

AUGUST ORGANIC PEACHES & NECTARINES



GOOD NEWS!

Organic Yellow Peaches and **Yellow Nectarines** continue to be in good supply from California with late crop varieties, and Washington, known for size and quality. Conditions should remain this way until at least Labor Day, barring any significant weather events.

Organic White Peaches and **White Nectarines** will begin to drop in volume since Washington has less production on these varieties. Expect higher prices.

Organic Red Plums and **Pluots** are expected to continue in peak season through the end of August. **Organic Black Plums** are getting very tight and expected to finish for the season in mid-August.

NOTE: **Organic Apricots** and **Cherries** are done for the season.



OG BERRIES

GOOD NEWS! **Organic Blueberries** will remain promotable out of Oregon and Washington. Quality has been good, and fruit is eating very well. Volume remains plentiful.

Organic Strawberries are fairly promotable for mid-August. Quality has been excellent with decent volume. Then, supplies will slow down, and pricing will begin increasing in late August.

Organic Blackberries remain steady out of California. Quality is very nice and eating excellent. No changes in supply or pricing.

Organic Raspberries pricing will increase for mid-August after a short promotional week. Supplies are steady and quality has been excellent.



OG WATERMELONS

GOOD NEWS! **Organic Watermelons** will be promotable out of California. Quality is excellent.

The **LOCAL PA Organic Watermelons** season is beginning as well. Local growers will offer **Organic Orange, Yellow, Seeded Sangria, and Red Seedless Watermelon** varieties. Quality should be excellent, but volume is light, so please contact your sales rep for availability.

GOOD NEWS! **Organic Mini Watermelons** remain promotable out of CA and the **LOCAL** season is also beginning from Pennsylvania and Ohio. Volume is increasing. Quality and flavor are exceptional.

GOOD NEWS! It's an excellent time to promote **Organic Cantaloupe** and **Honeydew** from California! Supply is strong, quality is great, and prices are the lowest they have been this summer.



OG ONIONS & POTATOES

Organic Shallots from Peri & Sons is back in stock in 12/10oz paper trays and 5lb bulk. Availability is going to be sporadic in August as the season gets going and the supply chain refills. It's possible that there will be a small occasional gaps between regions in California until Nevada starts peak season in mid-September.

Organic White Onions are now back in stock. After this one arrival, there will be another gap in supply until we new crop Nevada **Organic Onions** start in September.

New crop **Organic Russet Potatoes** are starting out of both Washington and Wisconsin. Pricing is down just slightly from what we had been seeing out of California. Large **Organic Count Russet Potatoes** remain very tight but are expected to improve in terms of availability in August.



LOCAL

OG HARD SQUASH

Central PA Produce Coop is now in full swing with **LOCAL Organic Acorn, Delicata, Kabocha, and Spaghetti Squash.**

The first arrival of **LOCAL** New Jersey **Organic Butternut Squash** is now available, with PA **LOCAL** supply to begin in mid-August.

LOCAL Organic Delicata Squash is going to be a pretty abbreviated season out of Central PA Produce Coop, and it is possible that this item will be tight until other growers start closer to September.



OG APPLES & PEARS

Washington **Organic Gala Apples** will transition from 2023 storage crop to new crop fruit in mid-August. Things will be slow out of the gate, but excellent supplies are expected for the season once the pipeline fills up.

New crop California **Organic Bartlett Pears** are available in limited supply, and we will move into new crop Washington in a couple of weeks beginning with **Organic Bartlett** and **Red Starkrimson Pears** towards the end of August.



OG MANGOS

Organic 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. 8ct will be more prominent.

NOTE: Organic Ataulfo and Mallika Mangos are finishing for the season in mid-August. The **Organic Nam Doc Mai** variety is finished.



OG CELERY

Organic Celery and **Celery Hearts** continue to have steady availability from California in mid-August. Costs remain consistent, however some shippers are experiencing promotable volumes and are offering deals at favorable prices!



OG AVOCADOS

NOTE: Organic Hass Avocado pricing is increasing and volume will be down as we fully transition to "Flor Loca" new crop fruit!

Equal Exchange Organic Fair Trade Hass Avocados will have fruit the week of 8/12 as the start their 2024/2025 season in Mexico after being out of stock for the past 2 months.



OG GRAPES

GOOD NEWS! California **Organic Grapes** have top-notch quality. The varieties are strong and only getting stronger for the **Greens** and **Reds**.

