

ORGANIC MARKET NEWS

APRIL 23 - APRIL 30, 2021

PEAK SEASON ORGANIC ZUCCHINI & EGGPLANT



Grilling season is upon us! **Organic Warm Cooking Veg** is prime for themed displays and promotion well into May!

Organic Zucchini supplies from Lady Moon Farms remains plentiful from their Punta Gorda, FL growing operations. Expect continued promotable pricing, abundant supplies, and superb quality through Mother's Day and beyond!



Organic Yellow Squash is coming from Mexico where they've had strong yields in mid-April. Expect to see aggressive pricing and improved quality, creating a perfect opportunity to promote alongside Zucchini!

Organic Eggplant from Lady Moon Farms in Florida is also seeing great harvest volumes and promotable pricing.

Support USA organic farming with large displays of Lady Moon **Organic Zucchini** and **Eggplant** while product is at its best and your shoppers are in the grilling mood.



OG ONIONS

Genuine Georgia **Organic Vidalia Sweet Onions** are arriving 4/23 to kick off the season!

This will fully transition from Mexico grown product to Georgia grown **Vidalia Onions** on 40lb and 16/3lb bags.

New crop Mexican **Organic Yellow** and **White Onions** are still plentiful in supply, and quality is good for this time of year. We will see new crop "Short Day" **Yellow** and **White Organic Onions** get started out of California and will arrive to the east coast around May 5th.

New crop **Organic Red Onions** continue to be in pretty limited supply for late April and early May as the new crop is slow to ramp up.



OG BERRIES

ALERT! It really has been a unique **Organic Berry** season so far this spring, with much lighter volumes than expected.

Organic Raspberries are in firm but steady supply and are expected to stay this way through June.

ALERT! Organic Blackberries continue to be very limited with prices on the rise. These conditions are not expected to improve until the end of May or early June. Some west coast rain is expected and could possibly interrupt things even further.

NOTE: Organic Blueberries continue to be in light volume with higher than normal prices. If the rain isn't too bad, supplies should ramp up through mid-May, and prices should decrease.

NOTE: Organic Strawberry harvest volumes were hampered by cold, then heat, and then hail. California growers are seeing a lot of problems in the fields, causing slower and sporadic picking, plus lots of waste. With more rain expected, supplies are going to stay limited headed into May, and quality may not be as strong as usual. This market situation may not be fully resolved until closer to June.



CV MANGOS

Organic Haitian Fair-Trade Mangos are now in stock at Four Seasons for this seasonal special program!

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.

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

Organic Ataulfo Honey Mangos will be in fairly steady supply as we head into May. Larger 12/14ct sizing continue to be in tighter supply versus the 16/18ct.



OG GREEN BEANS

Organic Green Beans from Florida will see supplies improve in late April or early May after a small gap due inclement weather. Make sure to stock your shelves back up and expect to see consistent supplies.

Cal Organic's spring **Organic Green Bean** program is set to start as May begin! Although a seasonal program, these Green Beans are high quality and a great program to support. Look for pricing to remain elevated in early May before we see pricing improve later in the month.



OG ARTICHOKEs

Organic Artichokes remain in steady supplies from Mexico for the rest of April on 12ct jumbo and 18ct xlg.

Wholesum Organics will be in season until June. Look for supplies from Ocean Mist and other California shippers also to improve as we enter May. With both regions producing, expect to see promotional opportunities.



OG PEACHES

The first **Organic Peaches** of the 2021 season will arrive the week of 4/25. Prices are high to start, but are expected to start coming down in early May. The overall crop is expected to be tighter this season.



OG CAULIFLOWER

NOTE: Organic Cauliflower supplies have drastically decreased for late April. Colder temps in California's growing region during mid-April are affecting the product.

Expect market conditions to remain tight for the remainder of April and May. With supplies and pricing changing so quickly, make sure to watch pricing to adjust where needed.

There will be some 16ct **Organic Romanesco** available for late April.



