



# ORGANIC MARKET NEWS



AUGUST 11 - AUGUST 18, 2023

## PEAK SEASON ORGANIC MELONS



**GOOD NEWS!** California **Organic Melons** continue to peak on production with **Organic Cantaloupes** and **Honeydews** being very promotable for the month of August. Larger sizes are prominent on **Cantaloupes**, while **Organic Honeydews** are running smaller.

**LOCAL Organic Mini Watermelons** are starting from Pennsylvania farms. Quality should be outstanding and availability will improve weekly. Fruit from California will supplement our local supplies for August.

August will be a great time to offer some **Specialty Organic Watermelons** when they're available from local farms, like **Orange** or **Yellow Seedless** and old-fashioned **Seeded Watermelon** varieties.

**LOCAL Organic Seedless Watermelon** bins will be in season for August from Pennsylvania in limited quantities.



### OG BERRIES

**Organic Blackberry** availability and pricing remain steady out of California. Quality has been very nice.

**Organic Raspberry** availability is improving out of California and Mexico. Pricing should start easing off for late August. Harvest numbers and quality continue to improve daily.

**NOTE:** **Organic Blueberry** prices have jumped up rather quickly as production slowed way down out of the Pacific Northwest. New crop Peruvian imports have started here on the east coast with light volume and quality looks good.

**NOTE:** **Organic Strawberry** pricing remains strong. Availability will remain steady to limited as production continues to slow down. Quality has been nice, but remember to keep fruit turning in late summer.



### OG STONE FRUIT

**GOOD NEWS!** **Organic Red** and **Black Plums** continue in peak season from California with "Fri-ar" on Black and "Hiromi" on Red for varieties.

**GOOD NEWS!** Peak season continues on **Organic Peaches** and **Nectarines** with yellow-flesh fruit from California and Washington available and promotable.

**White-flesh Organic Peaches** and **Nectarines** are available though not as promotable as the yellow varieties.

**Organic Cherries** will finish for the season in mid-August.



### OG LOCAL VEG

**GOOD NEWS!** During Lady Moon Farms' **LOCAL** season in Chambersburg, Pennsylvania, **Organic Eggplant**, **Green Peppers**, **Cucumbers**, and **Zucchini** are thriving. Throughout August, there will be promotional possibilities on a variety of items.

Lady Moon Farms in PA also continues to harvest **LOCAL Organic Greens** (**Kale**, **Collards**, and **Dandelion**).

**LOCAL Organic Shishito Peppers** from Lady Moon Farms in PA are in peak season abundance! These are sold in 18/9oz clamshells and make for a great appetizer when pan-blistered or grilled.

During August, other **LOCAL** growers add **Organic Yellow Squash**, **Cabbages**, and various other **Greens** to the local offerings.





## OG MANGOS

**Organic Mangos** remain in good supply. Many growers are transitioning to Kent and Keitt varieties, and fruit should eat particularly well as we approach the final stages of the Mexican season over the next month.

**Organic Ataulfo Honey Mangos** will be available through mid-August and then end for the season.

**Organic "Nam Doc Mai" Mangos** will be offered for the middle of August before finishing for the season.



## OG TOMATOES

**LOCAL** Pennsylvania Lady Moon Farms **Organic Heirloom Tomatoes** are in house with great quality and availability moving forward.

**LOCAL** Grape, Cherry, and Rainbow Cherry **Snacking Tomatoes** are in peak season from Pennsylvania.

**Organic Cherry On-the-Vine Tomatoes** are available from Nature Fresh in the "Hiros" label.



## OG POTATOES

**Organic Russet Potatoes** continue to be in light supply out of Washington. New crop out of Wisconsin will begin in late-August and improve supply then.

The first arrival of **Organic Red** and **Yellow Potatoes** from Wisconsin will begin in mid-August.



## OG HASS AVOCADOS

**NOTE:** **Organic Hass Avocado** prices continued to rise and large fruit (48ct+) is scarce out of Mexico. Modest supplies are available from California.

60ct and smaller fruit is slightly more affordable, but pricing has risen there as well as many retailers have opted to switch to the smaller fruit.



## OG GRAPES

**Organic Grapes** are showing good quality on all colors. **Organic Reds** will get tight for some grower/shippers as varieties transition, but no gaps are expected.

**Organic Champagne** and **Organic Thomcord Grapes** are in season!



## OG FIGS

**Organic Black Mission Figs** will be available from California for the late summer peak season through August! Supplies are expected to be good.



