



ORGANIC MARKET NEWS



AUGUST 30 - SEPTEMBER 6, 2024

2024 ORGANIC APPLE SEASON BEGINS



GOOD NEWS! Organic Gala Apples are now in peak season with new crop 2024 harvests from Washington. Lil Snapper tote bags, 12/3 lb poly bags, and bulk 40 lb are in stock for promotion.

Organic Honeycrisp Apples are transitioning from storage crop to new crop 2024 Washington fruit for early September.

New crop Washington Organic Sweetango Apples are back in season starting the first week of September. This early season high-end snacking apple has Honeycrisp parentage and pleasing flavor.

The first imported Canadian Organic McIntosh Apples are due in the second week of September.

The storage crop of Organic Cosmic Crisp Apples is dwindling with prices firming. However, the upcoming 2024 new crop, starting in late November, is twice the size of 2023, so get ready for promotions starting in December.

NOTE: Washington and import Organic Granny Smith Apples are just about sold out, but the first California fruit is expected in early September with small size and volume. The 2024 new crop is just weeks away from Washington later in September.

NOTE: Organic Pink Lady Apples are limited on remaining imports and Washington storage volume, especially in larger sizes.



OG PEARS

GOOD NEWS! Organic Starkrimson Red Pears are now available from Washington, with excellent quality and steady supply expected for the season.

New crop Washington and Oregon Organic Green Bartlett Pears are in peak season. Prices are higher this year due to a lower volume crop. Bulk US #1 and 12/2 lb pouch bags will be available.

Organic Asian Pears are expected in the first week of September, with good supplies continuing throughout the season.

NOTE: Organic Bosc Pears continue to be limited, with high pricing from California.



OG BERRIES

Organic Raspberry pricing will rise slightly as the California crop slows down for the season. Quality remains excellent.

Organic Blackberry prices have increased due to lower yields from California. Supplies remain steady, and quality continues to be exceptional. Central Mexico is expected to begin in mid-October.

NOTE: Organic Strawberries continue to be limited out of California. Pricing will hold steady, but supply should rebound as later plantings finish out the California season. Quality has been excellent.

Light supplies of Greenhouse Organic Strawberries will be sporadically available over the start of September as new crops start.

ALERT! Organic Blueberries will be limited with high pricing due to global demand. The Pacific Northwest fruit is nearly finished, and Peruvian supplies can't keep up with demand. Expect availability to be week-to-week throughout September.



OG LETTUCE

GOOD NEWS! Organic Iceberg and Romaine Hearts continue to have consistent availability and favorable prices for the beginning of September. Take advantage of these favorable prices to highlight promotions, as costs are expected to rise later in the month.

Organic Leaf and Romaine Lettuce pricing is starting to rise, though availability remains consistent. California production is supplementing the limitations from Quebec and the Northeast, but freight costs are higher, contributing to the price increase.



OG AVOCADOS

NOTE: Organic Hass Avocados remain in very tight supply from Mexico, though we anticipate increased volume soon.

Organic Fair-Trade Hass Avocados from Equal Exchange are available, subject to similar high markets. 8/4ct ReadyCycle Tray Pack and 48 and 60ct sized fruit are in stock.

Organic Green Skin Avocados from Florida are now in season.



OG MANGOS

Organic Mangos from Mexico will be available through the start of September, with most being the Organic Keitt Mango variety. These non-hot water-treated Organic Mangos are among the tastiest you'll find all year!

Following this, we'll see California Organic Keitt and Tommy Atkins Mangos from Brazil, marking the first year Brazil has shipped organic fruit to the U.S.



OG BROCCOLI

Organic Broccoli from California remains available, though slightly limited. Volume is expected to recover in early September. Quebec production remains inconsistent but provides a great supplemental option. Quality from both regions continues to be favorable.

NOTE: Organic Broccoli Crowns are limited from both regions as September begins, so expect shortages and potential gaps.



OG WATERMELONS

LOCAL Organic Mini Watermelons continue to be available from Pennsylvania and Ohio, though the season is finishing quickly. Expect availability until early September with exceptional quality.



OG CELERY

GOOD NEWS! Organic Celery production from California remains strong as we enter September, with favorable pricing and quality. With ample supply, September is an excellent time to promote Organic Celery and Celery Hearts.



