



ORGANIC MARKET NEWS



JULY 28 - AUGUST 8, 2023

CALIFORNIA ORGANIC GRAPE SEASON



GOOD NEWS! **Organic Grapes** are showing plentiful supply from California on all colors with mainly traditional varieties leading the way but as we move north in California, we will see more proprietary varieties during August and September.

August will be a good time to promote what are expected to be good quality **Organic Green** and **Red Seedless Grapes**

Organic Champagne (tiny red seedless grapes with tender stem ends) and **Organic Thomcord Grapes** (a seedless cross between Thompson and Concord grapes with old-fashioned grape jelly taste) are both in season.



OG STONE FRUIT

GOOD NEWS! **Organic Stone Fruit** continues to be in excellent supply on all varieties out of California and Washington, including **Organic Yellow & White Peaches** and **Nectarines, Red & Black Plums, and Pluots.**

Organic Cherries are winding down for the season in early August with higher prices and smaller sizing before they finish completely.

Organic Rainier Cherries are done for the season.

Some late variety **Organic Apricots** will make a brief appearance for early August from California.



OG TOMATOES

LOCAL Ohio and Pennsylvania **Organic Heirloom Tomatoes** are in season.

LOCAL **Organic Grape** and **Cherry Tomatoes** are in peak season from Pennsylvania

Lady Moon Farms **Organic Heirloom Tomatoes** will be arriving by first week of August with great quality and availability moving forward.

Organic Cherry On-the-Vine Tomatoes will be available from Nature Fresh in their "Hiros" label. These will be arriving for the beginning of August and will be available with outstanding quality and big, bold flavor!



OG MELONS

GOOD NEWS! **Organic Cantaloupes** and **Honeydews** are peaking in production, with **Organic Cantaloupes** being very promotable for the month of August.

Organic Hami and **Galia Melons** continue to be in season.

Organic Mini Seedless Watermelons continue to be available out of California and Arizona. Fruit has been excellent. **LOCAL** Pennsylvania farms will begin harvests in the first week of August with stronger supplies expected as August continues.

Organic Seedless Watermelon bins will not be available. California farms are gapping and demand is strong. Prices will be extremely high on what little fruit is available.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Organic Broccoli and Cauliflower from California are promotable to begin August! Strong volume and quality are driving improvements in prices.

Both commodities are available from Québec as a supplement option, however pricing is elevated from that region with losses to plantings due to weather conditions.



OG GREEN BEANS

GOOD NEWS! LOCAL Organic Green Beans from Pennsylvania are in peak season during late July and early August. Weather conditions have increased yields during the initial stages of the season, driving prices down.

Excellent quality, substantial volume, promotable prices, and “Locally Grown” are the perfect combination for successful promotions in August.



OG PEPPERS

Organic Red, Orange, and Yellow Peppers are in steady availability from Canada, but yields are decreasing in late July as hot temperatures approach. Pricing will remain consistent, but if yields are severely impacted by the heat, prices can quickly rise.

Product from Holland will be available to supplement any shortages from Canada.



OG KIWIFRUIT

Now through early September is the time to promote Organic Green and SunGold Kiwifruit from New Zealand while they are in peak season.

Four Seasons and Zespri will be running another Display Contest during the month of August! A full complement of volume filled and clamshell options will be available for both varieties.



OG PINEAPPLES

Organic Pineapple supplies have tightened just a bit as heavy conventional market pressure has also affected the organic market. 6ct and larger sizing has been tighter.

Expect 7ct Organic Pineapples to be the most available in volume over the next month.



OG EXOTIC MUSHROOMS

Have you tried Mother Earth Mushroom's Organic “Mother's Harvest” blend Exotic Mushroom mixed pack? It offers a medley of special mushrooms, which may include any combination of Lion's Mane, Oyster, Pioppino, Maitake, and Royal Trumpet. FSP code 232863



OG HARD SQUASH

LOCAL Pennsylvania Organic Acorn and Delicata Squash are getting started for the beginning of August.

