

AUGUST 16 - AUGUST 22, 2024

ORGANIC GRAPES IN PEAK SEASON



GOOD NEWS! Now through September will be the best time of year to promote **Organic Seedless Grapes** from California during peak season.

Organic Grapes are showing super strong quality out of California, with solid varieties that are only getting stronger as we move into September.

Organic Greens Will be “Stella Bella” and “Sweet Globe” variety for week 33, while **Organic Red** will be “Sparkle” and “Krissy” **Organic Black Seedless** are “Sable” variety.

Organic Specialty Grapes in stock include:

- **OG Thomcords**
- **OG Candy Snaps**
- **OG Muscadines Grapes** from North Carolina



OG APPLES

Organic Gala Apples in Washington are transitioning to the new crop on larger sizes, with smaller sizes, mostly in bags, expected to transition over the start of September.

NOTE: Washington **Organic Granny Smith Apples** will experience an abrupt end in mid-August due to quality issues on the storage crop. Limited import **Organic Granny Smith** supplies will be available, but not enough to meet demand until the new crop starts around mid-September in Washington. Expect higher prices and lower fill-rates until then.

Washington **Organic Cosmic Crisp Apples** will be available until the new crop starts in December. Shippers are slowing down packing and pushing markets higher to achieve a seamless transition. Quality remains excellent.

New Zealand **Organic Diva Apples** are finished for the season.



OG MELONS

GOOD NEWS! **Organic Mini Watermelons** remain available out of **LOCAL** Pennsylvania farms, with excellent quality.

Organic Seedless Watermelon bins are available from **LOCAL** and California farms.

Organic Specialty Watermelons (yellow, orange, Sangria seeded) were impacted by mid-August rains from Hurricane Debby.

GOOD NEWS! **Organic Cantaloupes** are in an excellent position for promotion, with both sizes of **Organic Cantaloupes** available.

Organic Honeydew are getting tight, with only smaller fruit available.



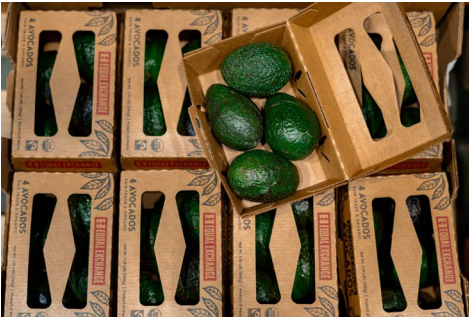
OG BERRIES

Organic Blackberries remain steady through mid-August out of California. Volume will start decreasing over the second half of the month, which will bring prices up. Quality has been very nice out of California.

Organic Blueberries remain available out of Washington and Oregon, but the harvest is almost over, and quality is hit or miss from that region. Peruvian fruit has started coming in, with limited product to start but strong, excellent quality. Expect pricing to increase.

Organic Raspberries remain steady out of California, with overall very nice quality.

NOTE: **Organic Strawberries** will see price increases as production is now decreasing out of California. Volume will continue to decline quickly through late August and into the start of September, leading to higher prices. Quality has been nice on most arrivals, though slight bruising is normal this time of year.



OG AVOCADOS

Organic Hass Avocado supplies remain tight from Mexico, but as August progresses, so should fruit volume and availability.

Fair Trade **Organic Hass Avocados** are in season from our partner Equal Exchange, including the popular 8/4ct ReadyCycle from Tray Pack and 48 and 60ct sized fruit!



OG FIGS

Organic Brown Turkey and Black Mission Figs are going strong, with excellent quality. These will be available in a 12/8 oz clamshell through the late summer peak season!



OG BROCCOLI

Organic Broccoli from California remains available in August, but supplies are becoming scarce, driving up costs. These price increases are expected to continue into late August as production becomes increasingly limited. Expect unfavorable conditions to persist through the rest of August and into early September.



OG PEARS

New crop California and Washington **Organic Bartletts and Bosc Pears** will be very limited and sporadic as both crops are significantly smaller than last season due to bloom drop during spring frosts.

Organic Red Starkrimson Pears will come into season towards the end of August.



OG MANGOS

Organic Mangos have shifted 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. Look for some special non-hot water-treated fruit available for a few weeks until the close of the season. With excellent flavor and sweetness. **Kent and Keitt Organic Mango** varieties will be available in 8 and 9 ct.

NOTE: **Organic Ataulfo, Mallika, and Nam Doc Mai Mangos** are now done for the season.



