

# ORGANIC MARKET NEWS

MARCH 26 - APRIL 2, 2021

## ORGANIC TOMATOES OUTLOOK



Headed into April, there are some beautiful greenhouse grown **Organic Tomatoes** available to build profit-generating displays!

**Organic Beefsteak** and **Cluster Tomato** prices are coming off to more promotable levels out of Quebec, Canada. Quality has been outstanding! The new crop spring harvests have just begun, so look for more promotions in April as crops peak.

NEW: The week of April 5, we'll be offering upgraded packaged **Organic Tomato** offerings in the Savoura Bio brand with a **Mini Cluster Salad Tomato** and a **2-3ct Beefsteak Tomato**. These will replace our Organic Spring Leaf offerings on those items.

Also in peak greenhouse production are **Organic Cherry Tomatoes On-the-Vine** and **Organic Cocktail Tomatoes**.

**Organic Grape Tomato** prices are steady out of Florida. Quality has been exceptional on the Lady Moon Farms brand, and the ECO Farms brand is trading at a value.

**Organic "Darkloom" Tomatoes** from Covilli Fair Trade in Mexico remain promotable and quality has been excellent. The deep purple color of this variety really pops on the stand. **Mixed Organic Heirloom** cases are also available, but in lighter volume.

**Organic Roma Tomatoes** will be available, but supplies remain on the tighter side as crops begin to finish up and new spring harvests have yet to begin. Quality has been nice.



### OG BROCCOLI

**Organic Broccoli** remains in stable volumes and pricing as April begins. Although transition time from SoCal and Yuma, AZ back to northern California often creates inconsistent supplies, this year transition has been relatively smooth. Due to this both supplies and pricing are expected to remain steady with excellent quality!

**ALERT! Organic Sweet Baby Broccoli** unfortunately is experiencing extreme shortages or complete gaps in supplies during late March and is expected to continue into April. Expect high pricing and out-of-stocks.

**Organic Broccoli Rabe** is expected to remain in decent supply for early April.



### OG GREENHOUSE LETTUCE

Controlled Environment Agriculture (CEA) continues to provide opportunities to grow high quality **Organic Lettuces** closer to local marketplaces.

We're seeing strong consumer acceptance for these products thanks to their great quality and freshness that lasts even in the home fridge.

Four Seasons Produce is pleased to offer **Superior Fresh Organic Lettuces** marketed in salad clamshells. They are grown on an aquaponic farm in Wisconsin. Learn more here: [superiorfresh.com](http://superiorfresh.com)

The Pete's Living line of **Organic Green & Red Butter Lettuces**, plus their new roots-on **Organic Sping Mix**, is also a great mover. The **Organic Butter Lettuces** are grown in Virginia, and the **Organic Spring Mix** and their popular **Organic "Wondercress"/Watercress**, come from their California production. For more info: [eatpetes.com](http://eatpetes.com)



### OG PEPPERS

**Organic Mini Sweet Peppers** from Mexico continue with promotable pricing and volumes. Build displays to promote by themselves or add to other veg displays for a splash of color!

**Organic Colored Bell Peppers** from both Mexico and Israel continue to see steady volumes with very nice quality. Promotional opportunities are expected headed into Easter and early April on Mexican product, while Israeli product remains at a high cost due to importing with limited airspace.

**Organic Green Peppers** from Lady Moon Farms in Florida have seen volumes drastically decrease in the final week of March and are expected to come a close in early April. We'll be shifting sourcing to Mexico.



## OG TROPICALS

**Organic Formosa Papayas** will be in good supply into April with great promotional pricing available. The sizing profile of this fruit will be smaller with counts ranging from 16-22 per box. Quality has been excellent!

**Organic Young Thai Coconuts** will be in steady supply as we enter April. Pricing will remain higher.

**Organic Pineapple** supplies have dropped and will be tighter through the Easter holiday. Quality has been excellent.



## OG CITRUS

There is some really great quality coming in on **Organic Tango Mandarins** - Sunkist bags and bulk, Candy Mandy bags, and more! This is a great time to build big displays.

California **Organic Navel** and **Cara Cara Oranges** are also very promotable with excellent quality.



## OG ASPARAGUS

**Organic Asparagus** prices remain steady and promotable ahead of Easter. We've got great deals on 28lb cases of the Hippie Organics brand. Quality is exceptional out of Mexico, so build big displays with confidence!

