

ORGANIC MARKET NEWS



APRIL 28 - MAY 5, 2023

LOCAL ORGANIC PRODUCE



Local Organic Vegetables are starting to come into season from Pennsylvania and New Jersey. No one product is flush in peak season yet, but we're scooping up whatever we can from our local grower partners.

To kick off May, Pennsylvania and New Jersey local 12ct half cases of **Organic Arugula, Dandelion, Chard** and **Kale** are available. Local Pennsylvania and New Jersey **Organic Lettuces, Spinach, Radishes** and **Cilantro** will supplement our Georgia and California supplies.

Organic Asparagus is in season from New Jersey too!

Local Organic Vegetable growers in the mix so far include Panther brand by Flaim Farms and Eastern Fresh in New Jersey, plus Lancaster Farm Fresh Cooperative in Lancaster County, Pennsylvania.

Later this spring, Lady Moon Farms will be harvesting in their original farms near Chambersburg, PA.



OG BERRIES

GOOD NEWS! **Organic Strawberry** prices have eased down quite a bit as Baja and California regions are harvesting strong numbers. The quality has looked excellent, with good size and great-tasting fruit. Supplies should be good for Mother's Day and of excellent quality.

GOOD NEWS! **Organic Blueberry** prices will be promotable throughout the start of May in Georgia. Farms are beginning to come into good production, and the quality of the new fruit should be outstanding.

Organic Blackberry prices are steady out of Mexico. Demand has slowed down, leading to more supply availability, but harvests are still the same. Quality is very nice out of Mexico.

NOTE: **Organic Raspberry** prices will be extremely limited here in early May. Production is very low, and California harvests are delayed after the rainfall this past winter. Quality has been nice, but expect tight supplies.



OG MANGOS

GOOD NEWS! Continue to look to promote peak season **Organic Ataulfo Honey Mangos**. These creamy **Organic Yellow Mangos** should be a big part of your Cinco De Mayo displays to start the month of May!

Organic Round Mangos from Mexico are on the verge of really opening up. Limited trucking availability in the south has made getting fruit to the border a challenge. Expect decent supplies for Cinco De Mayo celebrations, but pricing will not be as attractive as in past years.

Organic Dried Mangos from our Organic Mango partner Crespo Organics are now available at Four Seasons Produce in attractive 4 oz pouch bags.

Crespo Organics is offering dried **Organic Red-Round Mangos** as well as dried **Organic Ataulfo Honey Mangos**. These dried **Organic Ataulfo Mangos** are the only ones available organically in the industry!



OG AVOCADOS

GOOD NEWS! **Organic Hass Avocado** volumes are poised for what should be a big Cinco de Mayo to kick off the month of May. 48ct fruit availability remains strong. 60ct fruit volume is also up for the start of May.

60-count **Organic Hass Avocados** from Equal Exchange will also be available, but supplies are more limited. Equal Exchange expects to wind up their season around the middle of May.

Ask your Four Seasons rep about FREE Avocados from Mexico display bins.



OG LETTUCE

Organic Leaf and **Romaine Lettuce** regional production from the East Coast remains steady. Although Georgia has seen a decrease in volume, production in North Carolina has begun as well as in Pennsylvania. New Jersey **Lettuce** is also on the horizon. California **Organic Lettuce** is also available. Pricing has eased, and the product is available as a supplemental option.

Organic Romaine Hearts have good availability, while **Organic Iceberg Lettuce** availability is improving. **Organic Iceberg Lettuce** is on the horizon in May from New Jersey.



OG BOK CHOY

Organic Bok Choy and **Baby Bok Choy** from Lady Moon Farms in Bainbridge, Georgia, unfortunately have seen their season end due to heat. The season was quick, but the volume and quality were strong while it lasted.

Local Pennsylvania and New Jersey production has started and will be the primary source of production as May begins. California will also be available.



OG BEETS

Organic Red Bunched Beets are back in steady supply from California after an extended hiatus of short supply. As **Organic Red Bunched Beets** supply has improved.

Unfortunately, **Organic Gold Bunched Beets** are now experiencing shortages of supply. Expect limited availability and even possible gaps in early May.



OG GREEN BEANS & BRUSSELS

Organic Brussels Sprouts and **Green Beans** from Mexico remain in steady supply entering May. The pricing outlook will look different as the Mexican season is approaching its end. Expect availability and costs to become inconsistent during May.

Organic Purple Brussels Sprouts continue to season into early May from Covilli Fair Trade.