OG BRUSSELS SPROUTS

Plentiful supplies of **Organic Brussels Sprouts** continue for the rest of April. With promotable pricing, abundant supplies, and excellent quality, continue to promote for the rest of April!

UPC'd mesh bag **Organic Brussels Sprouts** are available. Add this as a wonderful grab & go option for your shoppers and know you'll get the right ring at the register!



OG LETTUCE

Organic Romaine Hearts and **Iceberg Lettuce** remain in steady production. Both items are yielding consistent supplies, but pricing has slightly risen in late April.

Expect consistent market conditions on both items into early May, with promotional opportunities arising on **Romaine Hearts!**



OG BROCCOLI

Organic Broccoli continues in steady supply, but changes seem to be on the horizon. Colder temps in California's growing region during mid-April are expected to slow harvest production and drive pricing up headed into early May.

Organic Sweet Baby Broccoli is in plentiful volumes. Expect promotional opportunities to arise for the rest of April!

Expect steady pricing and supplies on **Organic Broccoli Rabe** for the rest of the month.



OG MELONS

Organic Melons are back!

New crop **Organic Cantaloupes** will get started in a light way with the first arrival on 4/23, with **Organic Honeydew** expected to arrive by 4/28.

Organic Bin Seedless Watermelons will get started on 4/24, along with 6ct, 8ct, and 9ct **Organic Mini Seedless Watermelons** from Mexico.



OG CELERY

No more cheap **Organic Celery** and **Celery Hearts**.

The run of aggressive pricing and plentiful supplies looks to be coming to an end. The outlook for the final week of April and early May shows harvest yields are tightening, and pricing is on a steady rise.



OG APPLES

Ask about **Organic Fuji, Gala, Honeycrisp, Pina-ta, and Pink Lady Apples** in the Stemilt Lil' Snapper brand pouch bag.

Be sure to promote **Organic Cosmic Crisp Apples** while they're still in stock!

We are scheduled to transition to import apples from Argentina, Chile, and New Zealand for mid-May through June without a gap.



OG CUCUMBERS

Organic Cucumbers from Mexico look to vastly improve in late April! Pricing is finally coming back to more affordable levels. Look for promotional opportunities to arise in May!

Organic Seedless Cucumber markets will be promotable out of Mexico and Canada. Quality has been exceptional.

NOTE: Organic Mini Seedless Cucumber prices will rise for the end of April as crops are in a gap. Old sets are finished, and new sets are not quite ready to harvest yet. Quality has been nice.



OG ASPARAGUS

Organic Asparagus prices are rising as we transition into California grown product. Mexico is now finished for the season. Quality has been strong from USA.

Local New Jersey Eastern Fresh **Organic Asparagus** will begin production here in late April or early May.



OG POTATOES

We should see new crop **Organic Red and Gold Potatoes** arrive to us in early May. The first of the season skin set will be a little flaky, and the longer we get into the season, the better off we will be. We are still seeing some really gorgeous **Organic Gold Potatoes** out of Manitoba, Canada. The last arrival of this product is available, which should mean that we will not see a gap in supply between old crop and new crop on the **Organic Gold Potatoes**.

New crop **Organic Russet Potatoes** will not be ready until the second to third week in June. Russets will continue to be a challenge through this time.

ALERT! Tasteful Selections 1-Bite Organic Potatoes will have a short gap between old crop and new crop regions. They are expected to be back in stock by the week of May 16. This will affect all three organic lines that we carry – codes 41971, 41970, and 41972.



OG TOMATOES

Organic Grape, Cherry, and Rainbow Cherry Tomatoes from Lady Moon Farms continue to be promotable from Florida. Quality has been very nice.

Organic Heirloom Tomatoes will continue to be available from Wholesum Family Farms. Quality has been very nice.

Organic Roma Tomatoes will be available from Florida. Quality has been very nice, and supplies are steady.

Organic Beefsteak and Cluster Tomatoes are promotable from Canada. Quality has been excellent. The new packaged lines from SavouraBio are selling very well.

Savoura also continues in season with the **Organic Cherry Tomatoes On-the-Vine** and **Cocktail Tomatoes**.