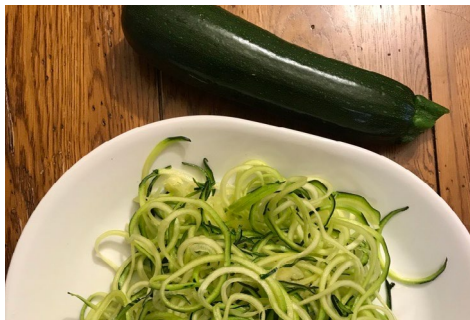


## OG CUCUMBERS

**Organic Euro Seedless Cucumber** markets will remain promotable coming out of Mexico and Canada. Quality has been excellent.

**Organic Cucumbers** from Mexico remain limited during the final week of March due to weather and changes in growing regions. They look to remain limited for early April, but quality is nice.

Lady Moon Farms has begun harvesting Florida product, and have seen supplies increase steadily, which will continue into early April.



## OG SQUASH

**Organic Zucchini** and **Yellow Squash** from Mexico remain limited during the final week of March due to weather and changes in growing regions but are expected to improve in early April.

Lady Moon Farms has begun harvesting out of Florida and supplies are increasing steadily. Volumes should be consistent in early April and continue to grow.



## OG POTATOES

**NOTE: Organic Russet Count Potatoes** have become increasingly tight for late March. Large count russets will be very limited into the month of April. We are still about two months away from new crop.



## OG ONIONS

Headed into April, we are shipping the nice quality "Sunion" variety **Organic Sweet Onions** in bulk and bags.

**Organic Red Onions** continue to finish up in various growing regions which is putting some upward pricing pressure on the product that is available coming out of Mexico.

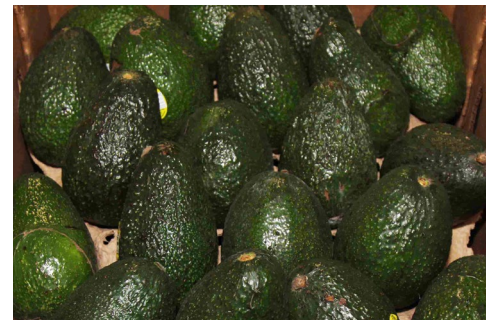
**Organic Yellow Onions**, on the other hand, are in abundant supply in all growing regions from old crop Washington state product to new crop Mexican product. There are certainly deals on be had on the **Organic Yellow Onions**.



## OG WATERMELONS

**Organic Mini Watermelons** will continue to be available out of Mexico. Supplies remain limited and are keeping prices high. Seeded and seedless varieties are available, and quality has been excellent.

**Organic Seedless Watermelons** from Mexico will start up in early April. Prices are expected to be high. Cartons will be available in early April and then bins will start mid-April. Quality should be excellent.



## OG HASS AVOCADOS

**ALERT! Organic Hass Avocados** will continue to be in tight supply through April. Pricing is expected to remain higher through the month even as new crop California product starts to come into the marketplace.



### OG CELERY

**Organic Celery** and **Celery Hearts** continue in peak supplies for the Easter holiday with promotable pricing and strong quality!

Easter provides an opportunity to capitalize on strong supplies and aggressive pricing with extra foot traffic in stores expected.



### OG GREEN BEANS

Nice quality **Organic Green Beans** from Mexico and Florida are yielding strong volumes with April approaching, and will be promotable just in time for Easter.

Demand for **Organic French Beans** has been very strong. We're working with importers to keep steady supplies of the 10/1lb packs.



### OG KIWIFRUIT

**Organic Green Kiwifruit** prices continue to rise higher each week as supplies from Italy have become tighter.

Both **Organic Green** and **SunGold Kiwifruit** from Zespri in New Zealand are tentatively scheduled to arrive in late May or early June.



### OG CAULIFLOWER

**Organic Cauliflower** has begun to see supplies level out in the final full week of March and quality remain strong. As April kicks off, pricing is expected to take a slight drop as some growers are beginning to yield product after gapping for a week or two.

Although the overall market has improved, there are some discrepancies as some growers are still without product, while others are back in supply and some have been steady however heading toward the end of the season.

This market is stable for the first week of April and Easter, however **Organic Cauliflower** week to week will continue to be volatile in early to mid-April.



