

ORGANIC MARKET NEWS

APRIL 16 - APRIL 23, 2021

LOCAL ORGANIC VEG STARTING



Spring crop **Local Organic Vegetables** are starting up in New Jersey and Pennsylvania!

Organic Parsley, Cilantro, Dandelion, and Chards are now available from Flaim Farms in New Jersey.

Lancaster Farm Fresh Coop (LFFC), out of Pennsylvania, has some growers harvesting from high-tunnel and other early plantings.

Look for LFFC **Organic Bunched Spinach, Green Leaf Lettuce, Red Romaine Lettuce, Black Radishes, and Sunchoke**s available starting 4/21.

A retail clamshell pack of **Organic Little Gem Lettuces** will be available from LFFC from late April and into early May.



OG MANGOS

Very heavy demand for **Organic Mangos** from Mexico has caused prices to hold steady despite increasing volume at the border. The Tommy Atkins variety will be available and will be more promotable at the end of the month and as we head in the Cinco de Mayo holiday.

Organic Ataulfo Honey Mangos are in tighter supply for mid to late April, especially on larger sized fruit.

Organic Fair-Trade Haitian Mangos are on track to be in stock around 4/23. These Francique variety mangos are some of the most juicy and delicious mangos you will taste all year!

Four Seasons is proud to support this Fair-Trade program that has made such a difference to many small farmers across the country of Haiti. Stay tuned for more details on how you can join in support!



OG BERRIES

NOTE: Organic Strawberry prices shifted back up due to the cooler weather and strong demand. It looks like we won't see the promotable prices we expected until way into May or June.

ALERT! Organic Blackberry, Raspberry, and Blueberry supplies continue to get worse, which is opposite of normal for this time of year and opposite of what was expected just a month ago. Extremely cold nights are not allowing fruit to mature.

There is an industry-wide shortage with no end in sight until mid-May at the earliest for **Organic Blackberries**.

Organic Blueberries and **Raspberries** are expected to improve in supply during early May as new crop California gets ramped up.



OG BROCCOLI'S

Organic Sweet Baby Broccoli conditions are vastly improved entering the third week of April as supply volume is now plentiful. Going forward, expect pricing to improve and promotional opportunities to arise.

Organic Broccoli remains in good supply with promotional opportunities. Harvest production has stayed strong throughout the transition back to Salinas, CA and are expected to have strong volumes for the remainder of April. Look for superb quality, consistent supplies, and aggressive pricing.

Organic Broccoli Rabe has remained stable. Expect steady pricing and supplies throughout the remainder of April.



OG TOMATOES

Organic Snacking Tomatoes from Lady Moon Farms continue to be promotable out of Florida. **Organic Grape, Cherry, and Rainbow Cherry Tomatoes** will all be promotable as harvests peak. Quality will be excellent.

Organic Beefsteak and **Cluster Tomatoes** will remain promotable out of Canada. Quality has been excellent.

Organic Heirloom Tomatoes will make a comeback and be available from Fair Trade supplier, Wholesum Harvest. Quality should be nice from the new growing sets.



OG CUCUMBERS

NOTE: Organic Cucumbers from Mexico continue to see light supplies. Volumes are expected to remain limited and expensive throughout most of April before improving in late April or early May. Quality had remained strong throughout the limited supplies. Lady Moon Farms Georgia **Organic Cucumbers** are also set to begin in late April or early May.

Organic Seedless Cucumber prices have come up as supplies start to slow down out of Mexico and Canada. Quality has been nice.



OG BOK CHOY

Organic Bok Choy and **Baby Bok Choy** will be in consistent supplies once again here in mid-April. California shippers were in the midst of transitioning, creating light supplies and even some gaps.

As April continues, California has seen production grow and the third week of April kicks off the first Lady Moon Georgia harvest. Pricing is expected to normalize throughout the remainder of the month, with promotional opportunities to arise due to both areas having great supplies.