OG PEPPERS

Organic Red, Yellow, and Orange Bell Peppers have seen pricing increase in mid to late April as Israel and Mexico regions have come to an end. Canada and Holland seasons have begun, and pricing is elevated, but quality from both areas is superb to start the season.

Organic Mini 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 have improved supplies as new crop Coachella, CA product has begun, and Southeast growers are experiencing better supplies. Expect stable supplies and pricing late April and early May until the southeast begins to produce high volumes.

Lady Moon will not have a Georgia **Organic Green Pepper** crop, so we will see their product return in local season when the PA crop is ready this summer.

OTHER STORIES

- **NOTE:** The last of the South African **Organic Grapes** will finish up in May, one color at a time. There will be a few weeks gap before we get started with production of Mexican fruit in late May.

- **ALERT! Organic Young Thai Coconuts** and **Organic Raw Drink & Eat Coconuts** supplies have been impacted by the Suez Canal delays, and will be out of stock until early to mid-May.

- **Organic Formosa Papayas** continue to be in good supply through the end of April and early May. Look to continue to promote!

- **Organic Lemons** have firmed up with high prices as we transition districts, but in mid to late-May, Mexico production is expected to ramp up. This should cause pricing to ease a bit.

FAIR TRADE ORGANIC MANGOES



WHAT IS FAIR TRADE?

Fair Trade is a sustainability certification that provides retailers, traders, and consumers with an assurance that their product comes from farms with the best social and environmental practices, as well as an opportunity to give back to the farming communities that grow their products.

WHY FAIR TRADE?

- **Of the world's poor, most work in farming**
>> 1.6 billion farmers live on less than \$2/day
- **Income Sustainability**
>> Since 1998, Fair Trade producers have earned a total financial benefit of \$440 million
- **Safe Working Conditions**
>> Guarantee of safe working conditions for farmers
- **Well-Being & Stewardship**
>> 700+ social, economic, and environmental protections
- **Advancement of People**
>> Direct mechanism to improve worker livelihoods
- **Protection for the Planet**
>> Focus on environmental stewardship

IMPACTS OF FAIR TRADE ON HAITIAN FARMERS:

Provides essential income to farmers

Creates water wells to give communities access to clean water

Long-term investments in nurseries to increase # of productive mango trees

Improvements to Infrastructure

Helps provide food, pay for school fees, and buy chickens & pigs

By organizing into groups that market their harvest collectively, and by learning how to harvest their own trees, farmers are now earning many times more than they earned by selling their harvests to middlemen.

"Before Fair Trade, we sold to the 'vulture'. Now we get more money. In 2000, we got \$0.12 for a "dozen" mangoes – now we get \$1.00. It's a beautiful program. We like getting the payment in between harvests because it makes people think of the value of the mango tree. We used to cut down mango trees for wood. Now the tree has value."

- Farmer from Kopakam





Baseball season is in full swing, which means your customers will love these MLB branded Hampton Farms Peanuts with their favorite team right on the package! We're in stock!



MAYER BROS.
SINCE 1852
FINE BEVERAGES

LEMONADE SEASON IS HERE!



CODE: 224147



CODE: 224152



CODE: 224154



CODE: 224155



CODE: 224153

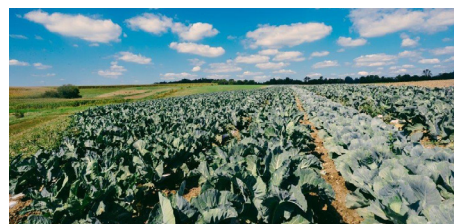


- PK/SZ: 9/59 oz
- No Preservatives
- Made with Cane Sugar
- Natural Flavors
- Flash Pasteurized for Clean Fresh Taste
- 90 Day Shelf Life Under Refrigeration From Production