## OG CITRUS

**Organic Valencia Orange** size peak has changed further to the small size. Expect supplies to be more limited on 56ct and larger, and prices to follow upward.

**NOTE:** **Organic Lemon** prices continue to be expensive, but Mexico is expected to start in late August, and then California is expected to be back in the game the first couple of weeks of September.



## OG PEARS

New crop California **Organic Bartlett Pears** are now in season and volumes will improve weekly. Supply will then move into Washington in early September.

**Organic Asian Pears** are just starting up for the new season in California. Supplies will be in and out until the season ramps up more towards the end of August.

**Organic Red Starkrimson Pears** will be the next variety to come into season.



## OG SQUASH

**LOCAL** **Organic Butternut Squash** is expected to get started in mid-August. In the meantime, supply will be out of California to stay in stock.

**LOCAL** **Organic Acorn, Delicata, Kabocha, and Spaghetti Squash** are now in season from PA!





## OG SOLI ORGANIC

"That's Tasty" **Organic Packaged 3/.5oz Herbs** have transitioned to their new "**Soli Organic**" branding. New color coding by variety makes it easier for shoppers to find what they want every time.



## OG PINEAPPLES

**ALERT!** **Organic Pineapple** supplies have become very limited as the market overall has had limited fruit. Pricing increases are also occurring due to a very tight conventional market.



## OG GREEN BEANS

**LOCAL** Pennsylvania grown **Organic Green Beans** remain in plentiful supply during August. Excellent quality, substantial quantities, and competitive pricing create the ideal components for a successful August promotion.



## OG PEPPERS

**NOTE:** **Organic Red, Orange, and Yellow Bell Pepper** harvests from Canadian growers are limited, causing supply shortages and price increases. Conditions are predicted to improve in late August but will remain unfavorable for the majority of the month.

A small quantity of **LOCAL Organic Red and Yellow Bell Peppers** grown in Ephrata, Pennsylvania will be available in mid to late August. The quality is superb! There are also **Organic Purple Bell Peppers** available from some local PA growers.



## OG LETTUICES

**GOOD NEWS!** California-grown **Organic Leaf and Romaine Lettuces** have remained the primary source of production. Promotional chances will be available in mid-August, thanks to plentiful supply and favorable prices from California.

**Organic Romaine Hearts and Iceberg Lettuce** from California remain consistent. Throughout August, reasonable quality and affordability are expected.



## OG BROCCOLI & CAULIFLOWER

In mid-August, California grown **Organic Cauliflower** supplies are still readily available. Pricing has risen marginally, but volumes are ample and of high quality, and despite the rise, prices remain competitive. In mid-August, continue advertising **Organic Cauliflower**.

**NOTE:** **Organic Broccoli** prices in California continue to rise as growers face constrained supply volume, while Quebec-grown products continue to gap completely. Unfavorable conditions are predicted to linger for the remainder of August with elevated pricing and limited supplies.

## OTHER STORIES

- **Organic Pomegranates** from California are expected to start around the middle to end of September.

- 5lb **Organic Shallots** from Peri & Sons out of California are now available in bags and

12/10oz Earth Cycle clamshells. We should see decent supply all the way through to new crop without any gaps.

- **Organic Starfruit** will be in steady supply from Florida as well as some smooth green skin **Organic Green Skin Avocados** from Florida growing partner Glaser Farms.

- **GOOD NEWS!** **Organic Celery** volume continues to increase, although rapidly improving conditions have slowed down and normalized. As greater volume is harvested, quality continues to strengthen. Overall, conditions will continue to improve throughout August, with promotional chances possible in late August or early September.



# ZESPRI KIWIFRUIT DISPLAY CONTEST

## JULY 31-AUGUST 28, 2023

Four Seasons Produce has partnered again with Zespri to bring you a “golden” opportunity to get some “green” in the registers! Kiwifruit, both green and gold, are very promotable with amazing quality, and ready to be the centerpieces in your next awesome display! Have fun, get creative, and let’s get the kiwi fun started with a chance to win some awesome prizes!



**HOMEGROWN**  
ORGANIC FARMS™



# HOMEGROWN ORGANIC FARMS GRAPE DISPLAY CONTEST

## JULY 31-AUGUST 28, 2023

It’s time for another super fun, volume driving display contest brought to you by Four Seasons Produce and Homegrown Organic Farms! This exciting contest is all about one of the highest tonnage categories in the produce department—GRAPES!! We are headed full steam into the California season and fruit quality and color is forecasted to be outstanding all season so it is a great time to promote organic grapes and drive sales and category growth.