OG LETTUCE

Organic Romaine Hearts and **Iceberg Lettuce** continue in steady production. Both items have strong yields and good quality in April, but **Romaine Hearts** are priced more aggressively for promotional opportunities.

Fewer organic shippers grow **Iceberg**, causing the pricing to be less aggressive, but supplies and quality are expected to remain stable throughout April.



OG ZUCCHINI

Organic Zucchini from Lady Moon Farms is in plentiful supply from Punta Gorda, Florida. As the third full week of April kicks off, expect an aggressive price drop, abundant supplies, and superb quality to celebrate Earth Week! Look for supplies and quality to remain strong throughout their season!

Organic Yellow Squash from Mexico is in plentiful supplies here in mid-April. Expect to see promotable pricing and improved quality.



OG CAULIFLOWER

Organic Cauliflower continues to see a strange market as some suppliers are plentiful, while others have seen volumes drastically decrease.

Volumes and pricing could quickly change by the end of the month if some shippers remain light in supplies. Expect strong quality during the third week of April.



OG ASPARAGUS

Organic Asparagus prices are rising as we transition into US grown product. Product out of Mexico is slowing down but still available.

Local New Jersey grown **Organic Asparagus** should be available in early May.



OG VIDALIA SWEET ONIONS

We will see our first genuine Georgia **Organic Vidalia Sweet Onions** arriving on 4/23!

At this time, we will transition fully from Mexico into the Vidalia product on 40lb and 16/31b bags.



OG PEARS

We now have a full supply of new crop **Organic Pears** out of Argentina, including **Organic Abate, Green Anjou, Green Bartlett, Red Bartlett, and Bosc Pears**.



OG WATERMELONS

Organic Mini Watermelons will be available in steady supplies as Mexico starts with new growing regions. Quality has looked excellent with nice sugar content. Prices are expected to ease off in May as more supplies become available.

Full sized **Organic Seedless Watermelons** will start up out of Mexico the week of 4/18. Supplies continue to be sporadic as new regions are just beginning. Quality so far has been excellent.



OG POTATOES

New crop **Organic Red** and **Gold Potatoes** out of California are expected to start in mid-May.

NOTE: We are currently in at the end of the old crop **Organic Red Potato** season from other regions, and quality has been fair at best. This will continue to be a challenge until we get into new crop California.

Organic Gold Potatoes, on the other hand, will continue out of Manitoba, Canada and will be in nice quality without any gaps until new crop arrives.

NOTE: **Organic Russet Potatoes** will be a challenge as new crop typically doesn't start until the end of May or early June, and the old crop is starting to be weak in appearance/quality.

- **Organic Pomegranate Arils** will be in tighter supplies as many suppliers/processors have had delays on containers entering the country.

- **Organic Green Kiwifruit** prices continue to rise higher each week as supplies from Italy have become tighter. Both **Organic Green** and **SunGold Kiwi** from Zespri in New Zealand are tentatively scheduled to arrive around late May this year.



OG ARTICHOKE

Organic Artichokes are in steady supplies from Mexico on jumbo 12ct, so look for promotional pricing opportunities.

Wholesum Organics will continue to have steady supplies and pricing from mid-April until June! Ocean Mist has completed their transition to Northern California and will also begin to see better supplies as we move throughout the remainder of the month!



OG TROPICALS

Organic Formosa Papayas are selling great! There will be in good supply for April with great promotional pricing available. The sizing profile of this fruit will be smaller with counts ranging from 18-22 per box. Quality has been excellent!

Organic Raw Drink & Eat Coconuts are selling out between arrivals, so we're working to bump up volumes headed into late April.

Organic Hass Avocado pricing remains steady. California grown fruit is starting to ramp up production and will start to be a nice alternative for those who prefer domestic fruit headed towards May.

Organic Yellow Pitahaya Dragonfruit will be back in stock for the week of 4/25, with one last shot from Ecuador.