On the specialty side: **Organic Thomcord, Champagne,** and **Candy Snaps** from California.



OG KIWIFRUIT

GOOD NEWS! **Organic Green** and **SunGold Kiwifruit** are in excellent supply for an exciting month of promotion from Zespri out of New Zealand.



OG ASPARAGUS

NOTE: Organic Asparagus availability will be limited and tightening up quickly out of Mexico. Rain and hot temps are slowing harvests. Expect rising prices and limited volume.



OG TOMATOES

LOCAL 15lb **Organic Vine Ripe Tomatoes** are in season and will be our primary source if quality and supply are in our favor. Heavy rains from Hurricane Debby will slow mid-August yields in the mid-Atlantic.



OG SWEET CORN

GOOD NEWS! LOCAL Organic Sweet Corn from Lancaster County, PA is in season!



OG CHARD

Organic Chard is being sourced from California. **LOCAL** harvests should return in September for the late summer/fall season.



OG FIGS

California peak season **Fresh Organic Brown Turkey** and **Black Mission Figs** are going strong! The quality has been excellent. These will be available in a 12/8oz clamshell.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli availability and cost are steady in early to mid-August, however volume is still expected to change later in the month and become progressively more limited. Supplies from Quebec will continue to gap for the bunched pack into mid-August, however strong supplies of **Organic Broccoli Crowns** will remain available from Quebec.

NOTE: Organic Cauliflower volumes have become restricted due some quality challenges as August continues, while cost have begun to rises quickly due to the limitations of volume. These unfavorable conditions are expect to persist through the latter stages of August.



OG TROPICALS

Several popular Florida grown **Organic Tropicals** will be available for the middle of August: **Organic Starfruit**, **Green Skin Avocados**, and **Longans**.

GOOD NEWS! Organic Royal Star Papayas have made a rebound and will be in good supply for the middle of August.

ALERT! Organic Pineapples will continue to be in very short supply for August. All orders are being prorated. This is expected to last for at least the rest of this month, possibly into September.

ALERT! Organic Yellow Pitahaya will gap again for the middle of August.



OG LETTUCE

Organic Romaine and **Leaf Lettuce** continues to be primarily sourced from Quebec, Canada, and remain in peak conditions in August. Supplemental supply volume from various regions in the North-east and California remain available in the case of any shortages.

Organic Iceberg Lettuce from California remains consistent in mid-August. Costs are fair and quality is strong, however promotional opportunities are not available.

Organic Romaine Hearts continue to experience robust supply in August. Promotional volume and costs should encourage expanded offerings and promotional opportunities in mid-August!

OTHER STORIES

- **Organic Valencia Orange** prices are extremely high still with quality concerns caused from heat waves.

- **NOTE: Organic Lemon** supplies continue to struggle from all current regions. We are strictly in Argentina fruit due to cost and quality. California's District 3 will start in September, providing relief for the **Organic Lemon** market.

- **GOOD NEWS! Organic Mini Seedless** and **Euro Seedless Cucumbers** will be promotable into the end of August with product out of Canada.

- **Organic Muscadine Grapes** from the Carolinas are in season.





CONVENTIONAL MARKET NEWS

AUGUST 9 - AUGUST 16, 2024

PEAK SEASON CALIFORNIA GRAPES ARE HERE!



GOOD NEWS! Peak season for California **Grapes** is here in the Central Valley. Mid-August through mid-October will be the best time of the year to promote one of America's favorite snacking fruits!

Stronger varieties are being harvested, adding to the supply of California **Grapes**. The heat still remains an issue, causing delay in coloring on the **Red Grapes**. Quality is outstanding and varieties are strong, so promote with confidence.

The XL and Jumbo SKUs of **Green Seedless** will be "Stella Bella," "Summer Diamond," "Applause," and "Sweet Globe." The LG SKUs will be a mix of varieties that provide the best value equation. **Red Seedless** for mid-August will be "Ruby Rush," "Sparkle," "Summer Bliss," and "Sweet Celebration" on the XL and Jumbo SKUs; while LG will be "Flames" and "Magenta."

Specialty Grapes from The Grapery include: **Cotton Candy** and **Gum Drops**.



CV BERRIES

LOCAL premium **Sweetest Batch Driscoll's Blueberries** continue to be available out of New Jersey. Quality is excellent, and flavor is outstanding on this late season variety. Peruvian **Jumbo Blueberries** from Family Tree Farms are available as well with excellent size and quality.