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## FRESH TACO DIP IN STOCK!

Code 8820 - CV Taco Dip East Coast 6/19oz

*Perfect for tailgating!*







# CONVENTIONAL MARKET NEWS

AUGUST 11 - AUGUST 18, 2023

## SUMMER CROP CALIFORNIA GRAPES

**GOOD NEWS!** Grapes are fully ramped up from California's San Joaquin Valley, with fruit sizing up nicely as we move into the proprietary varieties of mid-August and beyond. Some traditional varieties still linger with outstanding quality on all colors and sizes, especially XL to Jumbo fruit.

We will carry size options on **Reds** and **Greens** of LG, XL, and Jumbo the entire California season for our retailer partners to choose the best value equation for their set. **Bi-Color** clamshells are also available.

**Specialty Grapes** from The Grapery are coming into season with **Cotton Candy** and **Gum Drops Grapes** in stock starting the week of 8/14.



### CV MELONS

**GOOD NEWS!** Bin Watermelon pricing remains steady from North Carolina, and **LOCAL** Delaware and Pennsylvania regions. PA farmers are coming into full harvest, and quality is looking excellent. NC and DE are also harvesting nice quality and good volume. Pricing could start easing off to spur more movement.

**GOOD NEWS!** Honeydew and Cantaloupe remain super promotable out of the West Side, California deal, showing excellent overall quality and fantastic flavor!

We will continue to carry a full array of **Specialty Melons** from reputable shippers including Pacific Trellis and Turlock. **Tuscans, Sugar Kiss, Summer Kiss, Orange Honeydews, Galia,** and **Golden Honeydews** are all available.



### CV BERRIES

**Blueberry** prices have come up as production out of the Pacific Northwest has slowed down. Michigan continues to harvest, keeping prices at bay on domestic fruit to move it quickly. Peruvian imports have started lightly with nice quality.

**Blackberry** prices remain steady but demand is picking up. California volume is falling short of projected harvests, creating shortages with stronger demand. Fruit has been eating excellent.

**NOTE:** **Raspberry** availability is improving out of California and Mexico. Prices are easing off with the added production. Quality has improved, and is nice and eating excellent.

**NOTE:** **Strawberry** prices remain high, and availability is limited out California. Demand has slowed down with the higher prices. Quality is good, but remember to keep fruit turning this time of year in late summer.



### CV TOMATOES

**LOCAL** premium **Heirloom Tomatoes** will be promotable into the end of August from Cedar Meadow Farms in 15lb black boxes. This pack and box is great for displays!

**LOCAL** **Cherry** and **Grape Tomatoes** continue to flush and are in peak season through the end of August. Quality is fantastic and pricing will be very promotable.

**LOCAL** **Jumbo Vine Ripe Round Tomatoes** will be very promotable into the end of August. There is availability out of Pennsylvania, New Jersey, and Delaware.

NatureSweet **Snacking Tomatoes** are seeing better availability on all their "Constellations", and these are back in house now. Currently, "Constellations" are using a 3 tomato variety instead of the usual 4 variety. By September, we can expect them to have all 4 varieties again.

**Cluster** and **Beefsteak Tomato** prices are falling as we enter the end of August with local tomatoes really starting to ease off demand.





## CV PEPPERS

**GOOD NEWS!** Jumbo Green Peppers out of LOCAL New Jersey and Pennsylvania are promotable for the end of August. Pricing is expected to hold steady, and quality is outstanding.

Red, Orange, and Yellow Bell Peppers will remain high in price through the month of August. This is due to Mexico not starting with their new crop field peppers, and Canada has very minimal product available. We will have more promotable pricing once September hits.



## CV PUMPKIN & ORNAMENTALS

### OUTLOOK:

Fall is coming fast, and we will have all of your LOCAL Pumpkin & Ornamental display needs. Quality in fields is looking fantastic with no major concerns. Product is looking to be ready for the beginning of September.

Speak with your rep about fall planning and sourcing, and stay tuned for info flyers coming soon. Some items will be pre-order.



## CV MANGOS

Mangos are in ample supply from Mexico. There will be a shift in fruit sizing as 10/12 ct size fruit will be less prevalent, and we will see a shift to 6-9ct sizing as the month progresses.

There is a combination of Tommy Atkins, Kent, and Keitt varieties being shipped currently.