Some California Organic Spaghetti and Butternut Squash will be available until local growers start on those two varieties. We will see a little gap on Organic Kabocha Squash over the next few weeks until we get started with local product.



OG CELERY

GOOD NEWS! The substantial increase in volume of Organic Celery is driving improvements in cost. Conditions are improving after supply issues for an extended period.

Quality is average, but supply availability and pricing have vastly improved. Expect conditions to continue to improve as August begins.



OG POTATOES

Organic Red and Gold Potatoes are in steady supply with fantastic quality out of California. We will stick with the California product for a couple more weeks until product gets started out of Wisconsin around the week of August 14th, which should bring some nice price relief to these items.

Organic Count Russet Potatoes will be tight heading into August with California shippers winding down and Washington growers pushing harvests back by a week due to sizing. Washington Organic Russets should begin to ship the first week of August.



OG HASS AVOCADOS

60ct **Organic Hass Avocados** will be promotable for the beginning of August.

NOTE: 48ct fruit and larger will be very limited.



OG ONIONS

LOCAL Organic PA Candy Sweet Onions are in full swing and a wonderful item to promote. Sell away!



OG PEARS

The first new crop California **Organic Bartlett Pears** and **Organic Asian Pears** should arrive to the East Coast by August 8th.



OG LETTUCE

Organic Romaine Hearts and **Iceberg Lettuce** remain readily available from both California and Québec. Expect an increase in prices for both commodities in early August.

NOTE: **Organic Leaf** and **Romaine Lettuce** conditions are not ideal, but supplies remain available from various regions. Québec, New York, and Vermont are all available, however due to inclement weather, yields are limited from all three regions.

California-grown **Organic Lettuce** will supplement the shortages from the Northeast and Canadian growers.



OG APPLES

New for the first time ever, **Organic Koru Apples** are available now from New Zealand. This cross between a Fuji and Braeburn is a great mix to add to the category for people who like a crunchy apple that's not too sweet and not too tart.

Organic Fuji Apples will fully transition to imports in the beginning of August until new crop Washington begins sometime mid-September.

Organic Gala Apples have transitioned to imports with promotional opportunities on all sizes and are expected to transition seamlessly to new crop in mid to late August.

NOTE: **Organic Granny Smith Apples** have transitioned to imports with tight supplies. Expect high prices until new crop in mid to late September.

Organic Cosmic Crisp Apples have finished for the season and will gap until November or December.



OG BERRIES

GOOD NEWS! **Organic Blueberry** prices and supplies will remain promotable out of Washington and Oregon. Quality has been very nice.

Organic Blackberry prices are coming off slightly in early August of California. Fruit is eating excellent right now. New Jersey fruit is expected to finish up by mid-week before we carry mainly Driscoll's for the month of August out of CA.

ALERT! **Organic Raspberry** pricing will remain high with limited amount of fruit. Mexico is lightly starting, and will have limited but steady supply.

ALERT! **Organic Strawberry** prices jumped significantly, and volume continues to remain limited. Harvests have slowed down and availability will continue to be a struggle. Expect pro-rates and limits with higher prices.

OTHER STORIES

- **NOTE:** **Organic Black Mission Figs** are currently gapping and will return in mid-August. The later crop will last into the fall.

- Back in stock! **Organic Starfruit** and **Longan Fruit** from Florida will be available as we start August.

- **NOTE:** **Organic Pomegranate Arils** are now gapping. **Organic Arils** will return when the domestic season start later this fall.

- **Organic Ataulfo Honey Mangos** will be more limited though the end of the July, with larger sizes being more tight.



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.

CONTEST CRITERIA

- Build a BEAUTIFUL display of organic grapes in your produce department using the Homegrown Organic Farms label. ALL fruit MUST be purchased from Four Seasons Produce.
- Must carry three (3) grape SKUs in order to qualify. We will have reds, greens, blacks, Thomcords and champagnes all in the Homegrown label for this contest.

