

## ORGANIC HARD SQUASH SEASON



### GOOD NEWS!

**LOCAL Organic Acorn, Butternut, Delicata, and Kabocha Squash** are all in good supply with steady and attractive pricing from our Pennsylvania growers.

**Organic Honeynut Squash** has become a popular variety in recent years. It's like a smaller butternut varietal with deep flesh color and more flavor. It is in peak season **LOCALLY** from PA and Ohio from early September through much of October.

**LOCAL Pennsylvania Organic Spaghetti Squash** had lower yields for many growers, so we will supplement with product from Ohio throughout the fall.

**LOCAL Organic Pie Pumpkins** are in season from Pennsylvania growers. This variety is popular for both decorating and baking.



### OG ONIONS & SWEET POTATOES

**GOOD NEWS!** We are still in full swing with **LOCAL Organic Sweet Onions** – continue to promote!

**Organic Red Onions** are finishing up out of Pennsylvania due to internal quality, and will transition out to Nevada in the Peri & Sons label the week of 9/9. We will not see a gap during this transition.

New crop **Organic Stokes Purple Sweet Potatoes** will be in season and available around 9/10 in both 40lb bulk and 12/3lb bags.

New crop **Organic Ben Yagi Purple Sweet Potatoes** will arrive in late September.

California premium **Organic Red, Orange, Japanese, and White Sweet Potato** varieties should have a smooth transition between old crop and new crop towards the end of September.



### OG BERRIES

**Organic Strawberries** will continue to be available out of California, but at higher pricing. Supplies have become steadier, and quality has looked very nice.

New crop Greenhouse **Organic Strawberries** are now available out of Ohio. Quality has been outstanding.

**NOTE: Organic Blackberries** will become limited the week of 9/9 as California supplies slow down approaching the end of the season. Mexico will have very limited availability. Pricing will remain strong.

**NOTE: Organic Raspberries** will be very limited out of California as the season ends and Mexico has little to no supply right now. Expect higher pricing and limited availability.

**ALERT! Organic Blueberries** will be very limited from all regions with the end of the Pacific Northwest season. Peruvian imports are extremely limited, so expect the market to remain this way throughout September. Pricing will be very high, and anticipate pro-rates and shortages.



### OG APPLES

Washington **Organic Honeycrisp Apples** are starting to transition from old to new crop. Since there is an overlap this year, we may see some of both in September. It's time to open up display size.

**Organic Gala and SweetTango Apples** are now in peak season from Washington.

Washington **Organic Fuji Apples** are gapping between storage crop and new crop. There is availability of imports to fill the gap before new crop gets started in late September.

Washington **Organic Granny Smith Apples** have finished for the season, and imports are virtually done. A few small California **Organic Granny Smith Apples** are available until new crop starts in Washington in October.

New crop Canadian **Organic McIntosh** are expected to begin the second week of September. Supplies will be firm this season.

Washington **Organic Pink Lady Apples** continue to peak on very small apples. As 100's and larger are almost nonexistent, we are filling in with limited supplies of imports. Expect supplies to be challenging until we start new crop in late October or early November.



## OG AVOCADOS

**NOTE:** 48ct **Organic Hass Avocado** supplies remain very tight.

Equal Exchange **Organic Fair Trade Hass Avocados** are available again. This includes the popular 8/4ct ReadyCycle tray pack and 48ct and 60ct sized fruit!

**Organic Green Skin Avocados** from Florida are now in season.



## OG CAULIFLOWER

**Organic Cauliflower** from California continues to have consistent availability, but costs will remain elevated into mid-late September.

In addition to California product, Quebec production is available to help supplement any shortage at a reasonable cost.



## OG GRAPES

**Organic Grapes** have remarkable quality on impressive varieties out of California, including:

**OG Red** - "Scarlet Royal," "Krissy"

**OG Green** - "Autumn Crisp," "Great Greens," "Stella Bella"

**OG Black** - "Sables," soon to be "Midnight Beauties"

**Organic Muscadine Grapes** (Bronze and Black) from North Carolina continue in season.



## OG MELONS

Harvest volumes have improved for both **Organic Cantaloupes** and **Honeydews** with great quality for the month of September.