OG BRUSSELS SPROUTS

GOOD NEWS! Organic Brussels Sprouts continue to show steady availability from Mexico into early September. Pricing is improving as volume increases, with consistent conditions expected throughout September.



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 PINEAPPLES

ALERT! Organic Pineapples remain in very short supply, with orders being prorated. Early September volumes will stay limited, but we should see improvements by mid-to-late September.



OG PEPPERS

Organic Color Bell Peppers are tight in Canada, but Mexico has started production, bringing prices down slightly. There's currently no supply from Holland.

LOCAL



OG SWEET CORN

LOCAL Organic Sweet Corn from Lancaster County, PA is exceptionally sweet and flavorful, and we are currently experiencing the peak of the late season.



OG FRESH FIGS

Organic Brown Turkey and Black Mission Figs are going strong with excellent quality. Expect a slight price increase for September.



OG PEACHES

Organic Yellow Peaches from Washington and California will be in decent supply for early to mid-September.

California **Organic White Peaches** are highly promotable at the end of August. Feature before they're gone!



OG POTATOES & SWEETS

GOOD NEWS! More new crop regions are coming into season with **Organic Color Potatoes** and 10/5lb **Organic Russet Potatoes** at the end of August. Pricing is very attractive and should stay that way for the foreseeable future.

NOTE: Organic Ben Yagi Sweet Potatoes are now done for the season. The next harvest for both **Organic Ben Yagi** and **Stokes Purple Potatoes** are expected towards the end of September.

LOCAL



OG ONIONS

We're still strong in supply on **Organic Red and Sweet Onions** from **LOCAL** suppliers with attractive pricing and nice quality.

Organic Yellow and White Onions from Peru are transitioning to the new crop from Yerington, Nevada, with arrivals expected for the beginning of September.

LOCAL



OG TOMATOES

NOTE: Organic Snacking Tomatoes (Grapes, Cherries, and Medleys) have very limited **LOCAL** availability due to August weather patterns. We are sourcing from Canada and Mexico to ensure a steady supply for our customers.

Organic Tomatoes from Lady Moon Farms will be a challenge for the remainder of the Pennsylvania **LOCAL** season, with full volume expected only when their Florida crop begins.

Greenhouse Organic Tomatoes from Savoura should be back with availability by October 3rd. When their fresh crop plantings begin harvests in Quebec.

- **Organic Royal Star Papayas** are in good supply for the beginning of September.

- **NOTE: Organic Asparagus** will be limited over the start of September due to a crop transition. Central Mexico is finishing, and Baja has yet to start harvesting. Expect periodic shortages and out-of-stock situations.

OTHER STORIES

- **NOTE: Organic Artichoke** volume has decreased in late August, leading to a gap in early September. If limited volumes become available, expect them at elevated costs.

- **Organic Scallions** and **Herbs** from California are performing well and are arriving in excellent condition.

- **NOTE: Organic Euro Seedless Cucumbers** have tightened as we head into September. Mexico hasn't started significant harvest volume yet, and Canada has very little.



CONVENTIONAL MARKET NEWS

AUGUST 30 - SEPTEMBER 6, 2024

HONEYCRISP, GALA, & MORE NEW CROP APPLES



GOOD NEWS! Eastern **Gala Apples** are in peak season! Washington **Gala Apples** are in the midst of transitioning from old crop storage fruit to new crop 2023 harvests in early September.

Eastern **Honeycrisp Apples** are in peak season! Washington **Honeycrisp Apple** supplies are plentiful as shippers push to finish the old crop and transition to the new crop. **Rave** and **Sweetango Apples** are premium snacking varieties now in season!

New crop Eastern **Ginger Gold Apples** are in peak season. Expect the first **Golden Delicious Apples** to arrive at the start of September from Michigan. Supplies may be a bit erratic until PA & NY shippers are fully started in October.

To start September, we will be moving from old crop **Eastern Acey McIntosh Apples** to new crop **Jonamac McIntosh Apples** from Michigan, followed by PA & NY regions in September on regular **McIntosh**.

In early September, expect some Eastern **Paula Red Apples** to arrive for a brief period, followed by **Red Delicious Apples** later in September.

Washington **Granny Smith Apple** supplies are dwindling, and prices are up until new crop availability improves in late September.



CV BERRIES

Peak berry season is over. 😞

Raspberries will remain limited from California, with availability slowly improving as more harvests start in Mexico over the month of September. Pricing will remain high, but quality has been very nice.