Grape Codes:

- 42682** OG Grapes Black PREM 19 lb
- 43885** OG Grapes Green PREM 19 lb
- 43878** OG Grapes Red Seedless PREM 19 lb
- 43725** OG Grapes Champagne 16/1lb
- 43573** OG Grapes Thomcord 20/1lb



- Must purchase a total of 10 cases of grapes during the contest period.
- Displays must show the Homegrown Organic Farms branding.
- All displays must remain up for at least one week.
- Send all display contest photos to contests@fsproduce.com by Thursday August 31, 2023



About the Homegrown Organics and EFI partnership:

"Growing our fruit is not possible without the care and passion of our employees and farmworkers. We are proud to partner with Equitable Food Initiative (EFI) to provide transparency, innovation, and progress in the workplace. The EFI label is rooted in forward-thinking ideas ensuring the worker are treated well, compensated fairly, and engaged to identify problems and solutions that prevent food safety issues."

LARGEST DISPLAY	MOST CREATIVE	BEST SMALL STORE
1ST - \$400 gift card	1ST - \$400 gift card	1ST - \$400 gift card
2ND - \$300 gift card	2ND - \$300 gift card	2ND - \$300 gift card
3RD - \$200 gift card	3RD - \$200 gift card	3RD - \$200 gift card



Every qualified entry will receive a Four Seasons Produce/ Homegrown Backpack! So everyone is a winner with this SUPER sweet entry prize!



Time to get your grape on and build some fantastic displays of Homegrown Organic Farms Grapes! Talk with your Four Seasons Sales Rep or Merchandiser for display tips and ideas!



PHONE: 1.800.422.8384

| www.fsproduce.com





Driscoll's BIG Pack Blueberry Promotion July 31 - August 12, 2023

WHO'S READY TO SELL SOME BLUES?!

Blueberries from the Pacific Northwest are in and SUPER promotable, so we are going to celebrate and have a Blueberry Block Party! Four Seasons Produce has teamed up with Driscoll's berries to bring you a BIG promotion on a BIG tonnage category! BIG pack 18oz Driscoll's Blueberries are primed and ready to rock the counters and displays in your produce department. Bigger packs of blues mean bigger rings of "green" at the register. These BIG packs of fruit look dynamite in your regular berry sets and even better in larger off counter displays. BIG displays of these BIG packs of blues will lead to BIG sales!



Product Code:

230373 CV Blueberries 12/18 oz Driscoll's



Product Code:

225850 OG Blueberries 12/18 oz Driscoll's

We also have some Driscoll's Blueberry POS posters available - really nice with razor sharp graphics!



BUILD A BASKET!

Blueberries offer great opportunities to build a bigger basket in your department and store. Blueberry shoppers also cross category shop with other berries in your section. Be sure to have plenty of variety of other berries and pack sizes on hand in your berry patches! Other great tie in items for blueberries include granola for that perfect breakfast and sugar, flour, baking soda to suggest making those awesome blueberry muffins!! Build a basket and build your sales!

Signage highlighting freezing for future use is also a great way for shoppers to pick up some additional packs!
For pricing info, point of sale posters or display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



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| www.fsproduce.com





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!

CONTEST CRITERIA

- Build an amazing kiwi display that would get high marks from the kiwi bird themselves! ALL fruit MUST be purchased from Four Seasons Produce. We will have both conventional and organic bulk and packaged kiwi.
- Both green AND gold kiwi must be in your display in order to qualify for entry.
- Utilize the super high graphic Zespri bins 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 are high graphic and will look amazing in your departments! Bin codes are found at the bottom.
- All displays must remain up for at least one week.
- Email your display contest entry photos to contests@fsproduce.com by Thursday August 31st 2023

Also, while not a requirement, use of social media is a great way to get product info out to your customers.