### OG MANGOS

**Organic Ataulfo Honey Mangos** will be steady in supplies entering April. Quality should be excellent.

Supplies on **Organic Tommy Atkins Mangos** from Mexico were not good enough to fill the gap that was created when Peru supplies dried up this past week. As we approach April, Mexico supplies should increase.

**Organic Fair Trade Haitian Mangos** are scheduled to arrive around mid-April and be in season for the rest of spring. These Francique variety mangos are some of the most juicy and delicious mangos you will taste all year! Stay tuned for more updates.



### OG BERRIES

**Organic Strawberries** are ramping up out of Baja, Mexico. Expect good quality and easing prices after Easter.

**Organic Blueberries** are finishing out of Chile, fresh crop Mexico supplies are trickling in, and the California crop is expected to come on strong in April. We should see prices come off then with excellent quality.

**NOTE: Organic Blackberries** are in firm supply with strong steady pricing. Don't expect any real improvement until the end of April.

**NOTE: Organic Raspberries** are expected to remain in very tight supply for April with sporadic gaps and very high prices.

Poor weather in Mexico really hurt the big production that was expected for April on **Organic Blackberries** and **Raspberries**.

- Early April will be the perfect time to promote **Organic Brussels Sprouts** for the Easter holiday with pricing, quality, and supplies all at their peak! Also look to add in-store packaged as an easy grab and go for incremental sales.

Unfortunately, the final full week of March marked the end of harvest on **Organic Purple Brussels Sprouts** from Covilli.

### OTHER STORIES

- **Organic Red, Green, and Black Seedless Grapes** out of South Africa are expected to begin before the beginning of April. New this year are 18lb boxes to follow suit with Mexico, Peru, and California. Supplies will be limited.

- **NOTE: Organic Bosc Pears** out of Washington storage are now done for the season as quality has begun to decline, and will gap until imports

come in from South America later this spring.

- **NOTE: Organic Stone Fruit** out of Chile is wrapping up for the season, with **Organic Plums** running out ahead of Easter.

- Buck Brand **Organic TDE Triple Cross Tangerines** are in season! Get these juicy delights while they're available.



# ORGANIC ASPARAGUS

HIPPIE ORGANICS®

DISPLAY CONTEST • MARCH 21 - APRIL 4, 2021

**PREORDER SHIPPER OPPORTUNITIES!**

**\*\* CONTACT YOUR SALES REP TO PREBOOK! \*\***

## Wonderful® PISTACHIOS



## NEW AT FOUR SEASONS PRODUCE!

### KEVITA SPARKLING PROBIOTIC DRINKS & KEVITA MASTER BREW KOMBUCHA



**LIVE PROBIOTICS**  
Each bottle contains billions of live probiotics that may help support a healthy digestive system.



**CERTIFIED ORGANIC**  
All Organic ingredients used in our beverages are certified by a trusted third party.



**NON-DAIRY**  
None of our beverages contain any dairy or dairy ingredients, so drink up!



**NON-GMO**  
Our entire line is Non-GMO Project Verified.



**FERMENTED CULTURES**  
All three of our product lines are made from our proprietary fermented cultures.



**KOSHER**  
All our beverages are certified kosher.



**MASTER BREW KOMBUCHA®**

Bold & Smooth  
Fermented Kombucha Tea Culture



**SPARKLING PROBIOTIC DRINK**

Light & Refreshing  
Fermented Water Kefir Culture

# NEW PRODUCT LINE EXTENSIONS!



**CODE**  
227454



**CODE** 227383  
227384

## POM Wonderful Super Tea & Juice Additions!

Now's the time to stock up on what your customers are looking for - **products that are high in antioxidants!**

### IN STOCK NOW!

Add these to your existing POM Wonderful Juice and POM Tea offerings!

S.

CODE	DESCRIPTION 1
17665	CV Juice Pomegranate 8/8oz
227495	CV Juice Pomegranate Blueberry 6/48oz
227496	CV Juice Pomegranate Cherry 6/48oz
227486	CV Tea Pomegranate Orange Blossom White 6/12oz
227487	CV Tea Pomegranate Elderberry Boost 6/12oz



CODE	DESCRIPTION	PK/SZ	UPC
227530	CV Beans & Carrots	6/12oz Eat Smart	7-09351-30130-8
227531	CV Beans French	6/8oz Eat Smart	7-09351-30134-6
227532	CV Beans French	3/2lb Eat Smart	7-09351-30133-9

# 2021 Easter & Passover Notes

## EASTER IS APRIL 4

A good plan for this special holiday needs to take shape now to make sure that we are set up for success. Four Seasons will have great quality produce for you to meet all of your customers' special variety and traditional holiday needs.