ORGANIC LOCAL LIST



40900 - OG Spinach Bunched 24 ct



FLAIM FARMS - VINELAND, NJ

- 40650 - OG Dandelion 12 ct
- 40682 - OG Chard Rainbow 12 ct
- 40685 - OG Chard Red 12 ct
- 40640 - OG Herb Cilantro 30 ct
- 40647 - OG Herb Cilantro 15 ct
- 40726 - OG Parsley Curly 15 ct
- 40729 - OG Parsley Flat Leaf (Italian) 15 ct

LANCASTER FARM FRESH COOP - LANCASTER, PA

- 40900 - OG Spinach Bunched 24 ct
- 40208 - OG Arugula PREM 24 ct
- 41160 - OG Lettuce Green Leaf 24 ct
- 41165 - OG Lettuce Red Leaf 24 ct
- 40864 - OG Radishes Red Bunched PREM 24 ct
- 40623 - OG Sunchokes White 10 lb



VIDALIA ONION DISPLAY CONTEST

May 1 - May 31, 2021

Do your customers have a sweet tooth? Are you looking for a surefire way to “sweeten” your profits! Well then, we have the answer for you to satisfy both of those “sugar” cravings! Vidalia Sweet Onions from Georgia are here, and we are going to kick off the season in style!

Four Seasons Produce has again partnered up with Generation Farms to bring you another super exciting display contest for the month of May! The long awaited, highly anticipated Vidalia Onion season is upon us and your customers will definitely be looking for these precious gems from the south. Vidalia’s add great sales opportunities and potential impulse sales for your produce department so be sure to jump in on the fun!



CONTEST CRITERIA:

- Build an amazing display of organic and/or conventional Vidalia Sweet Onions. ****Product must be purchased only from Four Seasons Produce.**
 - 4105 - CV Onions Sweet Jumbo 40 lb Vidalia
 - 4166 - CV Onions Sweet 16/3lb Vidalia Bag
 - 41541 - OG Onions Sweet 40 lb Vidalia
 - 41540 - OG Onions Sweet 16/3lb Vidalia Bag
- Participants must order at least 6 cases of product throughout the contest period.
- Vidalia Onion point of sale signage must be included on or by your displays.
- Email all contest photos to Stephanie Mayer (stephf@fsproduce.com) by Thursday, June 3, 2021.
- **While not a requirement to qualify, the use of social media presence is strongly encouraged.**

PRIZES:



Grand Prize:
Weber Grill



Four other winners will receive a \$100 Visa gift card!

Every qualifying entry will receive a Generation Farms hat just for entering!



MERCHANDISING & HANDLING TIPS:

- Vidalia Sweet Onions are a lower risk display commodity. Go BIG with your displays in high traffic areas and get them seen!
- There are so many items that Vidalia Sweet Onions can be paired with! Corn, peppers, tomatoes, zucchini to name a few but any grilling type vegetable (or fruit!) will add potential impulse sales to the basket! Cross merchandise and build into your displays from grocery departments, balsamic, hot sauces, lime juice and olive oils; the list goes on. Build your basket size, build your sales!
- Store Vidalia Onions in a cool, dry area. Keep away from any moisture or humid storage areas.
- Add some recipe cards onto your display for quick meal ideas for your customers.
- Cross merchandise a basket or two in your meat department for quick impulse sales and a nice grilling addition to those burgers!



Now its time to build some “sweet” displays with these sweet onions sure to indeed “sweeten” those sales!

For more information, display tips and ideas, contact your Four Seasons Sales Rep or Merchandiser.



1.800.422.8384

www.fsproduce.com



CONVENTIONAL MARKET NEWS

APRIL 23 - APRIL 30, 2021

VIDALIA SWEET ONION SEASON!



Genuine Georgia grown **Vidalia Sweet Onions** are here!

40lb jumbo and high-graphic 16/3lb bags of **Vidalia Sweet Onions** are now in stock and ready for late April and May promotion. The first arrival hit with great quality; it is typical to see some flakiness to the skin with these fresh pack onions.

We have some promotable pricing available for our retailer partners through the month of May, so talk to your rep as you plan. Go big with the grilling themed displays!

Generation Farms and Four Seasons Produce have partnered for a **Vidalia Sweet Onion Display Contest** for May.