OG HONEYDEW & CANTALOUPE

Organic Melons are starting to come out of Mexico. We have our first shot of **Organic Honeydews** in house in 5/6ct with more on the road.

Organic Cantaloupes will come back into season in May.



OG POTATOES

We will make the switch to Bakersfield-grown Cal-O **Organic Gold Potatoes**, with product arriving at the start of May.

Cal-O **Organic Red Potatoes** will get started around mid-May.



OG WARM VEG

GOOD NEWS! **Organic Eggplant** volume remains promotable with aggressive pricing. **Organic Cucumber** and **Zucchini** volume continue to increase; in addition, **Organic Zucchini** from Lady Moon Farms in Georgia will begin harvest in early May. The quality will be outstanding. Promote together as the weather improves and grilling season is on the horizon.

Organic Cucumber, Eggplant, and Zucchini from Lady Moon Farms in Florida will have steady availability as May begins.



OG WATERMELONS

Organic Mini Watermelons out of Mexico are finally starting to come in with steady supplies. Sizing is larger right now on new fruit, but quality has looked excellent.

Organic Full Size Watermelons from Mexico will be available through the start of May. Harvests have started in a small way but should continue to get better as May goes on. Quality should be outstanding on crown-picked fruit.



OG ASPARAGUS

We will be transitioning to premium domestic **Organic Asparagus** out of California as well as a little bit of local organic out of New Jersey as we head into May.



OG SWEET ONIONS

GOOD NEWS! The **Organic Vidalia Sweet Onion** display contest kicks off at the start of May! Now is the time to lock in aggressive pricing for the entire month of May.

Quality has been great on 40lb Jumbos and 16/3lb bags.



OG SPECIALTY FRUIT

A new item is back in stock! A small supply of **Organic Jackfruit** will be available at the start of May.

Organic Pineapple supplies from Costa Rica have been good. The quality has been excellent. Fruit should be in good supply by May!



OG TOMATOES

Organic Grape Tomatoes from Lady Moon will be available into May. The quality has been great, and there is plenty of product to grab.

Organic Lady Moon Cherry and Rainbow Cherry Tomatoes are finished in Florida. We can expect Lady Moon to transition to their GA crop in early May. In the meantime, we will fill the gap with products from Wholesum Organics and A&A Organics.



OG APPLES

Organic Washington Gala and Granny Smith Apple prices are on the rise, but with the addition of imports due in the middle of May, prices should ease off again when they arrive. Expect good supplies of new crop imports out of Chile and Argentina, offering a nice value on a fresh crop apple.

Organic Fuji Apple packing has increased, and prices will ease slightly as we move into May.

Organic Cosmic Crisp and Envy Apples supplies out of Washington are tightening up; expect prices to rise as we move into May.

NOTE: Organic Honeycrisp Apples are getting very tight due to sporadic packing and limited supplies remaining, expect steep pricing increases as we move into May.

Organic Ambrosia Apples are done for the season.



OG CITRUS

Organic Navels continue in season; supplies are firming by the day, but things are not expected to wrap up completely until mid- to late-May. There are some excellent deals on jumbo fruit! We expect to transition into California Valencia without a hiccup.

Organic Cara Cara Oranges are in their last month for the season; small fruit is prevailing and will be completely done in May.

Organic Blood Oranges will finish for the season at the end of April.

Organic Lemons remain popular and in decent supply, and this is expected to continue into May.

NOTE: Organic Lime prices have been expensive but are finally beginning to ease off slightly, with smaller sizes prevailing.

NOTE: Organic Grapefruit remains very limited out of California, with Mexico filling the gap. Supplies are firm with steady prices.



OG WEST COAST VEG

ALERT! Organic West Coast Veg, such as **Organic Broccoli, Cauliflower and Celery**, are experiencing difficult pricing conditions due to inclement weather during the growing stages.

Strong demand, light yields, and quality issues have continued to increase costs throughout April. As May approaches, prices are expected to remain difficult for most of the month.

The East Coast **Organic Broccoli** supply will supplement shortages in California. North Carolina-grown **Organic Broccoli** volume will begin to build in early May. Quality and availability are expected to be strong.

ALERT! Organic Baby Arugula continues to be in short supply out West due to quality growing issues. Most salad brands are cutting or prioritizing orders.

OTHER STORIES

Organic Butternut Squash is still extremely tight. The product will be limited through the start of May.

Organic Rhubarb is set to arrive at the start of May.