GOOD NEWS! **Blueberries** continue to be promotable out of British Columbia and the Pacific Northwest. Shippers thought supplies would be slowing down, however another flush of fruit is coming on. Quality is fair to good overall. It is shippable, but nothing out of the ordinary.

Blackberries continue to be steady out of California. Quality has been nice, and fruit is eating very well. No changes in pricing.

GOOD NEWS! **Raspberries** continue to be steady out of Baja and California. Quality is good overall, and eating excellent like candy! Supplies will be steady with promotable pricing available.

Strawberry supplies will slow down this week out of California. The season is past peak and volume is on the downward trend. Expect pricing to increase with tightening supplies. Fruit has been eating excellent, sizing up smaller with slight bruising this time of year.



CV MELONS

GOOD NEWS! **Cantaloupes** and **Honeydews** continue to peak on large fruit out of California. Prices have become more attractive, especially on large fruit. August is a great time to push and promote **Melons!**

Eastern **Athena-style Cantaloupe** bins will be available from Virginia. Pennsylvania growers will need a week to recover from heavy rains.

Golden Dew and **Sugar Kiss Melons** will be the specialty varieties for mid-August promotion.

Watermelons will tighten up a bit after a few days of rain move through the East Coast growing regions from Hurricane Debby remnants. Quality has been excellent and eating very well.

Mini Watermelons will be available out of California. Small **LOCAL** programs will start as the weather clears up.



CV STONE FRUIT

Yellow Peaches out of California and Washington, and also **LOCAL** Pennsylvania and New Jersey, continue in excellent supply with great quality and are expected to remain this way until early September.

In California, **Yellow Nectarines** continue in season, though with less volume after the heat wave. **White Nectarines** and **White Peaches** are in a varietal gap to star the month, but better supplies are expected in mid-August.

White Donut Peaches from **LOCAL** Pennsylvania orchards and California are in good supply for mid-August.

Red, Black, Green, Yellow, and Mottled Pluots are excellent looking and tasting great.

Cherry Plums are in season from California through early September. **Italian Prune Plums** are in season from Michigan.

NOTE: Washington **Dark Sweet Cherry** growers are expected to be done packing for the season by mid-August. Volumes in the supply chain will dwindle and run out by the week of August 19th and the Cherry season will be over.



CV TOMATOES

LOCAL Vine Ripe, 2-Layer, Roma, and Snacking Tomato varieties are tightening up but quality is amazing. We are starting to see the effects of the extreme heat we had that caused bloom drop.

NOTE: Heavy rains from Hurricane Debby will limit harvests and create tight supplies for mid-August, particularly on **Vine Ripe Tomatoes**. Other regions will need supplement the local supply.



CV LOCAL VEG

LOCAL Green Beans are coming out of Pennsylvania and New Jersey. Quality of what is coming in is outstanding. The higher market has caused demand to slow. This market is on the downswing faster than anticipated.

LOCAL New Jersey Scallions are starting. The quality is outstanding.

LOCAL Herbs continue in season - New Jersey Dill, Mint, Cilantro, and Parsley are in season.



CV LETTUCE

GOOD NEWS! In mid-August, the Lettuce category continues to experience robust supply volume and good quality from Quebec, Canada and the Salinas Valley of California.

Romaine and **Leaf Lettuces** remain steady during mid-August. **Iceberg** and **Romaine Hearts** are very promotable with consistent high volume and outstanding quality, in addition to promotable pricing.



CV BROCCOLI

Broccoli Crowns production continues to be limited in August from Maine, however California production has improved in the early portion of the month. Expect primary volume to be sourced from California during mid-August at a fair price and with excellent quality.

Conditions should remain consistent to through mid-August, with the hope of improvement to Maine supply by later portions of the month.



CV BAGGED RADISH & PARSNIPS

ALERT! Our primary year round producer of **Bagged Radishes** and **Bagged Parsnips** has been gapping due to low yields from the heat.

OUTLOOK: **Bagged Radishes** will return to steady supply during mid-August. **Bagged** and **Bulk Parsnips** will be back in good shape by late August.



CV HASS AVOCADOS

ALERT! **Hass Avocados** prices have increased considerably since Mexico's "Flor Loca" crop has been slower than expected to get started. Expect fruit to be more hard and green with the transition.