**Organic Mini Seedless Watermelons** are available from Ohio and California. Volume is steady but the local season will begin winding down quickly, then we will move back to California for the fall. Quality has been exceptional.



## OG STONE FRUIT

**Organic Yellow & White Nectarines, Yellow & White Peaches, Black & Red Plums,** and **Pluots** are available out of California and Washington in good supply.

Many of these items will remain available right into October, and so far, quality has remained on point.



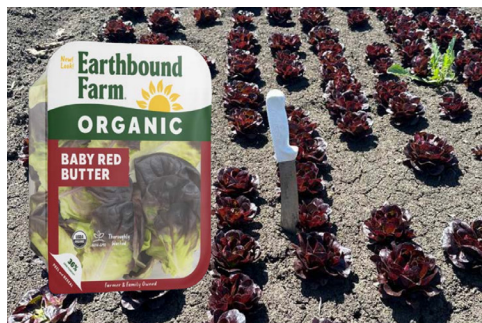
## OG CELERY

**Organic Celery and Celery Hearts** production from California remains unchanged and continues to produce strong volume for early September. Continue to promote with favorable pricing and quality.



## OG MUSHROOMS

**NOTE:** Prorates on **Organic Cremini/Baby Bella** and **White Mushrooms** will continue periodically. This is industry-wide in Pennsylvania, and is a result of inferior compost, which occurs every summer. This impacts the raw materials including hay, straw, and manure, which come from outside.



## OG BABY BUTTER LETTUCE

**ALERT!** Tight supplies are expected on Earthbound Farm's **Organic Baby Butter Lettuce**. The focus will be on covering blends, while straight packs will be on hold until plantings catch up, which are currently running about a week behind schedule. The plantings intended for this week have been delayed to early to mid-September due to slow growth.



## OG LOCAL VEG

**LOCAL** New Jersey and Pennsylvania farms will be supplying a strong inventory of **Organic Kales** and **Chards**, with the crops looking great.

**LOCAL** Pennsylvania **Organic Green Beans** continue with excellent quality.



## OG FRESH FIGS

**Organic Brown Turkey and Black Mission Figs** are in decent supply, however high temperatures are driving fruit volume down. Expect pricing to increase in September.



## OG ASIAN PEARS

**GOOD NEWS!** New crop Washington **Organic Asian Pears** are now in season. Nice quality is expected.



## OG ASPARAGUS

**ALERT!** **Organic Asparagus** will be extremely limited as harvests transition from Central Mexico to Baja, Mexico. Expect little to no availability as crops begin to gap.



## OG LETTUCE

**GOOD NEWS!** **Organic Iceberg and Romaine Hearts** from California continue to experience consistent availability and favorable prices for early September.

**Organic Leaf and Romaine Lettuce** pricing has begun to increase, although production remains readily available in early September. California harvests are supplementing limitations from Quebec and the Northeast, so freight costs are higher.

**LOCAL Organic Lettuces** from Pennsylvania and New Jersey are set to begin in mid-September.



## OG BROCCOLI

**Organic Broccoli** volume remains consistent in early September with higher prices. As production increases, pricing is expected to improve. Quebec has returned to regular operating levels in early September, providing a great supplemental option for any shortage from California. Quality from both growing regions remains favorable.

**NOTE:** **Organic Broccoli Crowns** remain extremely limited from both regions in early September. Expect shortages or potential gaps with elevated costs.



## OG TOMATOES

**LOCAL Organic Heirloom, Cherry, and Rainbow Cherry Tomatoes** are currently available from Lady Moon Farms in Pennsylvania. Supplies will be filled with product from other partner growers towards the end of September.

**LOCAL Organic Grape Tomatoes** will be in stock when available, but they are being harvested very sporadically. To fill demand, product will be sourced from Canada and Mexico.