OG CELERY

GOOD NEWS! **Organic Celery** remains readily available in August, with promotional opportunities available.

Highlight these promotions to boost sales while the quality is excellent! **Organic Celery Hearts** are also in steady supply with strong quality.



OG CAULIFLOWER

Organic Cauliflower from California has experienced limited supplies since early August, leading to higher costs. While quality remains strong, improvements in supply are anticipated towards late August, though the increase in volume will likely be gradual.



OG LEMONS

Organic Lemons continue to struggle with quality and volume from Argentina and Mexico, though there will be some growers from Argentina with nice quality, Fair Trade Organics during late August. California **Organic Lemons** will begin in September, providing much-needed relief for the supply market.



OG FLORIDA SPECIALTY FRUIT

Several popular Florida grown Organic tropical items will be available in mid-August from our vendor supplier Glaser Farms! **Organic Starfruit, Green Skin Avocados, and Longans** are the highly anticipated new arrivals!

These will add to their other assortment of **Organic Cactus Leaves, Napes, Water Coconuts, Jackfruit, Mamey, and Sapodilla.**



OG BEETS

Organic Gold and Red Beets are now available ahead of Fall. They are tasting great with wonderful color—a bright spot in any vegetable display!

The 25 lb bulk packs will be **LOCAL** from PA, while the bunched will be from California until the weather cools and **LOCAL** crops have less heat stress on the tops.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts maintain consistent availability in August. Although pricing remains elevated due to industry volume and demand, the quality is strong, and availability is reliable. These conditions are expected to continue through August and into September.



ORGANIC ASPARAGUS

NOTE: Organic Asparagus pricing continues to rise as availability from Mexico slows down quickly. Quality is nice, but be sure to focus on turns since the shelf life seems to shorten at this point in the season.



OG LETTUCE

GOOD NEWS! **Organic Romaine** and **Leaf Lettuce** continue to have excellent availability and strong quality from both Quebec and California. With favorable pricing, the rest of August is an ideal time to promote these items.

GOOD NEWS! Look out for promotional opportunities on **Organic Iceberg Lettuce** from California, which can be paired with **Organic Romaine Hearts**—both boasting excellent quality, favorable pricing, and strong availability throughout August!



OG STONE FRUIT

GOOD NEWS! **Organic Yellow Peaches** and **Nectarines** continue to be in good supply out of California and Washington, and should remain this way until at least Labor Day.

Organic White Peaches and **Nectarines** are expected to tighten week by week, leading to stronger pricing as the season winds down.

Organic Red Plums and **Pluots** are expected to continue through the end of August as well.

Organic Black Plums are becoming very tight and are expected to finish for the season through the end of August.



OG KIWI

Organic Green and **SunGold Kiwi** are in excellent supply for an exciting month of promotion from Zespri. Look for ad and in store promotions on all Zespri **Organic Kiwi** in our **Green** and **SunGold** lines. Point-of-Sale materials and shipper units are available to help with display building.

OTHER STORIES

ALERT! **Organic Pineapples** will continue to be in very short supply. All orders are being prorated, and this situation is expected to last for the rest of August.

NOTE: **Organic Snap Peas** Packages from Earthbound will be in limited supply for August due to yield and quality issues. Expect pro-rates and occasional out-of-stocks.



CONVENTIONAL MARKET NEWS

AUGUST 16 - AUGUST 22, 2024

RAVE, GINGER GOLD, GALA KICK OFF 2024 APPLE SEASON



LOCAL Eastern **Ginger Gold Apples** are now in season for mid-August, available in bulk, bagged, and totes.

2024 new crop **LOCAL** Eastern and Western **Gala Apples** are off to a slower start than expected, with most packing delayed and little large fruit available on the first pickings. Conditions are expected to improve towards the end of August. Fortunately, some large fruit from the storage crop is still available, and its quality has held up well.

New crop Washington **Rave Apples** are now in season from Stemilt, with a bigger crop expected this year. Rave, a cross between a **Honeycrisp** and an **Arkansas MonArk**, offer a nice color and good eating experience. Bulk and 1 2/2lb tote bags will be offered.

Washington **Sweetango Apples** are on the verge of starting the new crop, with supplies expected to be in by the last week of August.

Storage crop Eastern **Evercrisp** and **Wild Twist Apples** will finish the season in mid-August, ending early due to internal quality issues. There will be a gap until November when the new crop of **Evercrisp Apples** arrives, with **Wild Twist Apples** expected to begin again in January. Eastern **Ruby Frost Apples** are done for the season and will have a gap until the new crop arrives in November.