Organic Aloe Leaves are in stock from Mexico in the Super Star brand. These jumbo-sized leaves are in a 23lb large cases, counting 20-24 per box.

OTHER STORIES

- **Organic Brussels Sprouts** continue to be in abundant supplies. Expect excellent quality and stable pricing for the remainder of the month. As seasonal shippers finish their crops, pricing could become more expensive as less product will be in the marketplace.

Mesh bag **Organic Brussels Sprouts** are now available!



OG EGGPLANT

Organic Eggplant from Lady Moon Farms in Florida continues to yield plentiful supplies and promotable pricing.

Quality is outstanding!



OG PEPPERS

Organic Red, Orange, and Yellow Bell Peppers are now in season from four growing regions: Mexico, Canada, Israel, and Holland. Israel and Mexico will end and transition fully to Holland and Canada, respectively. With seasons beginning and ending, expect pricing to be more expensive in mid to late April.

Organic Mini Sweet Peppers from Mexico remain stable in pricing and availability. Pricing is not as promotable, but supplies remain consistent and with excellent quality!

Organic Green Peppers remain in steady supplies from Mexico and other Florida shippers as Lady Moon Farms has concluded their season.

Lady Moon will not have a Georgia **Organic Green Pepper** crop, and we will see them return during the local season when the PA crop is ready. Expect stable supplies and pricing to improve slightly in mid-April.

- **Organic Celery** and **Celery Hearts** continue with promotable pricing and plentiful supplies, and we will see the lowest price yet.

- We expect the first **Organic Peach** out of Ambercrest, California to arrive the last week of April.



VIDALIA SWEET ONIONS DISPLAY CONTEST COMING SOON!



CHAMPAGNE MANGO PROMOTION - APRIL 2021

Mangoes! Get your mangoes here! Heading into April we have the Cadillac of mangoes primed and ready for your counters and displays! Ciruli Brothers Champagne Mangoes are here and the eating quality of the fruit is OUTSTANDING!



SALAD BAR STILL CLOSED?

ASK US ABOUT OUR "LABOR SAVER" PRODUCT LINES FOR PACKAGED SALES!

MAPLE AVENUE FOODS CLEAN INGREDIENT DELI SALADS

EAST COAST FRESH & SUNBELT ORGANIC FRESH CUT PRODUCE





SUNKIST CITRUS DISPLAY CONTEST



MARCH 1 - MARCH 29, 2021

Four Seasons Produce again partnered with Sunkist Growers to offer up a contest with massive sales potential in March! We were in full swing with the citrus category, and some of the best tasting fruit in March! Thank you to everyone who participated, check out the winners below!

1st



FIRST PLACE WINNER!

Aqui Market - Califon, NJ



2nd



SECOND PLACE

Pennington Market - Pennington, NJ



3rd



4th



5th



THIRD PLACE

Grauls Market - Annapolis, MD

FOURTH PLACE

The Butcher Shoppe - Chambersburg, PA

FIFTH PLACE

Leg Up Farmers Market - York, PA

ALL ORGANIC WINNER

Healthy Living - Burlington, VT



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DONATING TO PASA! CELEBRATING EARTH WEEK APRIL 18 - APRIL 24, 2021

Pasa SUSTAINABLE AGRICULTURE

Four Seasons Produce is excited to celebrate all things sustainability during Earth Week (Earth Day is 4/22), and will be donating a portion of our profits from 4/18 to 4/24 to PASA Sustainable Agriculture!

What is PASA?

A Pennsylvania-based sustainable agriculture association founded in 1992.

Vision: A world where agriculture nourishes, heals, and empowers.

Mission: Cultivating environmentally sound, economically viable, community-focused farms and food systems.

Joining us in celebrating Earth Week with donations to PASA will be Lady Moon Farms, Mother Earth Organic Mushrooms/ New Moon Mushrooms, and Stemilt Artisan Organics, along with some Pennsylvania and Delaware-based natural food stores and food co-ops.