## CV HASS AVOCADOS

Hass Avocados from Mexico remain very tight in larger sizes which includes the popular 48ct size. Border pricing rose even more for the first full week of August as growers continued to demand higher costs.

60ct fruit also went up in price a bit as many retailers are deciding to switch over due to lower prices.



## CV APPLES

LOCAL New crop Eastern Gala Apples have begun! Expect excellent supplies of bulk, bags, and totes.

Washington new crop Rave Apples will begin the third week of August.



## CV PEARS

New crop California Bartlett, Bosc, and Starkrimson Red Pears are now in good supply.

Washington Bartlett Pears are expected to start before the end of August.



## CV BROCCOLI

Broccoli Crowns are readily available but prices are trending upwards. West Coast growers plant less this time of the year and have much higher pricing than East Coast.

Maine has limited supplies and is expected to be on the more limited of availability for the remainder of the month. Demand has been holding strong, pushing pricing up a little each week.



## CV HOTHOUSE CUCUMBERS

GOOD NEWS! Euro Seedless Cucumber prices continue to be very promotable through August. Quality continues to be outstanding.

GOOD NEWS! Mini Seedless Cucumber trays continue to be promotable as we head into the end of August. Quality is fantastic out of Canada on all arrivals.



## CV EGGPLANT & SQUASH

LOCAL Eggplant will be promotable into the end of August with outstanding quality out of New Jersey. Specialty Eggplants are in season too!

LOCAL Green Zucchini Squash prices are steady, but we can expect a market drop with new fields and increased picks starting by the middle of August.





## CV RAMBUTAN

**Rambutan** from Guatemala will be steady in “Ramboos” label clamshells.



## CV KIWIFRUIT

There are great supplies of New Zealand **Green** and **SunGold Kiwifruit** from Zespri to promote for the entire month of August.



## CV FIGS

**Brown Turkey** and **Black Mission Figs** from California are now back in stock in 12/8oz clamshells. Expect a consistent supply of fruit through the fall months.



## CV CHERRIES

**Dark Sweet Red Cherries** experienced a rain interruption at high-elevation Washington orchards. This will cause prices to rise, and the season is winding down. Growers still expect some **Cherries** to be available weekly through the end of August.

**Rainier Cherries** are done shipping and will run out for the season in mid-August.



## CV POTATOES & SWEETS

The first of the season **LOCAL** New Jersey grown 10/5lb **Gold Potatoes** are coming into season in mid-August in the Jersey Fresh label. This will fill out the NJ bag offerings to go with **Red** and **White Potatoes**.

We will see our first arrival of new crop 10/5lb bagged Green Giant **Idaho Russet Potatoes** for the week of 8/14. One big difference is this product will be bagged in paper balers, not cartons, to allow the product to breathe a bit better since it is not yet through the sweat.

The North Carolina **Sweet Potato** prices continue to show signs of strength as markets continue to push up.



## CV CITRUS

**Navel Oranges** are arriving from Chile, South Africa, Peru, and Uruguay in excellent condition with the crop peaking on larger size fruit. Valencia Oranges are showing good color and strong quality as they are peaking on fancy fruit vs. choice fruit.

Import **Mandarins** (10/3lb & 15/2lb) are showing consistent supply from all regions (Chile, Uruguay, Peru, and South Africa) as varieties continue to overlap, causing a spread in the market. Promote through August!

**Star Ruby Grapefruit** from California remain through mid-August while they transitioning into **Summer Ruby**.

**NOTE: Lemons** in District 2 have become extremely tight for all sizes and grades, while supplies are being rationed due to quality and District 3 starting later than projected (early October). September will be a rough month for California Lemons.

**Lime** prices remain fairly high due to less crossings, higher demand, and quality due to heat. September looks more stable on both quality and price.

Import **Cara Cara Oranges** and **Minneola Tangelos** are available in different sizes.

## OTHER STORIES

- **NOTE: Pineapple** pricing continues to rise, especially on premium 6 and 7ct sizing. Fruit will remain extremely tight for the rest of August.
- **NOTE:** We are seeing a gap on **Belgian Endive** out of California. This is due to low root stock, and there is a potential gap for the remainder of August.
- **Pomegranates** will be short in supply for a few weeks as import fruit is finishing and the California crop is set to start by the end of August.





