Seedless Watermelons remain available, and quality is excellent. Fruit is very sweet and eating well.

Cantaloupes are showing exceptional quality out of California. Large fruit continues to peak due to the previous heat wave for both **Cantaloupes** and **Honeydew**.

Specialty Melons available to add color, aroma, and flavor to your August sets include: **Sugar Kiss, Golden Dew, Heirloom Cantaloupe, and Tuscan Cantaloupe**.

LOCAL Athena-style Cantaloupes are in season from Mid-Atlantic states in bins.



CV TOMATOES

GOOD NEWS!

LOCAL Vine Ripe and **Roma Tomatoes** are plentiful from PA, DE, and NJ, and quality is amazing. Pricing has fallen from all regions in season and home gardens.

This market could change later in August due to the heat we experienced earlier in the season. With this many **Tomatoes** in the market, only time will tell if that happens.

LOCAL Heirloom Tomatoes from Cedar Meadow Farms in Lancaster County, PA are selling well and featuring great flavor.

LOCAL Grape Tomatoes from Sunrise View Acres in Lancaster County, PA are abundant and priced affordably.

Greenhouse **Beefsteak, Cluster, Cocktail, and Snacking Tomatoes** are all steady.



CV BERRIES

GOOD NEWS! **Blueberries** continue to be promotable out of the Pacific Northwest/Michigan. Quality has been nice. Pricing will start to increase as August continues and we switch over to Peruvian imports.

GOOD NEWS! We also have some premium **Jumbo Blueberries** out of Peru, and also Driscoll's **LOCAL Sweetest Batch Blueberries** variety out of New Jersey, some of the best eating blueberries all year!

GOOD NEWS! **Raspberries** will remain promotable out of Baja and California. The extra production coming out of Baja has lowered demand and pricing. Quality has been nice and eating very well.

GOOD NEWS! **Strawberries** are promotable out California. Quality remains nice, supplies remain consistent, and not much change is expected until at least mid-August.

NOTE: **Blackberries** continue to be fairly tight overall. Supply is limited, keeping pricing strong and demand high. California is really the only area harvesting, which is keeping fruit limited.



CV STONE FRUIT

LOCAL Peach supplies are excellent out of New Jersey and Pennsylvania for August, with some of the best free stone varieties of the season coming off of trees. Contact your rep if you'd like to participate in the wood crate peach program out of PA.

LOCAL White Donut Peaches from Frecon Farms in Pennsylvania have arrived in open pint baskets and should be in good supply for a few weeks.

California **Nectarine** volumes are more limited for early August due to a few weeks of 100 degree plus temps. Expect the need for flexibility in size and pack over the next couple of weeks as getting orders filled is challenging. The good news is that there's some **Eastern Nectarine** volume available.

New crop **Cherry Plums** from Family Tree Farms in a 16/11b clamshell will be available for early August.

The first 30lb cases of **Italian Prune Plums** of the season, grown in Michigan, are expected to be available through September.

Many varieties of **Plumcots** and **Pluots** continue to come in and out. The first California **Dapple Dandy, Red Raspberry, and Mellow Yellow Pluots** of the season will be available for the week of 8/5. **King Midas Plums** will have a short gap and are expected back in early August.



CV GRAPES

Grapes supply is improving as heat has normalized in the San Joaquin Valley of California. Four Seasons will offer Jumbo, XL, and Large sizing options for stores to match up their price-quality equation to.

Green Grapes will be more promotable for early August as more varieties are coming on. Varieties will get stronger as the season goes on. Quality has been outstanding during the month of July.



CV SPECIALTY GRAPES

The Grapery is in season with the summer crop of California **Cotton Candy Grapes** and **Gum Drop Grapes**.

Thomcord Grapes continue in season for August, and **Champagne Grapes** will last through mid-month.



CV CAULIFLOWER & BROCCOLI

Cauliflower from California remains promotable and abundant in supply volume in August.

Broccoli Crowns production is limited in early August from Maine and California, but the combined regions are producing enough to keep steady supply.



CV LETTUCE

GOOD NEWS! The **Lettuce** category continues to flourish from both Quebec and California. Although California **Leaf Lettuce** will experience some increased costs in early August, volumes of **Leaf** and **Romaine Lettuce** remain consistent due to supplies from both region steady harvest.

GOOD NEWS! Both **Iceberg Lettuce** and **Romaine Hearts** are abundant in supply with favorable quality. Expect strong quality and promotional opportunities during early August throughout the category.



CV ARTICHOKE

Artichoke deals from California have finished as August begins. Product will remain available; however, costs will come at a premium and availability will be somewhat limited for most of the month. Quality is expected to remain strong although the shift in market conditions.



CV FIGS

Fresh **Brown Turkey Figs** are going strong and **Black Mission Figs** will be available for the first week of August. Both varieties will be available in a 12/8oz clamshell pack.

There may be some limited **Green Fig** varieties available during parts of August.