For more information on PASA, check out their website pasafarming.org, and follow Four Seasons Produce on social for fun & informational posts!

Are you interested in support PASA directly?
We encourage you reach out to Melissa:

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2020 SUSTAINABILITY REPORT



OVER 3.1 MILLION GALLON REDUCTION
IN ANNUAL WATER USE 52%
REDUCTION FROM PEAK USE IN 2008



1.3^{MW} SOLAR ARRAY
AT WABASH RD FACILITY



ON-SITE ELECTRIC CAR CHARGER
PLUG-INS FOR ASSOCIATES & CUSTOMERS

ENERGY PERCENTAGE REDUCTIONS FROM HIGHEST 12-MONTH PERIOD

20%↓
ELECTRIC USE

41%↓
ELECTRIC COSTS

56%↓
NATURAL GAS USAGE

47%↓
ENERGY USE (KWH) PER SQUARE FOOT



Energy efficient low rolling resistance tires are SmartWay certified

Driver incentive program for MPG & Idle performance – 3.3% increase in fleet average MPG 2019 (7.33) vs 2020 (7.58)

Clean Burn waste oil heating system – We burned 2,392 gallons of waste oil for heat in 2020

Equipment PM's 99+% on-time to ensure efficient functioning of components – PM(periodic maintenance) performance 2020 - 99%, 2019 - 95% - 5% improvement

ENERGY PROJECTS ELECTRICITY & NATURAL GAS



- Refrigeration controls upgrade
- Dock envelope improvements
- Energy (peak load) management program
- PACE controls (improving compressor efficiency)
- In 2012, completed a Strategic Energy Management Plan
- Lighting retrofits to LED now covering 100% of the facility & grounds
- Day lighting
- High efficiency & VFD motor upgrades
- HVAC upgrades
- Demand response participation

80% reduction in waste per throughput case from highest 12-month period

8.1 million pounds of waste recycled or produced into energy - 93% diversion rate in 2020

OVER 3.5 million of avoided landfill costs since 2000

ACHIEVEMENTS & AWARDS

- **First warehouse** in the country to be awarded the **ENERGY STAR**
- **"Ethics in Business" Award** by Lancaster Chamber of Commerce
- Featured in DC Velocity & Summer High Performing Buildings magazine
- Green Plus Certified - 2013 Green Plus Sustainable Enterprise Award
- 2017: First facility to achieve the 50001 Ready designation from the US department of Energy
- 2018: Recognition from PPL Electric Utilities Excellence in Energy Efficiency Program to be a Gold Level Energy Efficient Business





2020 COMMUNITY REPORT

Local Food Banks:

Donated **\$1,975,000** worth of product

PASA Sustainable Agriculture:

\$10,000 monetary donation

Food Box Giveaways:

Hosted and sponsored 2 drive-thru Food Box Giveaway events. **2200 Food Boxes** were given away in April, and **1500** more were given away in September.



2020 Fair Trade certified purchased cases:

Equal Exchange Organic Bananas & Avocados:
84,798 cases

Covilli Brand Organic Veg:
12,858 cases

Driscoll's OG Berries (Baja, Mex):
84,362 cases



Civic Donations

Four Seasons Family of Companies gave monetary and product donations to over **125** schools, churches, sports teams, and other local non-profit organizations in 2020!

Make-A-Wish Foundation

Four Seasons and our vendors donated **\$36,100**, and our associates donated an additional **\$2,960**!



Truck Donation

A **truck tractor** was given to the Diesel Equipment Technology Class at the Lancaster County Career & Technology Center to support local education.



CONVENTIONAL MARKET NEWS

APRIL 16 - APRIL 23, 2021

JERSEY FRESH VEG SEASON KICKS OFF!



Local Produce is just getting started in New Jersey!