For kiwi display tips and ideas, please contact your Four Seasons Produce Sales Rep or Merchandiser



PHONE: 1.800.422.8384 | www.fsproduce.com





ZESPRI KIWIFRUIT DISPLAY CONTEST

JULY 31-AUGUST 28, 2023

CONTEST PRIZES

(prizes will be awarded based on overall eye appeal and use of Zespri point of sale signage and bins)

Grand Prize

Best Overall Display--\$500

Most Creative:

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

Best All Organic:

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

Best Small Store Display:

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

Entry Prize

Everyone's a winner! Each qualifying entry will receive TWO Zespri T-shirts just for entering (Sizes may vary)

PRODUCT CODES

- 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 NZL 8/1 lb Clamshell

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

- 228487 - POS Display Bin Zespri Sungold
- 225669 - POS Display Bin Zespri
- 231310 - POS Display Bin Sungold Organic



For kiwi display tips and ideas, please contact your Four Seasons Produce Sales Rep or Merchandiser



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CONVENTIONAL MARKET NEWS

JULY 28 - AUGUST 8, 2023

PEAK SEASON LOCAL PEACHES



LOCAL Peaches are in peak season and August will be prime time for displays and promotion.

NJ "Jersey Fruit" is available on 3" and 2-3/4" **Yellow Peach** cartons. Returnable wood crates of **PA Yellow Peaches** from Hollabaugh Orchards allow for a farm market look.

LOCAL White Donut Peaches are in season from Frecon Farms in PA.

"Summeripe" **Peaches** and **Nectarines** with great quality on a pre-conditioned California program.

Stone Fruit is peak of the season with great supply, quality, and special varieties. In the first week of August, we will introduce **Green "Flavor Grenade"** and **Red "Summer Punch" Plumcot** varieties in both bulk and clamshells.

The "**Plumogranate**" **Plumcots** and **Verry Cherry Plums** are in promotional supply.

Dark Sweet Red Cherries out of Washington continue to be plentiful with a 10.5 row peak. Expect supplies to continue until the end of August, but from this point forward, prices will begin to climb. Expect to see some of the best quality of the season.

Rainier Cherries are past their peak in both supply and quality. Expect some lighter color and more sporadic supply, as well as smaller sizing as we wrap up the season entirely in early to mid-August.



CV MELONS

Premium California **Melons** are very promotable out of the "West Side" deal with great quality both externally and internally. This is an excellent time to feature **Honeydew** and the **Cantaloupe** at their best!

We will continue to carry a full array of Specialty Melons from reputable shippers including Pacific Trellis and Turlock. Currently available: **Tuscan, Sugar Kiss and Summer Kiss, Orangedew, Canary, Galia, Golden Dew, Golden Hami, and Hami Melons.**

Watermelon prices remain steady overall. We are moving into more local production with Delaware and Pennsylvania farms starting lightly. Both regions should have excellent quality to start with sweet tasting fruit. North Carolina continues to be the main source of supply, and quality has been excellent as well.



CV BERRIES

Blueberry volumes overall are still saturated with product as Michigan also continues harvests. Quality has been nice. Prices are promotable though starting to firm up as the huge peak out of the Pacific Northwest slows down to more steady numbers.

Blackberry prices remain steady. Fruit continues to come out of California with nice quality. This is some of the best eating fruit of the year.

ALERT! Raspberry supplies continue to be very snug with high prices with weak quality. California continues to struggle with any kind of big volume. Mexico is slowly coming back into supplies and are expected to be steadier later in August.

ALERT! Strawberry supplies continue to be tight and prices continue to jump. The California peak finished in early July and supplies continue to remain tight, limited, and pro-rates for the foreseeable future.



CV GRAPES

GOOD NEWS! **Grapes** from California are showing excellent quality to start the season as we enter the Bakersfield/Delano, California area.

Reds are currently coming on stronger than **Greens** mainly due to high heat slowing the sugars in the **Greens**. We are seeing a traditional varieties in all sizes from Medium through Jumbo.