- **NOTE:** **Organic Mangos** from Mexico will finish up by the second week of September. What is left will be the Keitt variety, and it is all non-hot water treated.

- **Organic Pomegranates** are expected to be ready the week of September 15th, making them available on the East Coast around September 22nd.

- **Organic Royal Star Papayas** are in good supply to start September.

## OTHER STORIES

- **ALERT!** **Organic Pineapples** will continue to be in very short supply. All orders are being prorated through early September, but should begin to increase in volume for the middle to end of the month.

- **Zespri Kiwifruit** will remain in great supply after a great month of displays! Look to keep promoting as the calendar turns over to September.

- **Organic Lemon** prices are fluctuating right now with most shippers out of Argentina and Mexico. They are looking to move fast on fruit as they have

reached peak volume at the end of their season. California has started with extremely high pricing.

- **ALERT!** **Organic Limes** are seeing major declines in availability out of Mexico as yields have drastically decreased. There's an elevated market alert for the month of September, and quality has been fair at best.

- **Organic Brussels Sprouts** pricing and volume from Mexico remain consistent to kick off September. Expect consistent pricing, quality, and availability throughout September.



# CONVENTIONAL MARKET NEWS

SEPTEMBER 6 - SEPTEMBER 12, 2024

## TIME FOR PUMPKINS & ORNAMENTALS!



### GOOD NEWS!

**LOCAL** Pumpkin and **Ornamental** display season is here!

So far, the quality has looked excellent on **Pumpkins**, and on the **Fall Fantasy** and **Autumn Mix** blended varietal bins from our Lancaster County, PA growers.

**Jack-Be-Littles**, **Baby Boo White Minis**, **Pumpkins**, **Gourds**, and more are all in season and ready for display builds.

Create engaging displays in front of your stores, in the vestibule and/or in the produce department that offer a mix of **Mini Pumpkins** for desk and table decorations, plus larger **Carving/Jack-O-Lantern Pumpkins** and **Heirloom** varieties for shoppers to decorate their front porches.



### CV BERRIES

**Strawberries** are steady out of California, but higher prices have slowed down demand. Supplies out of California have rebounded as the summer-planted crops begin harvesting. Quality has been good overall.

**NOTE: Blackberries** remain limited, and pricing continues to be high. The California season is slowing down, and the Central Mexico deal is very limited. Supplies should increase as we get into October. Expect higher pricing and limited availability for September.

**NOTE: Raspberries** will be limited coming out of California and Mexico. California harvests continue to trend down quickly, and Central Mexico supplies are limited. Pricing will be strong due to limited availability. Quality has been nice from both regions.

**ALERT! Blueberries** will be very limited from all regions with the end of the Pacific Northwest season. Peruvian imports are extremely limited, so expect the market to remain this way throughout September. Pricing will be extremely high, so anticipate pro-rates and shortages.



### CV APPLES

It's **Apple Season!** **Apple** packing is ramping up with new varieties in Pennsylvania, New York, and Washington. By October, most varieties will be in good supply. Though the crop is smaller than last year, we expect excellent quality across all regions.

#### EASTERN VARIETIES:

**Gala**, **Ginger Gold**, **Golden Delicious**, **Honeycrisp**, **McIntosh**, and **Paula Red** are already in new crop. Expect **Cortland**, **Empire**, **Red Delicious**, **Macoun**, and **Snap Dragon** by the end of September.

#### WASHINGTON VARIETIES:

**Rave** and **SweeTango Apples** are the first to hit the market, with **Gala**, **Honeycrisp**, **Golden Delicious**, **Fuji**, **Granny Smith**, and **Red Delicious** transitioning by late September.



### CV TOMATOES

Headed into mid-September, the following premium **Snacking Tomatoes** will be in stock: **"Sugar Bomb," "Loli Bomb,"** and **"Zima" Tomatoes** from Sunset. Additionally, we will be stocking **"Zima" Tomatoes**.

**Beefsteak Tomatoes** remain steady in the market, with expectations for prices to soften slightly. A significant influx of product from Canada is driving this downward trend.