Blackberries will remain tight as harvests transition from California to Central Mexico. We are still loading in California, but harvests are limited and day-to-day as the season ends. Quality remains very nice, with great eating fruit.

NOTE: Strawberries pricing is expected to remain on the higher side, but new plantings will start harvesting in the Northern and Southern growing regions. Supplies should steady post-holiday, and quality has been very nice, with smaller berries, but excellent flavor.

ALERT! Blueberries will continue to be limited, with prices soaring due to global market demand on Peruvian growers. Domestic supplies are very limited, and markets are expected to remain high for at least the month of September.



CV CITRUS

GOOD NEWS! Mandarin Oranges quality is excellent, with a full range of sizes available on imported **Mandarins**. Imported "Halos" Mandarins are also in stock, with POS material available.

ALERT! Prices are up as there has been a sharp decline in **Lime** availability out of Mexico due to drastically decreased yields.

Navel Oranges have tightened in supply, with elevated pricing for all sizes due to back-to-school demand.

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



CV HARD SQUASH & PUMPKINS

LOCAL Cedar Meadow Farm's **Hard Squash** program out of Lancaster County, PA, including **Acorn**, **Butternut**, and **Spaghetti Squash**, is regeneratively certified by Regenified. The crop is now in peak season and quality is expected to be very good!

LOCAL Pumpkins, **Variety Pumpkins**, and **Mini Pumpkins** are in season for Fall-themed displays. Inventories will build after Labor Day from Pennsylvania growers.





CV HASS AVOCADOS

Supplies of 60ct and 70ct **Hass Avocados** are in good shape, though **NOTE:** larger sizes remain very tight. This trend is expected to persist for most of September in Mexico. We are offering several bagged options and will stock some 70ct Mexican fruit as a value option for customers.

NOTE: The Mexican fruit from this “Flora Loca” crop is hard and green, with lower-than-usual oil content. Contact your rep to plan participation in our pre-conditioned program.



CV POMEGRANATES

California has kicked off its 2024 **Pomegranate** season with “Granada” and “Early Foothill” varieties. Two-layer fruit will start the season at a higher price.



CV FRESH FIGS

Fresh Figs are in full swing with both **Brown Turkey** and **Black Mission** varieties in stock. Quality has been excellent so far this season. Expect a slight price increase in September as the initial flush subsides.



CV LETTUCE

GOOD NEWS! **Lettuce** from both Québec and California continues to yield exceptional volume and quality. Although prices for **Leaf** and **Romaine Lettuce** have slightly increased, they remain satisfactory, with consistent volume heading into September. Quality remains favorable.

Iceberg Lettuce and **Romaine Heart** production remains steady as September begins, with strong quality. While conditions remain promising, costs for both items have slightly increased as we move into a new month.



CV GRAPES

Top-notch **Red, Green, and Black Grape** varieties are being harvested in California, leading to excellent quality and size, especially in the jumbo and XL lines. Pricing should remain consistent as older varieties phase out.



CV SPECIALTY GRAPES

There is a full assortment of California **Specialty Grapes** in season from The Grapery for September **Cotton Candy** and **Gum Drops** in good supply. Green-elongated **Tear Drops** are available and black-elongated **Moon Drops** ramp up in early to mid-September.



CV PINEAPPLE

Pineapple supplies are starting to stabilize, with market pricing slightly decreasing for 7 and 8ct fruit.

However, 6ct fruit remains limited, and specialty varieties like **HoneyGlow** (Del Monte) and **Golden Selection** (Dole) are still very tight. Expect some gaps in high shell color specialty fruit as we move into September.



CV PEPPERS

Color Bell Peppers are becoming more available from Mexico, driving prices down for early September.



CV SWEET CORN

Sweet Corn pricing will increase as **LOCAL** supplies finish up. Limited amounts should be available through September, but the big volume is wrapping up. Quality has been nice.



CV DRAGON FRUIT

Dragon Fruit from Ecuador is coming in strong. Expect both yellow skin/white flesh (**Pitahaya**) and red skin/white flesh varieties to be available.



CV MELONS

GOOD NEWS! **Watermelons** continue to be promotable out of Delaware and North Carolina, with exceptional quality.

California **Cantaloupe** and **Honeydew** quality is superb, though supply is experiencing a rough patch, causing prices to rise.

Tuscan Cantaloupe and **Sugar Kiss Melon** plantings are picking back up and will be in stock by 9/4.