Organic Euro Cucumbers 12ct will be available into May with products out of Canada. The quality is outstanding.

The first **Organic Apricots** are currently

expected to arrive around May 17th, Some California cherries are also expected about the same time.

ALERT! Organic Broccoli Rabe from California will be unavailable in late April and early May due to quality issues.

Organic Color Peppers from Canada have good

availability to begin the season but are expected to see some drops in product. Mexican production remains available as a supplementary option with good availability and quality.

NOTE: Organic Mini Sweet Peppers are limited.



VIDALIA SWEET ONIONS DISPLAY CONTEST

May 1 - May 28, 2023

Do your customers have a sweet tooth? Are you looking for a surefire way to “sweeten” your profits! Well then, we have the answer for you to satisfy both of those “sugar” cravings! Vidalia Sweet Onions from Georgia are here, and we are going to kick off the season in style!

Four Seasons Produce has again partnered up with Stanley Farms (Richter Produce) to bring you another super exciting display contest for the month of May! The long awaited, highly anticipated Vidalia Onion season is upon us and your customers will definitely be looking for these precious gems from the south. Vidalia’s add great sales opportunities and potential impulse sales for your produce department so be sure to jump in on the fun!



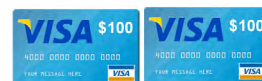
CONTEST CRITERIA:

- Build an amazing display of organic and/or conventional Vidalia Sweet Onions. ****Product must be purchased only from Four Seasons Produce.**
 - 4105 - CV Onions Sweet Jumbo 40 lb Vidalia
 - 4166 - CV Onions Sweet 16/3lb Vidalia Bag
 - 41541 - OG Onions Sweet 40 lb Vidalia
 - 41540 - OG Onions Sweet 16/3lb Vidalia Bag
 - 230952 - POS Vidalia Display Box
- Participants must order at least **8 cases** of product throughout the contest period.
- Vidalia Onion point of sale signage must be included on or by your displays. Use of Vidalia Onion boxes would qualify for this criteria.
- Email all contest photos to contests@fsproduce.com by Thursday 6/1. ****While not a requirement to qualify, the use of social media presence is strongly encouraged.**

PRIZES:



FIRST PLACE:
Grill



Two other winners will each receive a \$100 Visa gift card!



One store will receive a \$100 Visa gift card for use of the most creative Vidalia Onion signage. Every qualifying entry will receive a Stanley Farms hat just for entering!

MERCHANDISING & HANDLING TIPS:

- Vidalia Sweet Onions are a lower risk display commodity. Go BIG with your displays in high traffic areas and get them seen!
- There are so many items that Vidalia Sweet Onions can be paired with! Corn, peppers, tomatoes, zucchini to name a few but any grilling type vegetable (or fruit!) will add potential impulse sales to the basket! Cross merchandise and build into your displays from grocery departments, balsamic, hot sauces, lime juice and olive oils; the list goes on. Build your basket size, build your sales!
- Store Vidalia Onions in a cool, dry area. Keep away from any moisture or humid storage areas.
- Add some recipe cards onto your display for quick meal ideas for your customers.
- Cross merchandise a basket or two in your meat department for quick impulse sales and a nice grilling addition to those burgers!



Now its time to build some “sweet” displays with these sweet onions sure to indeed “sweeten” those sales!

For more information, display tips and ideas, contact your Four Seasons Sales Rep or Merchandiser.



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CONVENTIONAL MARKET NEWS

APRIL 28 - MAY 5, 2023

BERRIES IMPROVE FOR MAY

GOOD NEWS! **Blueberry** prices continue to drop to promotable levels as harvests continue to come on with good volume. Florida is starting to wind down but is still harvesting; Georgia is harvesting; and North Carolina is now starting harvests as well. The quality of domestic production has been outstanding. 18oz packs are in good supply too.

GOOD NEWS! **Strawberry** prices really eased down as the weather brought harvests on with strong volume. Supplies look good for Mother's Day, with exceptional quality. Quality out of California has been outstanding.

Things will be "herky-jerky" in May for Strawberries. Expect prices to jump and fall very quickly this California season after the record rainfall has affected crops very differently.

GOOD NEWS! **Blackberry** prices are promotable out of Mexico. Harvests are really starting to come on, and quality has been excellent.

NOTE: **Raspberry** prices remain high with tight availability. Harvest numbers in Mexico are becoming smaller and smaller, and California is not harvesting. The quality has been nice.