### Traditional "Must-Haves" Checklist

#### VEGETABLES

- Acorn & Butternut Squash
- Artichokes
- Asparagus & Asparagus Tips
- Baby Peeled Carrots
- Beets
- Broccoli
- Broccoli Rabe
- Brussels Sprouts
- Cabbage (red, green, savoy)
- Cauliflower
- Celery & Celery Root
- Cole Slaw Kits
- Cucumbers (field grown & euro)
- Eggplant
- Endive
- Escarole
- Fennel (Anise)
- Fresh Cooking Greens Garlic
- Green Beans
- Herbs (especially parsleys)
- Leeks
- Lettuce (Romaine & Leaf)
- Mushrooms
- Parsley Root
- Peas (Snow & Sugar Snap)
- Peppers (all colors) Radishes (bunched)
- Salad Mixes
- Shallots

#### FRUIT

- Berries (all varieties)
- Cantaloupes
- Grapes (red & green seedless)
- Honeydew
- Kiwifruit
- Lemons & Limes (essential for all seafood dishes that will be consumed through Easter)
- Mandarins
- Navel Oranges (CA)
- Pineapples
- Watermelons (regular & mini seedless)

#### DECORATIVE

- Potted Bulbs & Flowers
  - Fresh-Cut Flowers
  - Palm Crosses
- \*\*all of these items had to be pre-ordered*



#### HARD GOODS

- New crop bulk Red & Yellow Potatoes
- White & Russet Potatoes
- Sweet Potatoes

#### BAKING

- In-shell Nuts & Nut Meats
- Pine-nuts
- Dates
- Figs
- Raisins
- Prunes
- Coconuts



### Planning Tips



- Plan out your ordering and delivery timelines with your rep. See next page for the Four Seasons Easter schedule.
- If you are not waiting on trucks and have the product on hand, your department operations will run as smoothly and efficiently as possible. Your time will be more productive working on the sales floor, engaging with your customers.
- If you bring in your holiday tonnage items early, it will take enough pressure off of our warehouse selectors and loaders and trucks to help minimize late deliveries on those crucial last few days before the holiday weekend. This will help your department's efficiency and organization.
- Order holiday semi-perishable and hard tonnage items early. Plan on getting your tonnage items into your stores by the Tuesday before Easter.
- Develop an off-hour or evening fill schedule for your hard goods\*\*
- Stay ahead with tomato and banana color on hand in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- Easter business can come late. Historically, Friday and Saturday are busy days.



# Passover



Passover will begin the evening of Saturday March 27th and runs through Sunday April 4th.

*\*\*Foods consumed during this period should be Kosher.*

### IMPORTANT PASSOVER HOLIDAY ITEMS:

Bitter Herbs are very important for the **Sedar Plate** - Horseradish, Dill, Endive, Escarole, Romaine Lettuce, Leeks, Onions, Ginger, and Soup Mix.

Book orders now for 50lb Horseradish, 25 lb Turnips, Beets & Parsnips, Full Case Dill, Root Parsley & Leeks.

### VEGETABLES:

Beets, Carrots, Parsley Root, Kirby & Euro Cucumbers, Green & Colored Peppers, Celery & Celery Root, Scallions, Spinach, Green Vegetables (No Beans), Red Cabbage, Turnips, Parsnips, Fennel, Garlic, Rosemary, Basil, Thyme, and Oregano.

### FRUITS:

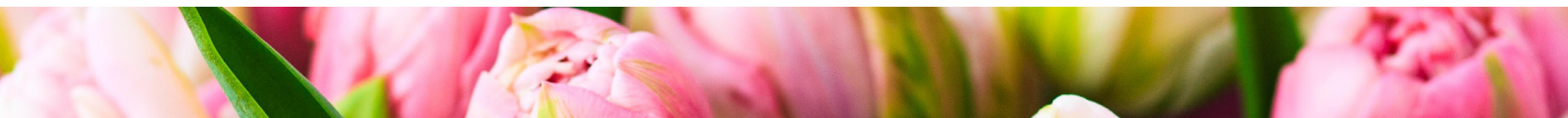
Pineapple, Peaches, Apricots, Nectarines, Apples, Oranges, All Berries, Melons, and Grapes