- Mexican **Mangos** are winding down. We will have both **Keitt Mangos** from Mexico and **Tommy Atkins Mangos** from Brazil in stock over the month of September before fully transitioning to Brazilian fruit.

- **Brussels Sprouts** have seen a gradual increase in volume throughout August, resulting in strong availability for early September. New crop California production has shown outstanding quality, with promotable pricing to start September.



CV PLANTAINS

The **Green Plantain** market has seen some improvement in supply. At the end of August there have been significant price reductions in **Green Plantains**. Ripe **Plantains** from Dole remain elevated but could ease off in the start of September, although they are generally more expensive than **Green Plantains**.



CV TOMATOES

LOCAL Cedar Meadow Farms' **Heirloom Tomato** production slowed due to cooler temperatures at the end of August but is expected to pick up as the warmer summer weather returns in September, speeding up the coloring process.

Vine Ripe Round Tomatoes for our 20lb 2-layer pack are in a small gap for the start of September but should pick back up towards the later part of the month with more **LOCAL** product. We are still able to get 25lb **LOCAL** **Vine Ripe Tomatoes** from Pennsylvania, Delaware, and New Jersey.

NOTE: **LOCAL** **Snacking Tomatoes (Grapes, Cherries, and Medleys)** are in very short supply. We are sourcing from Canada and Mexico greenhouse production to meet demand.

Greenhouse Beefsteak and **Cluster Tomatoes** are starting a new crop in Mexico, which will drive prices down and offer promotable pricing by mid-September.

OTHER STORIES

- **NOTE:** **Euro Seedless Cucumbers** have tightened as we head into September. Mexico has not yet ramped up significant volume, and Canada has very little supply.

- **NOTE:** The combination of high temperatures and rainfall has presented challenges for the **LOCAL** **Bunch Herbs** market. However, farms remain optimistic that the **Parsley** and **Cilantro** will recover at the start of September.



CV STONE FRUIT

Eastern **Peaches** and **Nectarines** are wrapping up for the season post-Labor Day. Ensure a smooth transition to California fruit to maintain sales on the great late-season varieties.

Plenty of **Plums, Pluots, Nectarines and Peaches** will be available in September.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns from Maine continue to have limited production, while California production remains steady. As September begins, Maine's production is expected to recover and ramp up. Expect a mix of California and Maine-grown product in early September. California quality and availability will remain favorable, while Maine quality is expected to start strong.

Sweet Baby Broccoli and **Broccoli Rabe** production from California also remain steady, with favorable quality, pricing, and availability into early September.

California-grown **Cauliflower** remains readily available into early September. After a brief price increase, it's now stabilizing. Although not promotable, costs are reasonable, and steady availability should be maintained at normal volume. Quality remains strong.

- **LOCAL** **Bunched Greens** and **Red Beets** from New Jersey are performing well despite the weather conditions. They remain beautiful and abundant.

- **Celery** from California continues to produce steady yields as September begins. With great volume, costs have remained favorable through August and into September.



CHOPPED ESCAROLE DELIVERY STARTING 9/4!



CODE
240460

DESCRIPTION
CV Salad Chopped Escarole

PK/SZ
6/9 oz Taylor Farms



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 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





SEPTEMBER IS NATIONAL MUSHROOM MONTH



Want to maximize your mushroom sections' sales and profits and add some new variety to an increasingly popular produce category? Well this is the time to do it! September is National Mushroom Month, and Four Seasons Produce is celebrating this super month of "Fun"gi with some great promotional opportunities on mushrooms! Mushrooms are one of the fastest growing categories in the produce department and September is the perfect month to promote. Mushrooms are a key ingredient in a myriad of recipes, and many consumers are now seeing the tremendous benefit that mushrooms add to health and wellness which is boosting case movement at retail.

Now is a great time to start thinking about expanding your mushroom sets and sections by adding new varieties. Carrying a wide variety of exotic mushrooms can increase sales as well, as consumer interest in more specialty mushroom varieties is at an all time high. Mushrooms are versatile and have many uses, from being used as meat substitutes to side dishes to main course, the mushroom category covers it all.

Make it fun, make it profitable and make it educational. Want to plan a super cool educational event with mushrooms? Talk with your Four Seasons Merchandiser and get something on your calendars today! There truly is a mushroom for every occasion!