On the specialty premium berry front, Driscoll's "**Sweetest Batch**" **Blueberries** and **Blackberries** are available though supplies are light. There will be some small supplies of Driscoll's "**Berry Big**" **Strawberries** for early May. **Jumbo Blueberries** will be available from a few shippers.



CV STONE FRUIT

OUTLOOK: The first **Apricots** will start about 2 weeks late, around May 15th, due to the cold weather California experienced earlier this year. Moving into June, we expect excellent supplies.

The first **Cherries** out of California are also expected to start about 2 weeks late, around May 15th, and supplies are expected to be limited out of the gate, but just like **Apricots**, June looks to have promotable volume, and with Washington also expected to start sometime late June, there is a possibility of some July 4th **Cherry** promotions. Stay tuned for updates.

California **White** and **Yellow Peaches** and **Nectarines** are expected to start around the third or fourth week of May; they are about 2 weeks late, but excellent volumes are expected once they start.

Import Plums are almost done for the season, and then we expect a short gap until California gets started in early June.



CV PEPPERS

GOOD NEWS! 15lb **Red Sweet Peppers** from field production have now started to decrease in price as we head into May with product out of Mexico and California. The quality has been excellent. There will be pressure on this item with the 11lb **Red Pepper** getting tight.

11lb **Hot House Color Bell Pepper** prices have started to increase. **Red Pepper** is getting tight while there is still crop volume for **Orange** and **Yellow**, which shippers are promoting. We continue to carry XL and jumbo-size Peppers.

Jumbo Green Pepper prices are rising in Florida and Mexico. Mexico still charges a higher price for quality **Peppers**. The quality is good both in Mexico and Florida. The weather that California saw this year is expected to cause issues with this pricing, and we can expect to see high pricing through May and June. It is recommended to be cautious about promoting during this time.



CV SLICING TOMATOES

GOOD NEWS! **Beefsteak Tomato** prices are promotable with products from the US and Canada in large sizes. These will be promotable into the beginning of May!

Tomato On-the-Vine pricing will be promotable into the beginning of May. Quality has been excellent, and there is still product out of Mexico, Canada, and the US (Ohio and New York).

Heirloom Tomatoes will be promotable as we head into the beginning of May and will rise again later in the month. Availability is increasing, and quality is outstanding.

Roma Tomato pricing will remain steady through Cinco de Mayo; demand and bigger pulls will affect pricing the closer we get to the start of May.

Round Tomato prices will continue to rise with fields winding down and pulls picking up for the holiday. We will continue with 2-layer **Vine-Ripe Tomatoes** out of Mexico but have transitioned our 25 lb **Vine-Ripe Tomato** packs to products out of Florida.



CV AVOCADOS

GOOD NEWS! Avocado supplies are ramped up for big volumes as we start May. Border crossings rivaled volumes for the week prior to the Super Bowl. Be sure to go big with displays heading into May for Cinco de Mayo celebrations.

POS display bins are available from our partner, Avocados from Mexico. Be sure to ask your Four Seasons sales representative for more details!



CV SWEET CORN

Sweet Corn from Florida is in peak season with steady pricing. The quality is outstanding.

Right now we have packaged corn along with **White, Yellow, and Bi-Color Bulk Corn**. All corn will be arriving in ECO crates.



CV MANGOS

GOOD NEWS! Now is the time to promote Ciruli Brothers "Champagne" **Ataulfo Mangos** for Cinco de Mayo. These delicious mangos will be steady until May. Four Seasons will be carrying them for the duration of their season!

Round Mango supplies are starting to open just a bit. Pricing is still at a premium, but 10 and 12 ct pricing will soon approach a more promotable level. 9 ct and larger fruits are still demanding higher premiums.



CV BROCCOLI

Broccoli Crowns out of California are starting to see better numbers, but this pop in availability is expected to be short-lived. Georgia is running strong but is feeling the demand from a lack of availability out of California. Prices are expected to come off but then head right back up.

Sweet Baby Broccoli is readily available, with promotional numbers expected into Mother's Day.



CV GREEN BEANS

Green Bean prices will remain high until the beginning of May. A lot of rain hit Florida, damaged crops, and did not allow shippers to pick.

Prices are rising, and we could see pricing highs by the end of April and then fall by the middle of May.