### OTHER GOODS:

Sweet Potatoes & Yams, White, Gold, and Red Potatoes, Walnuts (in-shell & meats) Kosher for Pass-over dried fruits & honey

### CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS?

- |                            |  |                           |
|----------------------------|--|---------------------------|
| Dole - <b>YES</b>          | Attitude/Veg Pro - <b>NO</b>           | Taylor Farms - <b>YES</b> |
| Fresh Express - <b>YES</b> | Olivia's Salads - <b>NO</b>            | organicgirl - <b>YES</b>  |
|                            | Olivia's Butternut Squash - <b>YES</b> | Earthbound - <b>NO</b>    |



## 2021 Easter Schedule



**FRIDAY 4/2:** Normal office and delivery schedule.

**SATURDAY 4/3:** Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

**SUNDAY 4/4:** Office **CLOSED**. Normal delivery schedule.

**MONDAY 4/5:** Normal office and delivery schedule.



# CONVENTIONAL MARKET NEWS

MARCH 26 - APRIL 2, 2021

## PROMOTABLE GREENHOUSE BELL PEPPERS



Get ready!

Hothouse **Red, Yellow, and Orange Bell Peppers** will be very promotable out of Mexico as the region is into a heavy flush of new crown pick. Additionally, Canadian growers are starting with their new greenhouse crops too.

Quality has looked excellent, and this should be a fantastic time to promote some big displays of beautiful, colorful thick-walled greenhouse **Sweet Bell Peppers!** Consider by-the-pound in store specials or inspire multiple purchases by selling them by the each while costs are low.

**Green Peppers** remain promotable out of Florida. Quality has been outstanding as farmers are in crown picks on new crops.



### CV TROPICALS

14ct Champagne brand **Ataufo Honey Mangos** from Mexico continue in peak season.

**Tommy Atkins Mangos** from Mexico are beginning to come into better supplies. Peru has officially ended their season, putting some strain on the overall supply chain. Mexico pricing has raised as a result and promotable volumes should be there by mid-April.

**Maradol Papayas** from Mexico will be promotable. Look for good prices and supplies through the month of April.

**NOTE: Hass Avocado** prices seemed to quiet down just a bit. This was the first week in a while that prices at the border did not increase. Large fruit continues to demand a premium price.

**NOTE: Pineapple** supplies will be tight as suppliers try to fulfill holiday demand volume. Expect higher pricing through Easter.



### CV BERRIES

**Blueberries** are expected to continue in steady supply, but pricing hasn't become promotable just yet. We are sourcing from Mexico. Florida has begun and we'll start adding those into the mix as prices come down in early April.

**Strawberries** are expected to remain limited as we move into Easter week (starting 3/29). This is due to the previous weather conditions and very strong demand, combined with the end of the Florida crop, decreasing Mexican supply and cooler weather in Oxnard and Santa Maria, CA not allowing fruit to mature. After Easter, growers expect volumes to start to increase out west and weekly price decreases toward spring levels.

**ALERT! Raspberry** supplies are extremely limited due to the previous weather. Expect prorates and sporadic gaps until the end of March when we expect supplies to shift and start climbing to a massive peak in May.

**ALERT! Blackberry** supplies are extremely limited supply right now. A big April was expected, but growers in Mexico have lost much of their product to disease and the flush of volume won't happen at all.



### CV TOMATOES

Flavorful **Campari Tomatoes** will be promotable from Canada. Quality has been excellent, and harvests are strong.

**Beefsteak** and **Cluster Tomatoes** continue to be promotable out of Canadian and US greenhouses. Quality has been outstanding. Look for promotional opportunities on **3pk Beefsteak Tomatoes** and **Orange Cluster Tomatoes**.

**Grape Tomato** prices will ease off some as Florida gets some better harvest numbers. Quality has been outstanding. April should offer some promotions as more volume is expected from Florida and Mexico.

**Roma Tomatoes** continue to be promotable out of Florida and Mexico. Quality has been exceptional from both regions.

**Vine Ripe Tomatoes** out of Florida are also promotable as harvests remain strong. Quality has been excellent.





## CV CUCUMBERS

**Super Select Cucumber** prices stay relatively steady. Florida is well underway on their spring harvests and Mexico supplies are also coming in steady. Quality has looked great from both regions.