LEARN A BIT ABOUT OUR MUSHROOM PARTNERS:



[Mother Earth Mushrooms](#)



[Mushroom King Mushroom Farm](#)

MUSHROOM FACTS:

- Mushrooms are 90% water and double in size every 24 hours.
- Mushrooms do not need sunlight to grow.
- It takes three weeks to produce the first mushrooms for picking.
- One portabella mushroom has more potassium than one medium banana!
- On average, one square foot of space in a mushroom bed can produce over six pounds of mushrooms.



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SEPTEMBER IS NATIONAL MUSHROOM MONTH!

HOW CAN I MAXIMIZE MY SALES IN THE MUSHROOM CATEGORY?

Follow this simple five-step process, and watch your mushroom sales grow!

RECEIVING AND STORAGE - Much like berries, fresh mushrooms are very sensitive to temperature variations and need cold chain consistency. Mushrooms should be placed into coolers directly upon delivery.

CARRY A GREAT VARIETY - White mushrooms, Crimini, and Portabella mushrooms are staples and a must-have in any mushrooms section. But with recent added exposure mushrooms have gotten over the years, adding varieties like Shiitake, Maitake (hen of the woods), Beech, and Trumpet Mushrooms will build sales in the category. Don't forget to offer dried mushrooms in your sets as well. Certain mushrooms not often offered commercially, such as Porcini, Wood Ear, and Morrels, are often sold in dry form and can be reconstituted to add to your favorite meal!

MERCHANDISING

A nice and tight mushroom set is visually super appealing. Having a great variety on the shelves can be, even for a packaged product, a really cool looking section! Also, loose mushrooms are great to have in your sets but can quickly dry out, so be sure to cull often to ensure freshness.

Larger displays of Portobella Mushrooms, especially at summer holidays for grilling, makes for an impressive looking presentation. Also, placing caps up ("Capping") adds a nice and clean look to the section.

CARE AND HANDLING

Mushrooms bruise easily, so be sure to handle with as much care as possible.

EDUCATION, EDUCATION, EDUCATION

While cooking shows have really brought mushrooms into the spotlight a bit more, it is still important for your employees to know the difference between the mushrooms and what dishes they pair well with. "Talk mushrooms" with your staff to offer your knowledge and insight on the perfect mushroom meal and share ideas. It is also important to make sure the front end cashiers know the difference between varieties, especially on the loose to ensure the correct ring through the registers.

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**LOOKING FOR RESOURCES FOR MUSHROOM MONTH?
CHECK OUT THESE FROM THE FRESH MUSHROOM COUNCIL:**
mushroomcouncil.org/retailers/resources/downloadable-assets
mushroomcouncil.org/retailers/resources/best-practices-studies



Fall Planning...

ALREADY?!?



August through early September is **PRIME TIME FOR PLANNING** for a successful fall selling season. Soon your shoppers' tastes will change from summer type fruit, such as Cherries and Peaches, and move into commodities like Apples, Pears, and Fall decorations.

- Now is a **great time for doing deep cleans of your cases and counters.** The historically slower month should allow a full on sanitation assault, so your counters are fresh and ready for the Fall harvest changeovers.

- **August is also Back to School Month.** Start thinking of bringing in some extra fruit for parents to pack in the kids' lunch boxes. Opening up on **bagged apples and oranges** is generally a good start, but also be thinking about items like **dried fruit, nuts, and other dry line snacking items.**

- **Start thinking and forecast a date for your counter resets.** Ideally a couple weeks after Labor Day is a good time to move. Peaches, Nectarines, and Plums will still be available and great items to promote, although they should take a backseat when Apples take center stage. Contact your Four Seasons Merchandiser to plan a date together.



- **Building an outdoor display with Pumpkins and other Fall Ornamentals** add a "fall harvest" feel as customers walk into your store. Other commodities are great to promote outdoors are local apples, broccoli, and cauliflower.

- **Look at areas of your department where items may have gotten "lost."** It's a perfect time to load in on those lower risk items such as Apple Dips, Apple Crisp, Juices, Dressings, Jarred Fruit, and Jarred Garlics to name a few.

- **Set up a cross merchandising calendar** with other departments in your store with space allocated for tie-in items.

Success starts with great planning! September is right around the corner. Having a set plan in place ahead of time for the bountiful season ahead will set you up for some bountiful harvests of your own!



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



Code: 4944

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>