We will carry sizes from LG through Jumbo the entire California season with **Specialty Grapes** including **Candy Snap, Bi-Color, and Thomcord Grapes.**

Promo pricing continue on **Cotton Candy Grapes** from Mexico for early August.



CV LETTUCCES

NOTE: Heavy rain in Quebec, Canada has put a halt to harvesting **Lettuces**. Due to quality and loses in August availability will be poor. There will be a gap the first week of August.

California product will be needed to supplement as prices continue to trend upwards due to high demand. Most growers plant less this time of the year to account for Quebec supplies.



CV PEPPERS

GOOD NEWS! **LOCAL Jumbo Green Bell Peppers** are now primarily out of New Jersey and promotable. Pricing is expected to hold steady, and quality is outstanding.

LOCAL Shishito Peppers will be arriving from Flaim Farm out of New Jersey in an 8/8oz bags with the Jersey Fresh label for the beginning of August. Other local bagged pepper options are available.

Bulk **Hot Peppers** are available with **Pasilla Dry, Ancho Dry, Arbol Dry, and Guajillo Chili Peppers**, all in 5lb boxes. Talk to your sales rep for



CV GREENHOUSE CUCUMBERS

GOOD NEWS! **Euro Seedless Cucumbers** are very promotable through August. Quality continues to be outstanding.

Mini Cocktail Cucumbers will be promotable while supplies last into the beginning of August.

Mini Seedless Cucumber trays will be promotable as we head into the middle of August. Quality is fantastic out of Canada on all arrivals.



CV SWEET CORN

LOCAL Violet Sweet Corn tray packs are available from Nardelli out of New Jersey. Quality is outstanding and they will be packed and shipped fresh daily!

New Jersey, Delaware, and Pennsylvania **Sweet Corn** harvests slowed down in late July and will pick up gain in early August.



CV EGGPLANT

LOCAL Eggplant continues to grow with many new items arriving from Flaim Farm out of New Jersey. We have **Premium Eggplant, Fairytale, Italian, Japanese, Sicilian, and Graffiti Eggplant** available in house now and all through local season.



CV CABBAGE

GOOD NEWS! **LOCAL** and regional **Green Cabbage** prices will be promotable into at least the middle of August. Although Pennsylvania is finishing up until September, New Jersey, New York, and Canada will fill the gap.



CV SWEET ONIONS

LOCAL First arrival of new crop **Jumbo PA Simply Sweet Onions** are now available. Product looks gorgeous. 14/3lb bags are also in stock.



CV PEARS

New crop California **Starkrimson Red Pears** have arrived in excellent supply. Make sure to add this great first of the season new crop Pear to your set.

New crop California **Bartlett** and **Bosc Pears** are on their way due the first week of August.



CV HASS AVOCADOS

Hass Avocados have tightened up in supply on 32, 36, 40 and 48ct fruit out of Mexico. Expect higher pricing. Much of the "Flora Loca" crop has been yielding 60ct and smaller. Expect the popular 48ct size to be limited in out of Peru and Columbia.



CV RAMBUTAN

Rambutan is back in season from Guatemala in the “Ramboos” label from Goldenberry Farms.



CV KIWIFRUIT

GOOD NEWS! New Zealand **Green** and **SunGold Kiwifruit** from Zespri are in great supply. Fruit volume is ample in all sizes and varieties, and will be a great time to promote with big displays.



CV GREEN BEANS

GOOD NEWS! **Green Bean** prices will be promotable into the middle of August. **LOCAL** Pennsylvania **Green Beans** have arrived with beautiful quality.



CV POTATOES & SWEETS

LOCAL We are in full swing on New Jersey Fresh 10/5lb **Red** and **White Potatoes!** 10/5lb New Jersey **Gold Potatoes** the first week of August.

Green Giant **Red, Gold,** and **White Potatoes** are also coming in off the east coast now, and pricing is a bit better than the western Potatoes we were seeing the last couple weeks.