# CRESPO ORGANIC MANGO MANIA DISPLAY CONTEST WINNERS

## JUNE 12 – JULY 30, 2023

June was National Mango Month, and Four Seasons Produce teamed up once again with Crespo Organics to celebrate it in style! Organic Mangos from Mexico were in full swing and ready to display in your departments and counters! Mangos have very quickly become a favorite fruit for the consumer, so June was a perfect time to create some “Mango Mania” in your stores! Check out some of the winners below and thank you to everyone who participated in this contest!

1st



### GRAND PRIZE WINNER!

Kimberton Whole Foods - Wyomissing, PA



2nd



### SECOND PLACE:

Common Market - Frederick, MD



3rd



### THIRD PLACE:

The Turnip Truck - Nashville, TN



HONORABLE MENTIONS



Friendly City Food Co-op - Harrisonburg, VA



River Valley Co-op – Easthampton, MA



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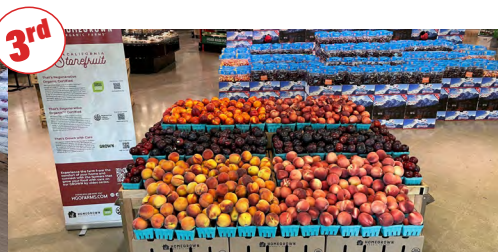




# ORGANIC STONE FRUIT DISPLAY CONTEST WINNERS

## JULY 3, 2023 - JULY 30, 2023

The results are in for our annual Homegrown Organic Stone Fruit Display Contest! It was an awesome month selling super premium stone fruit from Homegrown Organic. The hot weather in July was a perfect time for consumers looking for that ideal piece of refreshing stone fruit to eat. As a result, we saw some really “sweet” artwork on display in stores. Check out some of the winners below. Thank you to everyone who participated in this display contest!



### FIRST PLACE

LEXINGTON CO-OP - BUFFALO, NY

### SECOND PLACE

MONADNOCK FOOD CO-OP - KEENE, NH

### THIRD PLACE

COMMON MARKET - FREDERICK, MD



### FIRST PLACE

RIVER VALLEY CO-OP - EASTHAMPTON, MA

### SECOND PLACE

WEAVER MARKETS - DENVER, PA

### THIRD PLACE

BRATTLEBORO FOOD CO-OP - BRATTLEBORO, VT



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# NORTHWEST CHERRY DISPLAY CONTEST WINNERS

## JULY 3-30, 2023



Four Seasons Produce partnered up with Stemilt Growers and the Northwest Cherry Commission to bring you a “cherry” sweet display contest! These beautiful red and white gems from the Pacific Northwest were in high demand and high on quality! Check out these Display Contest Winners below!

**1st**



**GRAND PRIZE WINNER!**  
COMMON MARKET - FREDERICK, MD



**BEST SKYLAR RAE**



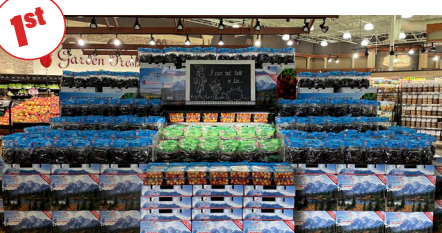
BRATTLEBORO FOOD CO-OP – BRATTLEBORO, VT

**BEST RAINIER**



BRATTLEBORO FOOD CO-OP – BRATTLEBORO, VT

**MOST CREATIVE**



**FIRST PLACE**  
HENNING'S MARKET – HARLEYSVILLE, PA



**SECOND PLACE**  
HEALTHY LIVING MARKET - SARATOGA SPRINGS, NY



**THIRD PLACE / TIE!**  
TAKOMA PARK FOOD CO-OP – TAKOMA PARK, MD  
WEAVER'S FARM MARKET – MORRIS, NY

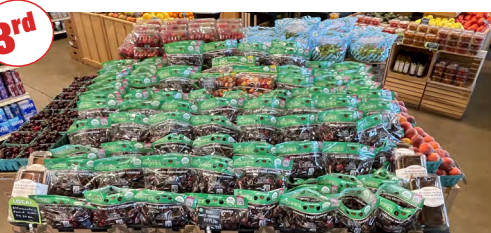
**BEST ORGANICS**



**FIRST PLACE**  
GREENSTAR FOOD CO-OP – ITHACA, NY



**SECOND PLACE**  
ROOTS MARKET – CLARKVILLE, MD



**THIRD PLACE**  
KIMBERTON WHOLE FOODS - OTTSVILLE, PA



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