Washington **Granny Smith, Honeycrisp, Fuji, Red Delicious, Pink Lady, and Cosmic Crisp Apples** are expected to transition seamlessly from old crop to new without a gap from September through November.



CV CITRUS

GOOD NEWS! A strong supply of **Mandarins** continue to arrive on the East Coast from all regions as we head into the Back-to-School season. This is an excellent item to promote through August.

Import **Halo Mandarins** are in stock for a premium branded option.

Import **Navel Oranges** are promotable on 9/3 lb bags, but more pricey and limited in volume on the large bulk sizes.

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

NOTE: Elevated prices are expected for August and September on **Limes**, so it's advisable to stay away from ads and keep inventory light.



CV TOMATOES

Summer crop field grown **Vine Ripe Tomatoes (Round/2-layer, Roma, and Snacking Varieties)** have firmed up, but quality remains good from many of our **LOCAL** growers.

Growers are in a gap, picking the last of one field and not yet starting the new field, leading to low yields. Additionally, the recent Hurricane Debby remnants rain on the East Coast caused rains and heat splits in the **Tomatoes**, leaving some acreage unpicked.

To meet demand, we are mixing in products from multiple regions, including Pennsylvania, New Jersey, Delaware, and North Carolina. This situation is expected to continue through the end of August.



CV BERRIES

Blackberries remain steady out of California, with nice quality and good flavor from the Santa Maria region. Pricing is steady.

Blueberry prices are rising as demand for quality fruit increases. British Columbia fruit is still available, but there are many quality issues from that region. The market is shifting to Michigan, and supplies from new crop Peru are very short at the start of the season. The import deal is still about a month away from strong volume.

Raspberries are fairly promotable out of California and Baja, with improved quality. Once the Baja deal ends, markets are expected to tighten quickly.

Strawberries from California are becoming tighter as peak production has ended and volume is declining. The quality remains good overall, with some light bruising but no mold or decay. Pricing is increasing.



CV LETTUCE

GOOD NEWS! The **Lettuce** category continues to perform well in August from Quebec, with steady high volumes and advantageous pricing from both California and Quebec. **Leaf** and **Romaine Lettuce** from both regions offer consistent pricing and excellent quality.

Romaine Hearts and **Iceberg Lettuce** remain promotable in August, though slight price increases on **Iceberg Lettuce** from California are expected.



CV CELERY

GOOD NEWS! **Celery** from California remains readily available in August, with favorable pricing. The quality is outstanding, making mid-August an excellent time to expand your offerings and promote **Celery** to boost sales volume.



CV BROCCOLI

Broccoli from Maine remains limited in August, while supply from California has started to tighten in mid-August. Despite the tighter supply, pricing remains consistent, and the quality is strong. These conditions are expected to continue through the rest of August.



CV POMEGRANATES

NOTE: Whole **Pomegranates** are winding down the import season from Argentina.

California's first new crop Early Foothill variety will soon be available, starting the 2024 domestic season



CV AVOCADOS

ALERT! **Hass Avocado** prices remain high as Mexico's Flor Loca crop has been slow to meet new import requirements regarding dry matter content. This has slowed the amount of fruit currently allowed to be shipped into the United States. Larger fruit is very tight, while 6Oct fruit and smaller are more readily available.



CV LOCAL VEG

The **LOCAL** season on **Bunching Greens** is continuing strong. Despite the weather, these **Chards** and **Kale** are holding up incredibly well against the heat and storms.

LOCAL Scallions are in stock! We are excited to continue working with **LOCAL** New Jersey **Scallions** for the rest of the summer. The quality is outstanding from this family farm!



CV PEARS

The 2024 **Pear** Crop out of California and Washington is significantly short this season, with some varieties down by as much as 50-60% due to a Spring bloom drop. Expect stronger markets, and more fruit with surface blemishes due to the early frost.

Currently, California **Bartlett**, **Bosc**, and **Red Pears** are in stock and will transition to Washington in early September.

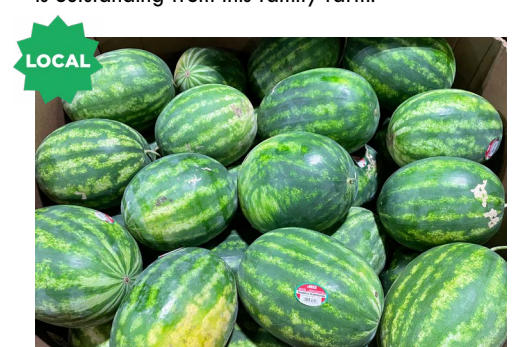


CV STONE FRUIT

LOCAL Peaches continue in peak season!