**Cluster Tomatoes** have seen a drop in pricing as Mexico ramps up production, flooding the market. We expect promotable pricing through mid-September.

**Snacking Tomatoes** are struggling locally due to heat and rain. Most **LOCAL Grape Tomatoes** are being allocated to contracts, leaving little for the open market. To meet demand, we've been sourcing from other regions for **Grape**, **Cherry**, and **Medley Tomatoes**.



## CV HASS AVOCADOS

**Hass Avocados** are in steady supply from Mexico. While larger 48ct fruit remains at a higher price point, 60ct Avocados will become promotable over the rest of September.

Peru's **Hass Avocado** season has now wrapped up.



## CV LETTUCE

**Lettuce** production from both Québec and California remains consistent.

**Leaf lettuce, Romaine, Iceberg, and Romaine Hearts** are all showing good quality and volume, with prices holding steady. Some slight price increases may occur due to limitations in production from certain vendors.



## CV MUSHROOMS

Prorates on **Cremini/Baby Bella** and **White Mushrooms** will continue periodically. This is industry-wide in Pennsylvania, and is a result of inferior compost, which occurs every summer. This impacts the raw materials including hay, straw, and manure, which come from outside. Production will improve in October.



## CV BRUSSELS SPROUTS

**GOOD NEWS!** Brussels Sprouts volume remains strong, and prices are becoming more promotable. Excellent quality from California makes this an ideal item for September promotions.



## CV POMEGRANATES

California **Pomegranates** are now in season, with high initial prices. Pricing should ease through September as the Granada and Early Foothill varieties become more widely available.



## CV CELERY

**GOOD NEWS!** Celery continues to perform well in September, with stable volumes from California leading to competitive pricing. This makes **Celery** an excellent promotional opportunity throughout September.



## CV MELONS

**Cantaloupe** and **Honeydew** quality has been impressive as we enter the last month of consistent supply from California. In the short term, supply is lower than expected, causing markets to rise on both melons. Eating quality and flavor are outstanding.

**Watermelon** supplies will be slowing down very quickly, causing pricing to increase. Local growers are starting to finish up for the season. Quality remains excellent.



## CV STONE FRUIT

**Stone Fruit** from California and Washington is abundant in mid to late September. Expect **Red Velvet Apricots, Yellow and White Nectarines, Peaches,** and multiple **Pluot** varieties to be available. Make sure to stock these as they are among the best-tasting fruits of the season.

Eastern **Prune Plums** are now available.



## CV GRAPES

First class varieties of **Grapes** are being harvested. Varieties consist of:

**Black Grapes** – “Adora” & “Midnight Beauties”  
**Green Grapes** – “Autumn Crisp,” “Epic Crisp,” “Sweet Globes,” & “Great Greens”  
**Red Grapes** – “Sweet Celebrations,” “Jack Salutes,” “Scarlet Royals,” & “Allisons”

Prices will remain consistent as old varieties exit the supply chain and newer/stronger varieties enter.

There's a full line of The Grapery **Specialty Grapes** in house.



## CV PEARS

New crop **Pears** are in steady supply from California and Washington, including **Asian, Bartlett, Bosc, and Starkrimson**.

**Happi Pear, Red Anjou, and Green Anjou** should follow in October.



## CV CITRUS

Imported **Mandarins** are rising in price due to issues in all growing regions with all supplies limited for September. Small fruit will be the norm going forward, expect for 28s to be the largest **Mandarins** for the month of September. Imported "Halos" are in house with POS available.

Supplies are getting tight, and quality is struggling on import **Navel Oranges** due to multiple Southern Hemisphere countries having lower than expected yields.

Imported **Cara Cara Oranges** (Bulk/Bagged) and **Minneola Tangelos** are available.

**ALERT!** Lime prices are increasing out of Mexico as yields have been drastically down for the month of September, and quality is fair at best.



## CV SWEET CORN

**Sweet Corn** will continue to be available from **LO-CAL** growers through September. Quality continues to be excellent. Pricing has increased as harvests slow down.