CV BAGGED RADISH & PARSNIPS

ALERT! Our primary year round producer of **Bagged Radishes** and **Bagged Parsnips** is gapping due to low yields from the heat. They expect to be in better supply later in August. We are working on backup sources to fill in during this gap.



CV GREEN BEANS

LOCAL Green Beans are in season from Pennsylvania and New Jersey. Quality of what is coming in is outstanding. **NOTE:** We are experiencing low yields due to the extreme heat we had, and growers are in a bit of gap with demand exceeding growth of the beans. This market is expected to stay strong into the middle of August.



CV SWEET CORN

LOCAL Sweet Corn continues to be promotable from Delaware, Pennsylvania, and New Jersey. Quality has been outstanding.

LOCAL Purple Bi-color "Wild Violet" Corn is in season from Nardelli in NJ.



CV CHERRIES & APRICOTS

NOTE: Cherry prices are on the rise as supplies dwindle. Washington growers will have fruit available through mid-August, just less volume. Prices are expected to be higher for late season fruit. **Rainier Cherries** are finishing for the season.

NOTE: Apricots have finished for the season.



CV SPECIALTY

Yellow Pitahaya and **White Flesh Dragon Fruit** will be in good supply for the beginning of August. Pricing will be promotable.

Rambutan will be available for the beginning of August in a 6/12oz clamshell.



CV KIWIFRUIT

It is time to GO BIG with New Zealand Zespri **Kiwifruit!** Look for a price break on all Zespri **Green** and **SunGold** Kiwifruit lines!



CV PEPPERS

LOCAL Green Bell Peppers are in peak season but at higher pricing than most summers due to heat impacting yields.

LOCAL Chili Peppers are in peak season for August with many varieties to promote.

NOTE: 11lb **Red Bell Pepper** prices will stay high through August. Supplies just aren't catching up to demand quickly enough.

Most shippers in Canada are demanding that **Yellow** and **Orange Bell Peppers** are ordered with **Red Peppers** orders.

Hatch Chili Peppers out of Mexico are available by pre-order. Please speak to your sales rep for more information.

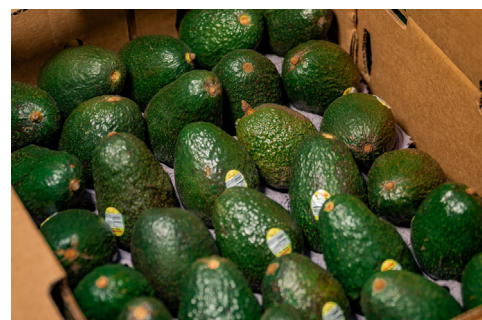


CV POTATOES

The first arrival of **LOCAL** 10/5 lb **Jersey Fresh White Potatoes** is available.

We will get started with the **LOCAL** 10/5lb **Jersey Fresh Red Potatoes** and **Gold Potatoes** by mid-August. Pricing should be very attractive, and quality will be very nice for these new crop Potatoes.

New crop Idaho grown 10/5lb **Green Giant Gold Potatoes** are starting for early August. Quality is expected to be very nice!



CV TROPICALS

NOTE: **Hass Avocados** supplies from Mexico were down for the end of July with Market prices jumping especially on larger fruit. Prices will be higher to start August as we transition to the new "Flor Loca" season fruit.

Round Mangos from Mexico will begin to transition to larger sizing, making smaller sizing, like 12ct fruit, on the tight side. There will be some **Kent** and **Tommy Atkins** fruit available for the beginning of August.

ALERT! **Pineapple** supplies will continue to be very limited for August. Shippers are prorating all orders heavily.

ALERT! Specialty varieties, like Del Monte's **Pink-Glow Pineapples**, will also be out of stock.

OTHER STORIES

- **Brussels Sprouts** volume has remains limited, although have improved slightly for early August. Costs have not improved and continue to be elevated in August. Expect both cost and supply volume to remain unchanged for most of August.

- We will get the first arrival of **LOCAL** New Jersey **Acorn**, **Butternut**, and **Spaghetti Squash** for early August.

- **Beets** and **Bunch Greens** are still **LOCAL** and quality is great.

- Washington **Cosmic Crisp Apples** flavor continues to improve with promotable pricing available. New crop **Eastern Honeycrisp Apples** are expected to begin the third week of August.

- Imported **Cara Cara Oranges** and **Minneola Tangelos** now available.

- **GOOD NEWS!** A lot of **Mandarins** have arrived on the East Coast from Chile, South Africa, Peru, and Uruguay. Expect pricing to decrease for the month of August as supply remains heavy on non-"Halos" brands.

- **Scallions** are steady out of Mexico and California with great supply.

- **LOCAL Herbs** are suffering in the New Jersey heat, but California is helping with some great quality herbs!

- **Celery** yields remain high in early August and promotional opportunities remain readily available. Excellent quality, favorable volume, and promotable pricing make for the perfect combination to highlight and promote.



ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 5 - SEPTEMBER 1, 2024

Back for the 9th straight year, our annual Four Seasons Produce/Zespri Kiwifruit Display Contest always strikes gold, while putting “green” into the registers. Green and SunGold varieties, both conventional and organic are now very promotable with outstanding eating quality. SunGold kiwi has become a consumer home run, and in some areas now outsells the classic Green Kiwifruit we all grew up with. What a “golden” opportunity to boost the tropical category sales in your department! It’s time to get the kiwi fun started, get creative, and make kiwi the centerpieces of your next awesome display!

DISPLAY CONTEST CRITERIA:

- Build an amazing kiwi display that any Kiwi Bird would be proud of! ALL fruit **MUST** be purchased from Four Seasons Produce. We will have both conventional and organic bulk and packaged kiwi available. All codes for product and Point of Sale are listed on page 2.
- Both **Green AND SunGold** kiwi must be in your display in order to qualify for entry.
- **Utilize the super high graphic Zespri bins, boxes and point of sale signage in your displays.** Point of sale signs will be available through your Four Seasons Sales Rep or Merchandiser. These Zespri bins will look great anywhere in your department and store.
- All displays must remain up for **at least one week.**
- Email your display contest entry photos to contests@fsproduce.com by **Thursday, September 5, 2024.**



FOR MORE DISPLAY TIPS AND IDEAS ON BUILDING A “KIWI KASTLE”, PLEASE CONTACT YOUR FOUR SEASONS SALES REP OR MERCHANDISER!



PHONE: 1.800.422.8384

| www.fsproduce.com





ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 5 - SEPTEMBER 1, 2024

DISPLAY CONTEST PRIZES:

(displays will be judged on overall eye appeal, use of Zespri POS, and must have met all display contest criteria)

Most Creative Display:

- 1st Place--\$300
- 2nd Place--\$200
- 3rd Place--\$100

Best All Organic:

- 1st Place--\$300
- 2nd Place--\$200
- 3rd Place--\$100

Entry Prize

EVERY CONTEST ENTRY WILL RECEIVE A SUPER COOL ZESPRI SUNGOLD KIWI T-SHIRT JUST FOR ENTERING!

Best Small Store Display:

(3 registers or less)

- 1st Place--\$300
- 2nd Place--\$200
- 3rd Place--\$100

Highest YOY % of Increase:

(will need scan data from store in order to qualify)

- 1st Place--\$300
- 2nd Place--\$200
- 3rd Place--\$100



CV

- 228266 CV Kiwi NZL 36 sz 102 ct Volume Filled
- 225074 CV Kiwi 12/1 lb Zespri Clamshell
- 224710 CV Kiwi SunGold NZL 13 lb 27 sz 44 ct
- 224712 CV Kiwi SunGold 8/1 lb Clamshell

OG

- 228305 OG Kiwi 36-39 sz 102/115 ct Volume Filled
- 225078 OG Kiwi 12/1 lb Zespri Clamshell
- 208486 OG Kiwi SunGold 13 lb 22/25 sz 37/41 ct
- 224713 OG Kiwi SunGold 8/1 lb Clamshell

POS Material Codes

- 225669 POS Display Bin 1 ea Zespri
- 231310 POS Display Bin SunGold OG 1 ea Zespri
- 228487 POS Display Bin SunGold 1 ea Zespri
- 228488 POS Display Box Formed GreenKi 1 ea Zespri
- 221149 POS Display Box Formed SunGold 1 ea Zespri
- 23386 POS Kiwi SunGold Display 1 ea
- 240106 POS Kiwi SunGold Promo Tower 1 ea

PRODUCT CODES:



FOR MORE INFORMATION ON ZESPRI KIWIFRUIT, OR FOR COOL DOWNLOADABLE RECIPES FOR YOUR CUSTOMERS, PLEASE VISIT: WWW.ZESPRI.COM



PHONE: 1.800.422.8384

www.fsproduce.com



INSPIRATION CORNER



COOL STUFF THIS WEEK AT FOUR SEASONS!



229358 OG Grapes Green 10/2 lb Biodegradable Package



229359 OG Grapes Red 10/2 lb Biodegradable Package



231835 - CV Plums Yellow King Midas 56-72 20 lb 2-layer



236554 OG Mango Nam Doc Mai 12-14 ct



236251 OG Mango Mallika 8-10 ct



231941 CV Lemon-Lime Combo 18/2 lb Green Bee



231762 - CV Cantaloupes Heirloom 9 ct Peacock



236678 CV Currants Red 12/6 oz Clamshell



232603 CV Strawberries Tropical Bliss 16/9 oz Driscoll's



222142 CV Blueberries Sweetest Batch NJ 8/11 oz Driscoll's



10135 CV Blueberries JBO 12/9.8 oz Family Tree Farms "Jumbo"



240345 CV Plumcots Starburst Red 14 lb Family Tree Farms