CV BLUEBERRIES

NOTE: Blueberries continue to be in tighter supply during mid to late April. It has been a challenge sourcing product, staying in stock, and many growers canceled their ad commitments.

But, this should change quickly. Florida and Georgia are now harvesting better volumes, and North Carolina growers will get started later in May as well. Pricing is expected to drop from this unusual high level around the week of May 2. Pints and 6oz clamshells *should* become more promotable as we progress through May.

Driscoll's volume on the **Limited Edition Sweetest Batch Blueberries** has really ramped up from California. Look for good supplies on these jumbo **Blues** in 8/11 oz clamshells.



CV STRAWBERRIES

NOTE: Strawberries will remain in lighter supplies once again for the week of April 25.

Growers had expected volumes to improve, however actual case volumes being harvested are coming up much shorter than expected. Cooler weather and rain are now expected in the growing areas, preventing more fruit from maturing.

Expect pricing to remain higher as we head into Mother's Day. Quality on all California fruit has been excellent.

We'll be bringing in limited supplies of South Carolina grown **Strawberries** to help fill in. These are not varieties that hold up in storage, so all should plan to sell them quickly.

We expect to start seeing Delaware grown **Strawberries** from Fifer Orchards in early May.



CV BLACKBERRIES & RASPBERRIES

NOTE: Raspberries and **Blackberries** have been inching up in volume from Mexico, yet growers have struggled to fill orders in full during April, and the turnaround has not been happening as quick as they had expected.

It has been a difficult spring with much lighter volume than expected. Growers do expect better supplies as we head into May with California production.

Pricing is expected to ease down slightly later in May when supplies begin to ramp up domestically.

We will also have access to east coast grown **Blackberries** during parts of May and early June from Georgia and North Carolina. Stay tuned for more details on this program.



CV CAULIFLOWER

With cool temps lingering in CA, **Cauliflower** harvests declined in volume and pricing has jumped significantly in late April.

Supplies look to be limited as we head into May. The length of this cold front will impact how high prices will reach.



CV WATERMELONS

Watermelon prices will continue to ease off but remain higher than normal for this time of year. Some farms have lost crops due to strong rains in April, and demand has remained very strong with limited supplies available.

Quality has been excellent with great color and sugar. Your shoppers are likely to be very eager for fresh cut delicious **Watermelon!**

Mini Seedless Watermelons from Mexico are gapping at the end of April, but will return to stock in May.



CV SQUASH

Green and Yellow Squash will be very promotable from Florida and Mexico. New areas are beginning and are overlapping current fields, leading to plentiful supplies. Quality has been exceptional from both regions.



CV GRAPES

The market on **Green Seedless Grapes** is very strong. Most shippers are done with Chilean supplies, and it's in the hands of a couple of growers. Mexico will not really get started until the middle of May.

Plenty of **Red Seedless Grapes** are available, and prices have been weak. Shippers are making deals on large and medium large, but we need to keep a close eye on quality until new crop Mexico gets going.



CV MANGOS

10-12ct Haitian Francique variety **Mangos** continue to be available in limited supplies. Prices are down just a bit. This fruit is some of the best eating fruit of the year!

Mangos from Mexico are steady with the bulk of the fruit being smaller in size. Tommy Atkins fruit will be limited in 6ct, but 10ct and 12ct sizing should be steady. Pricing will begin to more promotable as we approach May.

Champagne brand **Ataulfo Honey Mangos** from Mexico will be steady for the end of April. There's still time to enter the display contest!



CV SWEET CORN

Bi-Color, White, and Yellow Sweet Corn remains promotable out of Florida. Supplies are good and quality has been excellent. Labor continues to be a challenge to get corn picked and packed, but growers are battling through it.



CV CHERRIES

Cherry growers are just getting started with their harvests.

Top dollar buyers in Asian export markets may scoop up some of the early volumes, but we hope to have some of our first pallets arriving at the end of April or beginning of May. The first arrivals should be expensive, but the price will drop from there.