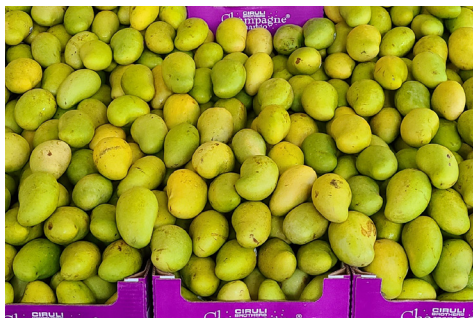
NJ Kale, Dandelion, and Chards (Green, Red & Rainbow) from Flaim Farms/Panther Brand will be available for the week of 4/19 with steady production.

Bunched Radishes, Bunched Spinach, and Mint are also expected to start in late April or early May, weather permitting.



Asparagus grown in New Jersey by Eastern Fresh Produce is starting very lightly for the week of 4/19, and harvests are expected to increase into early May.

Delaware **Asparagus** production is expected to start the last week of April and continue into May from Fifer Orchards.



CV TROPICALS

Champagne brand **Ataulfo Honey Mangos** from Mexico will be steady mid to late April.

Tommy Atkins Mangos from Mexico are steady with the bulk of the fruit being smaller in size. That said, we will be adding a jumbo 6ct to our availability this spring.

10-12ct Francique variety **Haitian Mangos** continue in season, but in limited supplies. Prices is down just a bit for late April.

Hass Avocados markets remained steady in both supply and pricing.

Pineapple supplies have tightened for the middle of April. Volumes should begin to rebound just a bit toward the end of the month.



CV SWEET ONIONS

Let's hear it for grilling season!

The first of the season genuine Georgia **Vidalia Sweet Onions** will be in stock starting around 4/21-4/23. A good crop is expected.

We'll be promoting Generation Farms brand bulk jumbos and high-graphic 3lb bags. Look for some attractive pricing all the way through May.

Stay tuned for details on the display contest for May.

Merchandising Tips:

- Offer bulk and bag options
- Consider adding in-store packed tote bags
- Merchandise with tomatoes, squash, and other grilling items



CV PEPPERS

11lb **Red, Orange, and Yellow Bell Pepper** prices will be firming up, but are expected to stay promotable. The huge volume flush is slowing down, yet production remains strong. Quality out of Canada has been excellent.

Green Pepper prices are coming down some as more volume comes on from Florida. Mexico and California have started production, easing prices. Quality has been very nice coming from Florida.

12/1lb **Mini Mix Sweet Peppers** continue in peak season at promotable prices. Since these can be displayed at room temperature, cross-merchandise with sweet onions and other grilling products.

Another good grilling item are the **Shishito Peppers!**



CV MELONS

Florida has started in a small way on **Bin Athena-style Cantaloupes**, but prices are very high. It will be around the week of 5/10 when there is good volume and promotable prices.

Central American **Cantaloupes** and **Honeydews** will continue to be available through the first week of May, and then Mexican fruit will come into season.



CV WATERMELONS

Watermelons are easing off some as more growers start up out of Florida. Prices will remain higher than normal this spring as demand from the Midwest and Northeast is very strong, and Texas growers had to replant following the freeze.

Quality has looked excellent on the early harvests. Prices are expected to stay strong well into May.



CV CUCUMBERS

Euro Seedless Cucumbers out of Canada are easing off to more promotable levels. Quality has been exceptional.

Mini Seedless Cucumbers continue to be steady out of Canada. Quality has been very nice.

NOTE: Super Select Cucumber prices continue to be high. Availability remains extremely short from Mexico and Florida. Harvests are expected to improve in early May starting to ease markets back down.



CV TOMATOES

Beefsteak and **Cluster Tomatoes** will be very promotable. Canadian and US greenhouses are flushing with excellent product.

Grape, Roma, and Vine Ripe Tomatoes all continue to be very promotable with excellent quality.