Part of the delay is a new dry matter/oil requirement for this year's crop, which is forcing growers to keep fruit on the tree longer. 48sz and larger fruit will be tight for the month of August.



CV CAULIFLOWER

GOOD NEWS! **Cauliflower** remains in abundant supply volume and very promotable pricing from California in August.

Orange, Purple, and **Green Cauliflower** is in modest supply from California.



CV SWEET ONIONS

LOCAL PA Simply Sweet Onions are in peak season, and quality looking very nice.

Vidalia Sweet Onions will start to wind down for the 2024 season during August.



CV MANGOS

Mangos from Mexico have tightened as the crop continues to move north.

We will soon have non-hot water treated "Keitt" **Mangos** as well as some "Kent" and "Tommy Atkins" varieties. Sizing will continue to be larger with plenty of 8 and 9ct, and very few to no 10 or 12ct.



CV FIGS

Fresh Figs are in peak season from California with both **Brown Turkey Figs** and **Black Mission Figs** in stock. The quality has been great to start the season!



CV SWEET CORN

GOOD NEWS! **Sweet Corn** continues to be promotable from **LOCAL** growing regions. Quality has been excellent and eating extremely well.



CV MANDARINS

Mandarins are in excellent supply on the East Coast from several import growing regions. The "Halos" brand is steady with nice quality.

GOOD NEWS! Expect promotable prices for the month of August on all other brands of import **Mandarins**.

OTHER STORIES

- **ALERT!** **Pineapple** supplies will be very limited for the month of August. Shippers are prorating all orders heavily. Prices are up.

- Imported **Cara Cara Oranges** (bulk/bagged) and **Minneola Tangelos** are available.

- **Brussels Sprouts** volume has finally improved in mid-August! The remainder of the month will not experience any flushes in production or promotable prices, however, both should continue to trend in the right direction. **NOTE:** Ocean Mist is still working to refill their retail pack **Brussels Sprouts** pipeline. Orders on mesh bags and microwave packs have been cut or prorated during August.

- **Celery** volume continues to be plentiful in August with promotable pricing and strong quality. These conditions continue to make for promotional opportunities in mid to late August.

- **Rambutan** is in season in a 6/12oz clamshell, along with bulk white flesh **Dragon Fruit** and **Yellow Pitahaya Dragon Fruit**.

- Look for a price break on all Zespri **Kiwifruit** in our **Green** and **SunGold** lines!

- **NOTE:** **Asparagus** supplies will start to tighten up as rain and heat move through Mexico, slowing down harvests and creating supply and quality issues. Peruvian supplies remain steady but with increased demand, expect pricing to climb. Quality out of Peru has been nice and solid, Jumbo/XL sizes continue to be extremely limited.

- **Red Currants** are in season out of the Pacific Northwest.



CV POTATOES

LOCAL 10/5lb Jersey Fresh **Red** and **White Potatoes** are now available, and quality is looking very nice for the first of the season crop.

LOCAL 10/5lb Jersey Fresh **Gold Potatoes** look to be delayed again. They're expected around 8/16.

The next arrival of 10/5lb Green Giant **Gold** and **Red Potatoes** will both be new crop Idaho. New crop Idaho **Russet Potatoes** in bags and count will get started later in August.



CV APPLES & PEARS

Envy Apples are now in season from New Zealand in 40lb cases. Fruit has arrived with excellent quality.

Eastern and Western **Gala Apples** are expected to transition from old crop to new crop by mid-August. There may be some very small supply gaps between some packs through the transition.

Eastern old crop **Gold Delicious Apples** are done for the season. New crop Eastern **Ginger Gold Apples** will get started in mid-August!

California **Bartlett** and **Red Starkrimson Pears** are in excellent supply and are expected to seamlessly transition to Washington fruit towards the end of August. Industry supplies are expected to be slightly shorter this year, leading to higher prices.





CROSS MERCHANDISE IN YOUR PRODUCE DEPARTMENT!

Get your shoppers thinking Caprese Salad, homemade Margarita Pizzas/Flatbreads, and other summer salads feature tomatoes, herbs, and fresh cheese!