## CV FRESH FIGS

**Fresh Figs** from California are facing some pressure due to heat, leading to a slight drop in volume. Expect prices to rise in the later parts of September. **Black and Brown Turkey Fig** varieties will be available in 12/8 oz clamshells.



## CV POTATOES

There is certainly some strength in the 10/5lb **Bagged Russet Potato** market out of Idaho. New crop **Potatoes** are sizing particularly large for this time of year which is causing some shippers to generate less bags than they had been packing over the last month of the old crop season. Expect the 10/5lb **Idaho Russet Potatoes** to continue to tighten up in September.

We had an abrupt finish to both the **LOCAL** 10/5lb Jersey Fresh **Red and Gold Potatoes**. Our value line will transition over to new crop Minnesota **Potatoes** with some really premium quality in the bags. These two items will be packed in the Dole label during September.



## CV BROCCOLI & CAULIFLOWER

**Broccoli Crowns** from Maine are back to normal production levels, while California continues to provide a steady supply. Expect a combination of Maine and California **Broccoli** in early September, with good availability and quality from both regions.

**Cauliflower** from California remains stable, with favorable conditions and strong quality expected through mid-September. Pricing is fair, with consistent availability.

## OTHER STORIES

- **Pineapple** supply and availability is improving. However, prices for 6ct fruit and larger are still high in mid-September.
- **Dragon Fruit** is expected to be in good supply from Ecuador, offering both yellow skin/white flesh (**Pitahaya**) and red skin/white flesh varieties.

- **Mangos** from Mexico are nearing the end of their season. The shift in demand to Brazil has caused strain on Brazilian supply, though Brazilian **Tommy Atkins** and **Ataulfo Honey Mangos** are looking excellent. Expect rising prices in early September.

- **Kiwifruit** supplies from Zespri are excellent, with both **Green** and **Gold Kiwifruit** varieties available throughout September.

- **LOCAL Bunched Herbs** from New Jersey are thriving in the cooler temperatures, and we anticipate a robust supply in the coming period.
- **Asparagus** pricing has increased slightly out of Peru as supplies become limited. Quality has been very nice.

# GUIDE TO HARD SQUASH



## ACORN/GOLDEN ACORN

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with fiber



## GOLDEN NUGGET

- Looks like a small pumpkin
- Sweet, orange flesh



## BLUE/GOLDEN HUBBARD

- Small and round like an acorn
- Sweet, slightly nutty vegetable flavored flesh
- Versatile in cooking, roasting
- Packed with fiber



## HONEYNUT

- Like a mini-sized butternut
- Flesh is much sweeter and has more squash flavor than butternut



## BUTTERCUP & KABOCHA

- Green skin
- Sweet & creamy orange flesh
- Kabocha aka "Japanese Pumpkin"



## RED KURI

- Japanese variety
- Orange exterior, yellow flesh
- Nutty & sweet



## BUTTERNUT

- Most popular hard squash variety
- Orange flesh
- Versatile in cooking, roasting
- Ideal blended for soup



## SPAGHETTI

- Mild & sweet flavor
- Flesh comes out like pasta strands when cooked - hence the name



## CARNIVAL

- Pale, orange flesh
- Relative of Acorn & Sweet Dumpling



## SWEET DUMPLING

- Mildly sweet
- Tender, orange flesh



## DELICATA

- Yellow flesh
- Tastes like a sweet potato
- Edible shell - no peeling needed!