CV BAG EASTERN POTATOES

Local PA storage bagged **White Potatoes** are now finished up.

We will see a limited amount of bagged **White Potatoes** out of Prince Edward Island through part of May, and then we will gap until mid-June when North Carolina **Potatoes** get going.

Local PA storage **Unclassified White Potatoes** are also now done for the season.



CV ASPARAGUS

Asparagus prices will be up as Mexico is finishing their season. Local New Jersey harvests will start to come on stronger during the last week of April, and supplies should be steady. Quality has been very nice on the early harvests. Delaware will begin in early May.



CV BROCCOLI CROWNS

GA continues to be readily available with **Broccoli Crowns**. CA has slowed down on production due to cool temps, and it is unclear how this will impact markets with plenty of harvests back east.



CV LETTUCE

Iceberg, Red & Green Leaf, Romaine, and Romaine Hearts have finished transitioning back to summer growing regions in the Greater Salinas Valley of California. Cooler temps will have a play in production and quality. Prices are starting to rise.



CV GREEN BEANS

NOTE: Green Bean prices will remain high and limited out of Florida. Growers are transitioning and some crops were hurt after heavy rains and wind swept through the growing regions in April. Quality has been nice despite the challenges.



CV PEPPERS

Green Pepper prices will be steady out of Florida. Quality has been very nice. Fields will begin to transition in early May up to Northern Florida and Georgia, and markets could rise during this time. The California season is just beginning and will look to ramp up headed into May as well. Quality is expected to be very nice on the new crop.

11lb **Red, Yellow, and Orange Pepper** prices continue to rise slightly. Big ads in Canada are tightening the markets as Mexico begins to finish up for the season. Quality has been nice from both regions.

15lb **Elongated Red Sweet Peppers** will come back for the last week of April out of Mexico. Quality and size will be excellent. California will begin their new crops in mid-May.



CV CUCUMBER

Euro Seedless Cucumber prices are holding steady before prices look to slide to more promotable levels in early to mid-May. Quality out of Canada has been excellent.

Mini Seedless Cucumber prices will be holding steady as new plantings are set to begin. Harvests should get stronger heading into early May and become more promotable. Quality has been excellent.

Super Select Cucumber prices will start to come down and continue to slide into the early May. Harvests out of Mexico and Florida are getting better as new growing areas begin, leading to better availability. Quality has been excellent.



CV PINEAPPLES

Look for some exciting opportunities on **SPECIAL Pineapples** from Del Monte headed into May.

Del Monte's **HoneyGlow Pineapples** are left on the plant longer to be genuinely sweeter and riper on the inside. The external high color shell is a beautiful yellow/gold color.

There has been quite a buzz about **PinkGlow Pineapples**. We've received many customer requests. This pink-flesh pineapple contains lycopene, which gives many fruits their red color. Lycopene is known to be high in antioxidants. *PinkGlow Pineapples are genetically modified.*

Stay tuned for more details on these items.



CV TOMATOES

Beefsteak and Cluster Tomatoes continue to be very promotable from USA greenhouses in Ohio and New York. Quality has looked exceptional.

Campari Cocktail Tomatoes will remain promotable out of Canada. Quality has been excellent.



NatureSweet is back in steady production on their premium **Snacking Tomato** lines. Rebuild those colorful displays!

Grape Tomato prices are rising slightly out of Florida. Rain slowed down harvests, leading to less product. Quality has been very nice.

Roma Tomato prices are getting stronger as harvests slow down from Florida and Mexico. Markets however will remain promotable and quality has been excellent.

CV TROPICALS

Maradol/Formosa Papayas from Mexico will be promotable for the end of April from Mexico.

Pineapple supplies have tightened, but volumes should begin to rebound just a bit towards the end of the month.

Dragonfruit from Ecuador is becoming tighter as the season has passed its peak. We will see limited supply through early May.

Hass Avocado prices remained steady in both supply and pricing. Expect to see a slight increase in price as we approach Cinco de Mayo.

Red flesh **Cactus Pears** are back in season in 20lb cartons!