CV GREEN BEANS

NOTE: Green Bean prices have spiked significantly as availability becomes much lighter. Rough weather has caused fields to close early before the transition to Georgia fields started. Expect high pricing and tight supplies.



CV ASPARAGUS

Asparagus prices remain stable. Mexico is still harvesting but volumes are slowing down.

California has started up very lightly. Quality has looked nice from all regions.

Local New Jersey **Asparagus** is just getting started for the week of 4/18. Delaware is expected the week of 5/2.



CV SWEET CORN

Florida **Sweet Corn** prices are now more promotable and expected to stay reasonable well into May! Quality is exceptional and harvests are very strong. Time to build up bigger displays!

Tray pack Sweet Corn also continues to be available.



CV LIMES

ALERT! Lime supplies are light coming in from Mexico. The fruit is peaking on 200ct and smaller, and there is a big price spread between the 200ct and 150ct and larger, nearly double.



CV GRAPES

There are plenty of **Red Seedless Grapes** and prices have not changed. Growers are dealing on the medium-large boxes of the **Crimson** variety.

Green Seedless Grape prices are high due to lighter supplies, and quality is not as strong as on the reds. Mexico is just getting started.



CV SQUASH

Green Squash prices remain steady. Mexico and Florida continue to harvest nice quality, and Georgia is expected to start as early as late April.

Yellow Squash prices remain steady as well. All regions are harvesting nice quality.



CV STONE FRUIT

The start of the **Cherry** season in California has been pushed off by a week. Thoughts where they could be a few at the end of this week, but it will be the week of 4/19 before we see any production.

We are close to the California **Stone Fruit** season starting! If the weather holds, we should have some very nice product to help everyone jumpstart sales in May for a great summer..



CV LETTUCE

Iceberg, Red & Green Leaf, Romaine, and Romaine Hearts are just about finished in Yuma, AZ. The majority of harvests are back in Huron/Salinas, CA area. Weather has been ideal for new crops.

For mid to late April, pricing is in a more promotable situation.



CV CAULIFLOWER

Cauliflower seems to remain volatile, but field numbers look good to finish out April. Expectations for pricing and availability are to remain steady.



CV BROCCOLI

The East Coast is starting to ramp up on **Broccoli Crowns** out of GA, adding to plentiful yields out west. Prices are expected to hold steady on the lower end.



CV ARTICHOKE

Jumbo **Artichokes** remain readily available from California! Pricing is not quite as aggressive as at the start of spring, but will still allow for nice displays.



CV STRAWBERRIES

ALERT! Strawberries are still in very limited supply for the week of 4/18. Growers are saying that they expected volumes in Santa Maria, CA could finally improve for the week of 4/25.

The fruit is clearly in the field, it's simply about the timing of when the fruit is mature for harvest. This market is currently at it's high, and pricing will begin to slide once we get into better volumes.

Looking farther out, we'll be transitioning into Salinas and Watsonville, CA areas in early May, and the volume forecasts for this area are excellent. May should be a great month to promote **Strawberries!**



CV BLUEBERRIES

ALERT! Blueberries continue to be in extremely short supply. Florida and Mexico simply do not have the volumes to satisfy demand, and pricing is currently at an all-time high with lots of out-of-stocks, prorates, and vendors unable to fill ads.

To add fuel to the fire, the crop in central Florida experienced extremely high winds and now they say this could have reduced the overall Florida crop by 20%.

Pricing is expected to fall, but it might not be until the week of 4/26 or 5/2. In the meantime, expect very limited supplies and higher than usual pricing. We've never seen a spring like this on **Blueberries.**



CV RASPBERRIES & BLACKBERRIES

NOTE: Raspberries and Blackberries are inching their way back into steadier availability from Mexico, but prorates have lingered. Demand has definitely increased on these two berries because of the shortage on straws and blues.

We should be transitioning into all California production as we head into May, and growers are expecting really good volumes for the end of spring. Until then, it will be a bumpy ride.