## TURBAN

- Gets its name from its unique shape
- Use as decoration, soup bowl, or a floral arrangement

# PUMPKINS & FALL ORNAMENTALS

STARTING SEPTEMBER 1, 2024

## MINI DECORATIVES/ORNAMENTALS



Code: 4822

**JACK-BE-LITTLE (MINI-PUMPKINS)**

40 ct case

PLU: 4734



Code: 4929

**JACK-BE-LITTLES BAGGED**

14/5 ct case

UPC: 743425-08950



Code: 214521

**WHITE JACK-BE-LITTLES (BABY BOO)**

40 ct case

PLU: 4734



Code: 4901

**INDIAN CORN**

16/3 ct case

UPC: 033383-40077



Code: 214039

**MINI INDIAN CORN**

Display box 16/3 ct case

UPC: 743425-40076



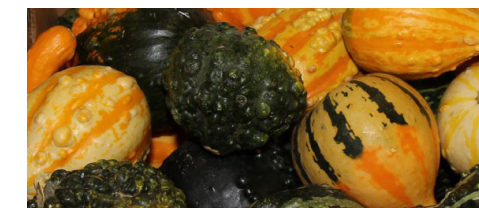
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**PUMPKIN LITTLES**

(Hardball size Pumpkin)

20 ct case

PLU: Retailer-Assigned



TO DOWNLOAD THE FULL 5 PAGE CATALOG DETAILING  
OUR 2024 ASSORTMENT,

**CLICK HERE**

OR USE THIS LINK:

<https://shorturl.at/tEVaR>





# CRESPO ORGANIC MANGOES SUMMER MANGO MANIA DISPLAY CONTEST

## WINNERS:

### LARGEST DISPLAY:

### MOST CREATIVE DISPLAY:



**HEALTHY LIVING MARKET**  
Burlington, VT



**BRATTLEBORO FOOD CO-OP**  
Brattleboro, VT

### BEST SMALL STORE DISPLAY: (3 REGISTERS OR LESS)



**SOULBERRY NATURAL MARKET**  
New Hope, PA

### BEST IN-STORE SIGNAGE & BEST SOCIAL MEDIA POST:



- One of the most sought after mangoes from Asia, and rightly so!
- The name Nam Dok Mai translates to the sweet juice of a flower, a fitting description for the delectable sweetness of these mangoes!
- It's the least fibrous of any mango variety. The texture is smooth as silk but with a sweet and intense mango flavor... yum!



**MCCAFFREY'S FOOD MARKET**  
West Windsor, VA

<https://www.instagram.com/reel/C95Ya2YJ8N6/>



PHONE: 1.800.422.8384

www.fsproduce.com



# “PAINTING PICTURES” WET RACK DISPLAY CONTEST

SEPTEMBER 1 - DECEMBER 31, 2024



Calling all Produce Artists!

Time to show the wet rack a little bit of love with the first ever Four Seasons Produce Wet Rack Display Contest!

Here's your chance to show off your creative flair, paint an awesome produce picture for your customers to shop from, win some cool prizes, and have all of the wet rack bragging rights for 2024! The natural colors and textures that nature provides us with lettuces, leafy greens, roots, and fresh herbs set the stage for creating an awesome customer experience! So, let's dust off those paintbrushes, clean up the canvases, and create some fresh experiences with our "Painting Pictures" Contest.



## DISPLAY CONTEST CRITERIA:

- This contest is available to current Four Seasons Produce customers.
- **"Paint a picture"** in your department by creating an amazing visual with your wet rack.
- Must follow all **crisping procedure guidelines** to keep product as fresh as possible for your customers (a simple step by step guide is included on page 2-5).
- Must include at least **3 NEW items** within the rack that you have never tried before (must include which 3 items are additions in your picture submission).
- Must highlight and put on ad at least **2 different items** within your rack at least **once a month** for the length of the contest.
- Submit all pictures to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **Friday, January 3, 2025**.

Keep it fun and keep it fresh!

## DISPLAY CONTEST PRIZES: (gift cards)

# 1ST PLACE - \$200



# 2ND PLACE - \$150



# 3RD PLACE - \$100



**EACH WINNER WILL RECEIVE A BRAND NEW FOUR SEASONS PRODUCE ENGRAVED PRODUCE KNIFE AND LEATHER SHEATH!**

Time to get those creative juices flowing, and create a wet rack that Picasso would be proud of. Remember, like any famous artist's style of painting, your wet rack is an individual expression of fresh. Get creative, and have some fun!

For additional merchandising best practices and wet rack display tips, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)