- BUF Fresh Mozzarellas
- Soli and Goodness Gardens living Basil and big pack basil tubs
- Fresh Garlic and Sweet Onions
- Mini Seedless Cucumbers and Euro Seedless Cucumbers
- Olive Oil, Sea Salt, Black Pepper



CODE: 62752 - CV Mozzarella
Buffalo Boconccini
8/7oz BUF Creamery
UPC: 7707363540244



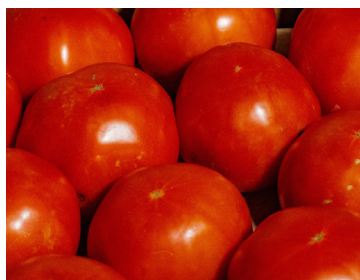
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Buffalo Ciliegine
8/7oz BUF Creamery
UPC: 7707366540206



CODE: 62750 - CV Mozzarella
Buffalo Ovoline
8/7oz BUF Creamery
UPC: 7707363540282



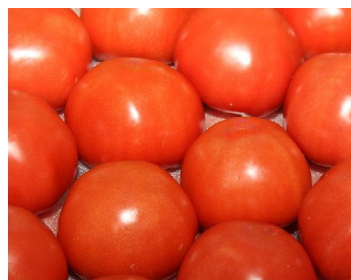
CODE: 23156 - CV Tomatoes
Heirloom 15 lb Cedar Meadow
LOCAL PA



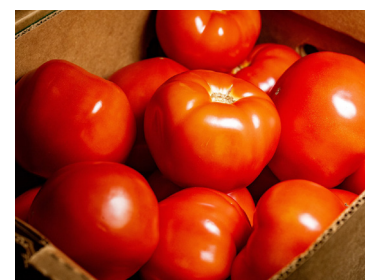
CODE: 23036 - CV Tomatoes
Vine Ripe JBO 25lb
LOCAL (PA, DE, NJ)



CODE: 21450 - CV Tomatoes
Vine Ripe 4x5 20lb 2-Layer
LOCAL PA & DE



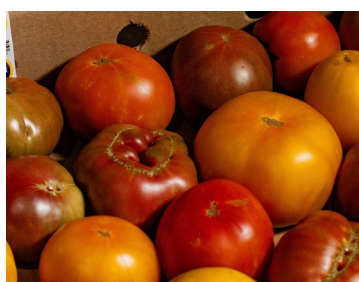
CODE: 21440 - CV Tomatoes
Vine Ripe 4x4 20lb 2-Layer
LOCAL PA & DE



CODE: 44470 - OG Tomatoes
Vine Ripe 15lb
LOCAL - Christ King PA



CODE: 41421 - OG Tomatoes
Cherry Rainbow 12pt Open Top
LOCAL Lady Moon Farms PA



CODE: 41358 - OG Tomatoes
Heirloom 10lb
LOCAL Lady Moon Farms PA



CODE: 235227 - CV Herb Basil
Hydroponic 6ct Goodness Gardens
CODE: 235292 - CV Herb Basil
Hydroponic 12ct Goodness Gardens



CODE: 230647 - OG Herb Basil
Living 6 ct Soli Organic

FREE RANGE & GRASS FED

būf
CREAMERY

It all starts with our buffalo.

Surrounded by mountains, rivers, and lush grasses, our goal is to keep our buffalo in a natural, low stress environment to make the milking process as enjoyable as possible.



LACTOSE FREE



NON-GMO VERIFIED



VEGETARIAN RENNET

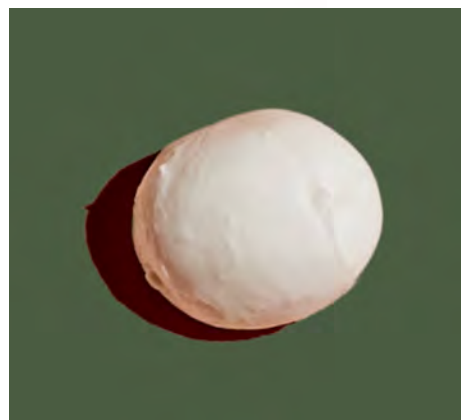


100% WATER BUFFALO MILK



OVOLINE

"Ovoline" is an Italian word that translates to "egg sized." This is our largest sized offered. The cheese comes in large pieces allowing for easy slicing.



BOCCONCINI

Bocconcini means "little bites." This cheese comes in smaller, egg-shaped pieces that can be easily skewered or served alone. Bocconcini works best when wrapped in prosciutto or paired with similar sized vegetables.



CILIEGINE

Ciliegine is our smallest cheese. Meaning "cherry-sized" in Italian, this cheese comes in cherry tomato sized pieces. This size can be thrown atop a salad, served on a cheese plate, or eaten alone!



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