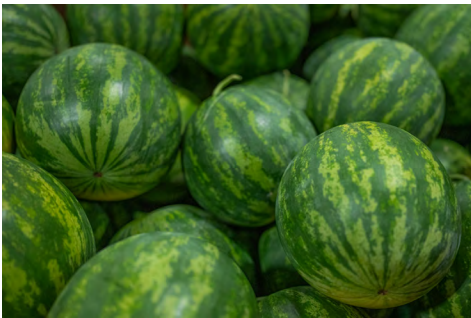


CV WASHINGTON APPLES

Fuji Apples are packing out better than expected, causing a little easing in the prices as we move into May. This is one of the more plentiful varieties out of storage.

Honeycrisp Apple supplies are tightening; expect prices to rise and some small, sporadic gaps to be possible for the remainder of the domestic season.

SugarBee Apples are dwindling in supply; expect some small, sporadic gaps for the remainder of the domestic season.



CV WATERMELON

Watermelons are selling fast but not in abundance to start May. Florida growers continue to get hit with rain and weather that limits harvests. The quality has been very nice, but supplies are limited.

Mini Watermelon supplies are solid as off-shore programs and Mexico both have fruit right now. The quality has been exceptional.



CV GRAPES

NOTE: Grapes are sparse in supply and expensive during this time, with some rumors of a gap between old crop imports from Chile and Mexican new crop. Look for this trend to remain through mid-May until the Sonora region gets ramped up. There are some **Cotton Candy Grapes** around.



CV CAULIFLOWER

ALERT! Cauliflower is extremely limited, with most growers unable to cover contract volume. Prices are high and are expected to rise again as less will be available to load in the first week of May. It is looking to be a tough go on **Cauliflower** pricing until the end of May. Expect gaps in product availability.



CV MELONS

Melons continue to show pinnacle quality out of Guatemala. Currently in house are “Dino’s”, “Galia’s”, and “Mag” Melons from Del Monte. Mexico has started with Honeydew and will ramp up with Cantaloupes from different growers as we enter May.



CV BRUSSELS SPROUTS

Brussels Sprouts out of Mexico are struggling with warm temperatures. Quality is hit or miss. Pricing is expected to continue to rise as availability drops each week. Relief isn’t expected until California is back up and running in June.



CV CELERY

Celery is increasingly snug. Prices are expected to increase heading into May. Some larger vendors are seeing trouble ahead and have started buying from those who do have availability. May looks to be a tough month for Celery.



CV KIWIS

California-grown “Mighties” label Green Kiwi Clamshells will be available in good supply. These will be offered in a 16/1 lb clamshell and will be steady as we start May.



CV PINEAPPLE

Four Seasons will continue to offer some premium, high-color Pineapple from Dole and Del Monte under the Golden Selection and HoneyGlow labels, respectively.

NOTE: Pineapple demand exceeds supply making this category less promotable for early May.



CV ARTICHOKES

12ct Jumbo Artichokes have started to have a little better availability since the first of May and are heading into Mother’s Day. Pricing is starting to come down. 24ct remain more limited.



CV LETTUCE

Through the beginning of May, pricing will begin coming down. Overall, there is a wide range of pricing across growers.

NOTE: 30ct Iceberg Lettuce is becoming more prevalent as heads are just not sizing up in fields. Lighter weights are expected on 24ct packs sizing from 26–34 lb. This item is still on the expensive side.

ALERT! Boston or Red Leaf Lettuce is extremely limited. Most vendors are gapping the first two weeks of May.

Weather pending, New Jersey Local Leaf Lettuce crops should slowly start harvesting in mid-May.

Romaine and Romaine Hearts have the best availability with okay pricing.



CV ASPARAGUS

Local Asparagus out of Delaware or New Jersey has started, and the quality is outstanding! Peak season will be through the month of May, and volume is ramping up, which will cause the price to curve down.

ALERT! White Asparagus will not be available for the month of May due to the weather concerns that hit Peru. We can expect to see white grass from Peru around early June.



CV CITRUS

Halos Mandarins from California continue to show powerful quality but are sizing smaller (36ct) and expected to increase in price. This crop should go through May, possibly June.

Imported Mandarins from Morocco are showing impressive quality as well as a full range of sizing while being very promotable and the go to in this category during this time!

The Grapefruit crop (Star Rubies) is showing blue ribbon quality and peaking in the 40s out of California.

Lemons are showing sharp quality as the crop continues to peak on larger choice fruit. Reach out for deals on large Lemons from different growers!

Limes are starting an earthward trend, showing relief just in time for Cinco de Mayo. The Mexican pricing has been very aggressively priced to move fruit!