**Euro Seedless Cucumber** prices are rising slightly after cloudy and cold weather hit Canada. Quality has been excellent.

**Mini Seedless Cucumber** prices spiked very quickly as crops slowed down from some cool and cloudy weather. Supplies should be steady, but pricing is up and quality has been very nice.



## CV SWEET CORN

**ALERT! Sweet Corn** will be very tight in supply and prices have skyrocketed for early to mid-April out of Florida. A freeze back in February is limiting availability. Slight defects are expected as well in this time frame.

By the 3rd week of April, new crops will kick in, leading to better supplies and more promotable pricing.



## CV SQUASH

**Green Squash** prices are coming off some as Florida and Mexico come into some stronger harvests. Quality has looked good out of both regions.

**Yellow Squash** markets will stay steady as availability is a little tighter. Prices should start coming down going into April as new crops will start.



## CV CALIFORNIA CHERRIES

Imported Cherries have finished, but the new crop of **California Cherries** is just around the corner with an estimated start date of April 23rd. This is 7 to 10 days behind 2020.

There will be limited amounts of fruit at the end of April until the week of May 10th when volume will increase. The crop set looks good, so it may be one of the better crops in recent history if the weather holds.



## CV WATERMELONS

**NOTE: Watermelon** supplies are extremely short, and demand has been tremendous for new crop fruit.

Early Florida crops are not quite ready and Mexico supplies are limited. Florida production is supposed to kick in more by mid-April, however with a delayed Texas crop, overall markets are expected to be high well into May.



## CV LETTUCE

**Iceberg, Red & Green Leaf, Romaine, and Romaine Hearts** quality has been so-so during the transition from southern growing regions to Central California. Weather has not been favorable, however pricing hasn't moved much and supplies are fairly steady.



## CV KIWIFRUIT

**Green Kiwifruit** from Italy will be available for the beginning of April. Greece and Italy will be finishing in a few weeks, and Chile will be the next country that begins to ship with high volume to the United States.

Zespri **Kiwifruit** from New Zealand is expected to land in the country in May for both **SunGold** and **Green**.

The popular **Kiwifruit** 16/1lb pack will be back in stock in "Kiwi Kid" clamshells. Ask your sales representative to get these back on your shelf.



## CV ASPARAGUS

**Asparagus** prices are going up slightly as the Easter pull is in full force. Supplies are expected to stay steady and quality continues to be excellent.

The local new crop from New Jersey/Delaware should start lightly in mid-April depending on weather conditions.



## CV COTTON CANDY GRAPES

There will be another shot of early crop **Cotton Candy Grapes** from Mexico to promote the week headed into Easter. Then, we may see a gap until harvests begin again in April.



### CV CAULIFLOWER

**Cauliflower** continues to be priced reasonably. During the transition from winter growing regions to summer growing regions, there has been a level of unpredictability, with some growers being light in supply while others have extra to move, so we're keeping a close eye on it.



### CV ARTICHOKES

12ct Jumbo **Artichokes** continue to flow in with promotable pricing. Pricing is expected to rise into April.



### CV CABBAGE

**Green Cabbage** prices will be promotable out of Florida. Spring crops continue to come in strong and quality has been excellent.



### CV GREEN BEANS

**Green Beans** look to remain promotable out of Florida. Quality has been outstanding.



### CV POMEGRANATES

**Pomegranates** have transitioned from Israel to Chile as we head into the beginning of April. Supplies continue to be hampered by container delays.

**Pomegranate Arils** will be in tight supply as well from delays in shipping containers from Chile.



### CV SWEET ONIONS

**Sweet Onions** from Mexico and Texas are in good supply at reasonable pricing. Quality on recent arrivals has been very nice!

This will be a promotable item for grilling season, and there will be no gap with the new crop **Vidalia Sweet Onions** starting in late April.

## CONGRATULATIONS TO ALL THE WINNERS OF THE NATURIBE BLUEBERRY & AVOCADOS FROM MEXICO DISPLAY CONTEST!

[www.fsproduce.com/2021-contest-winners-naturipe-organic-blueberries-and-avocadoes-from-mexico/](http://www.fsproduce.com/2021-contest-winners-naturipe-organic-blueberries-and-avocadoes-from-mexico/)



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



**GREENSTAR COOP**  
ITHACA, NY