Expect good availability on California **Stone Fruit** through Labor Day, with specialty SKUs starting to dwindle afterward. Core varieties like **Yellow Peaches** will be available through September and possibly into early October.

The Washington **Cherry** Crop is wrapping up, with the last few days of availability. There will be a gap until November when imports begin.



CV WATERMELON

Watermelons remain promotable from multiple **LOCAL** growing regions, with steady volume and nice overall quality.



CV MELONS

California premium **Cantaloupes** are peaking on jumbo fruit, making them extremely promotable. Smaller fruit is in better supply but remains somewhat limited.

Jumbo **Orange Honeydew** will be promotable for late August.

Tuscan Cantaloupes experiences a mid-August supply gap but will return to good availability in late August.



CV FIGS

Fresh Figs are in full swing with both **Brown Turkey Figs** and **Black Mission Figs** in season! The quality has been great so far.



CV GRAPES

GOOD NEWS! The heat has subsided to normal in California, improving the color on **Red** and **Black Grapes**. **Green Grapes** remain in excellent supply, with most promotions focused on this color. Expect markets to slightly decrease as more varieties become available.



CV ARTICHOKES

NOTE: **Artichokes** from California continue to experience low yields in August. However, due to lighter summer demand, availability remains steady. Elevated costs and low yields are expected to persist into at least early September, possibly longer.

Despite the challenges in volume and pricing, the quality of **Artichokes** has been outstanding.



CV MANGOS

Mangos from Mexico are slowing as the season winds down. Non-hot water-treated fruit from Mochis and Baja California will be a highlight, with the **Keitt** and **Kent Mangoes** from these regions being some of the tastiest fruit available this season.

Ataulfo Honey Mangos will be winding down from Mexico for the season.



CV BRUSSELS SPROUTS

Brussels Sprouts are showing signs of improvement in mid-August, with better pricing and availability. After a period of subpar conditions, volume and quality are now on the rise, with a promising outlook for late August. The increase in volume should continue to drive down prices as the month progresses.



CV KIWI

It's time to GO BIG with **Zespri Kiwi**. One of our favorite display contests of the year is here!

Look for a promotion on all **Zespri Kiwi** in our **Green** and **SunGold** lines! Zespri has provided a fantastic contest prize pack and plenty of Point-of-Sale materials to help with display building.



CV CAULIFLOWER

Cauliflower conditions began to shift in mid-August as supply volume increased, leading to higher costs. Unfortunately, the quality is expected to be subpar, contributing to the unfavorable market conditions. Expect these challenges to persist throughout the remainder of August.



CV PINEAPPLE

NOTE: **Pineapple** supplies will continue to be very limited in mid-August. However, there seems to be a slight improvement in the market, with supplies of smaller fruit starting to rebound. Larger fruit will remain higher priced.

ALERT! Specialty varieties like Del Monte's **PinkGlow Pineapples** will also be out of stock for August.

LITTLE LEAGUE WORLD SERIES AUGUST 14 - AUGUST 25, 2024

NATURESWEET® AND LITTLE LEAGUE® TEAMING UP TO SUPPORT LOCAL LEAGUES AND FAMILIES



PURCHASE THIS:

221550 CV Tomatoes Cherubs (Grape) 15/10 oz NatureSweet Bowls

TO GET THIS FREE BY REQUEST:

239708 NatureSweet Cherub Tomatoes
Little League World Series Point of Sale Display Bin

**CONTACT YOUR FOUR SEASONS REP.
DISPLAY BINS AVAILABLE WHILE SUPPLIES LAST.**



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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



CODE: 62751 - CV Mozzarella Buffalo Ciliegine
8/7oz BUF Creamery
UPC: 7707366540206



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



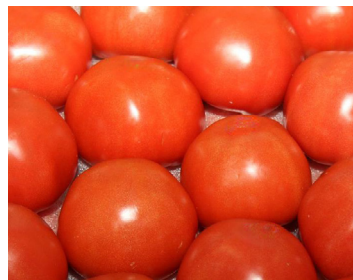
CODE: 23156 - CV Tomatoes Heirloom 15 lb Cedar Meadow LOCAL PA



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



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



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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

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