Premium-grade loose A, B, and C size **Red, White,** and **Gold Potatoes** will make the switch up to Stockton, California away from Bakersfield. We will stay in Stockton for a few more weeks until we make our way back up to Washington state.

The North Carolina **Sweet Potato** volumes continued to tighten up. Many large shippers are finishing up their storage crop a couple months early, which is putting a lot of pressure on the open market. Pricing is expected to increase over the next couple months. New crop will not start until late September or early October.



CV TOMATOES

LOCAL **Heirloom Tomatoes** are in peak season for Cedar Meadows regenerative farm in Lancaster County, PA now in time for displays and cross-merchandising.

LOCAL “Chef” grade **Choice Heirloom Tomatoes** out of Pennsylvania from Cedar Meadow Farms will continue to be available with promotable pricing for farm stand displays or food service application.

LOCAL **Grape Tomatoes** are in peak season from PA and NJ.

LOCAL **Vine Ripe Tomatoes** continue in season from NJ and DE with PA ramping up in August.

Hothouse Beefsteak Tomato prices are expected to decline slightly in price due to ads and customers shifting business to **Clusters** when the beefsteak price spikes. This **Cluster Tomato** market is expected to remain strong and active into August.

NOTE: **NatureSweet Snacking Tomatoes** are seeing some availability concern through August on all their Constellations. They are actively working on improving border crossing delays, prorates, and better yields. The struggle with the Constellations is the lack of their brown tomato to put into the constellation mix. They are expecting that we should start to see better fill rates in September.



CV CITRUS

Lemons will remain strong in District 2 of California through late September. Fancy fruit is tight with choice being the promotable option on all sizes out of California. **Meyer Lemons** will be back in stock in early August.

Import **Mandarins** are showing strong supply from most regions as varieties are overlapping, creating a nice cushion in price. Promote through early August.

Navel Oranges have finished in California with Import fruit from Chile, Uruguay, South Africa, and Peru. Smaller fruit is hard to procure but large size fruit is in great supply and quality has been outstanding.

Cara Cara Oranges are slowly getting started, and Minneola Tangelos will be in house in early August.

Grapefruit will remain consistent through mid-August on Star Rubies out of California with good supplies on all sizes and grades.

NOTE: **Lime** prices are rising fast due to extreme heat and humidity in Mexico.

OTHER STORIES

• **NOTE:** **Black Mission Figs** from California are now in a small gap period. California will begin shipping again in a few weeks.

• **ALERT!** **Pineapples** will be very tight heading into August. Many grower/shippers are prorating orders to try to spread some fruit around. This limited availability include the **Golden Selection** and **HoneyGlow**.

• **NOTE:** **Ataulfo Honey Mangos** will be out of stock. An organic option with similar pricing as they will be more readily available to close out July and begin August.

EGGPLANT VARIETIES



ITALIAN EGGPLANT

Italian Eggplant, also called “Baby Eggplant”, looks like Regular Eggplant only smaller and more slender. This variety is ideal for roasting and can be used in ways similar to regular eggplant.



GRAFFITI EGGPLANT

Graffiti Eggplant is beautiful! It features a lavender skin streaked with white stripes. Use Graffiti Eggplant the same as regular eggplant.



- PREMIUM EGGPLANT -

Regular Eggplant, sometimes called “Black Beauty” or “Black Bell” Eggplant, are large in size and dark purple in skin color.



SICILIAN EGGPLANT

Sicilian Eggplant is a round Eggplant with lavender skin color that varies dark to light. Careful, there can be some gnarly spikes on the calyx. This variety is the very best type for making classic Eggplant Parmesan thanks to its firm texture and round shape for cutting.

ALSO IN SEASON FROM MID TO LATE SUMMER FROM LOCAL FARMS:



Japanese Eggplant



Fairytaile Mini Graffiti Eggplant

VEG PRO'S ATTITUDE SALADS BRANDING UPDATE

UPCs and pack sizes and order codes remain the same but the look on the label has been changed.



OLD LOOK



NEW LOOK