

# ORGANIC MARKET NEWS

MAY 7 - MAY 14, 2021

## ORGANIC STONE FRUIT OUTLOOK



Our first **Organic Cherries** of the season arrived with nice quality! The California crop will be a little sporadic in volume during the rest of May and early June. Expect prices to remain firm due to Covid labor issues, plus high supplies and freight costs.

California **Organic Yellow Peaches** are in and will improve each week with better varieties. Steady supplies should be expected. South Carolina growers will have their first **Organic Yellow Peaches** ready for the week of 5/9.

California **Organic Apricots** and **White Peaches** are just getting started. The first arrivals will likely be in stock around 5/12. An excellent crop is expected.

California **Organic Nectarines** will come into season around Memorial Day. California **Organic Plums** are expected to begin in late May and **Organic Pluots** in early July.



### LABOR/COSTS/TRUCKS

**ALERT!** Three factors are coming together headed into the peak season for USA fresh produce that everyone in the supply chain will be feeling: a tight labor market, rising input costs, and limited truck driver availability.

**LABOR:** Growers, processors, and distributors are having difficulty getting enough harvesters and workers to pick, pack, and ship their harvests and finished goods.

**RISING COSTS:** The costs of inputs, like fuel, pallets, and materials have risen sharply due to high demand and so much supply chain disruption.

**TRUCKS:** There continues to be way more freight to move than drivers to move it throughout the supply chain. This tight capacity is creating delays and adding 20-40% more to freight costs in some cases.

These are issues being faced by grower shippers, processors, wholesalers, distributors, food service, and retailers across the country at this stage of the pandemic and it's disruption.



### OG LETTUCE

**Organic Green Leaf, Red Leaf and Romaine Lettuce** are producing strong yields to begin Lady Moon Farm's Georgia season.

Expect pricing to improve during the week of 5/10, and promotional opportunities to arise on all three items during May with Lady Moon Farms GA, along with some early season local product.

**Organic Iceberg Lettuce** remains steady from California with excellent quality. Expect pricing to improve in early May.

**Organic Romaine Hearts** from California continue to experience strong volumes and improving prices weekly while quality has remained outstanding for May!

Look for local PA **Organic Romaine Hearts** 3pk and **Little Gem** 8oz clamshells in mid-May from Lancaster Farm Fresh Coop.



### OG BERRIES

Driscoll's **Organic Raspberries** are starting to show a resurgence of steady supplies, and prices are expected to begin easing in mid to late-May. Other **Organic Raspberries** remain more limited.

**Organic Blackberries** are improving in supply. We expect to see slightly more volume each week as we move through May and into June on many brands. Driscoll's will command a higher price for the great quality.

California and Georgia **Organic Blueberry** growers are starting to harvest more volume, and supplies and pricing will improve throughout May after a very difficult April.

**Organic Strawberries** are expected to show improving volumes each week during May, with prices expected to come down post Memorial Day.



### OG PEPPERS

**Organic Mini Sweet Peppers** remain plentiful from Mexico in early May. Keep larger displays intact and continue to promote!

**Organic Red, Yellow, and Orange Bell Peppers** remain unchanged in early May now that Holland and Canada are the main supplies. Pricing will remain elevated, but supplies will remain stable with strong quality!



### OG CAULIFLOWER

**NOTE: Organic Cauliflower** begins May with less-than-ideal conditions; however, quality and production is expected to improve. Weather conditions, as well as aphid pressure, created poor quality and extreme pricing in late April.

Although pricing will remain elevated in early May, it is expected to quickly return to normal market conditions in mid-May with much improved quality.



### OG GREENS & KALES

**Organic Greens and Kales** from Lady Moon Farms in Georgia are beginning to ramp up in supplies.

Expect to see both Lady Moon GA, some local PA, plus a little product from California available during early May to support demand, however as the month continues we will transition to all Lady Moon and other east coast product.



### OG SQUASH

**Organic Zucchini** from Lady Moon Farms in Florida is winding down, but the transition should be fairly smooth to Lady Moon's Georgia production. Look for consistent supplies and excellent quality throughout May.

**Organic Yellow Squash** has begun its transition to the east coast as Mexican supplies wind down. The transition is also expected to be smooth as suppliers on the east coast have already begun harvesting.



### OG SNAP PEAS

**Organic Snap Peas** from California are improving in volumes each week during the brief California season that runs through mid-June.

Incorporate compostable trays from Coke Farms in displays to reduce plastic waste. Promotional volumes will be available in mid-May and highlight the environmental impact to help drive additional sales during the promotion.



### OG ONIONS

New crop **Organic Yellow and White Onions** are in plentiful supply out of California from multiple shippers.

**Organic Red Onions** have been limited but supplies are expected to improve by mid-May when USA growers begin.

Georgia grown **Organic Vidalia Sweet Onions** are in season with great quality!



### OG BROCCOLI

**Organic Broccoli** from California has excellent quality and yields in early May.

In addition to western supplies, east coast suppliers from Georgia and North Carolina are now in production as well!

Look for promotable pricing and excellent quality from both regions, creating a perfect opportunity to promote during mid-May!



### OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** from Mexico remain plentiful here in early May. Demand on Organic Brussels Sprouts is down each year, causing suppliers to remain in over abundance.

Quality is outstanding and pricing has normalized but at a sharp price. Keep displays intact and promote at store level to continue driving additional sales.



### OG CARROTS

**ALERT! Organic Carrot** production in California is starting a challenging period of low yields and high costs. Cal-O/Bunny-Luv has instituted a weekly volume cap on all cello bags, plus a temporary surcharge; and freight rates are hiking costs too.

We'll be shipping two brands (adding in Earth-Bound) to stay in stock on **Organic Carrots** this spring and summer.



### OG EGGPLANT

**Organic Eggplant** from Lady Moon Farms in Florida will draw to a close in mid-May, at which point we will switch to other east coasts harvests, along with California grown until we hit local season in the summer.



### OG ASPARAGUS

**Organic Asparagus** will be promotable from fields in California, South Carolina, and New Jersey. Quality has been exceptional.

New York grower, Pedersen Farms, will begin light harvests as well, and we should have that product sometime during mid-May.



### OG CELERY

**Organic Celery** is improving. Quality is getting better and supplies are improved to kick off May from California growers. Expect pricing to ease throughout the month.



### OG CUCUMBERS

**Organic Cucumbers** from Mexico remain plentiful in early May. Quality, supplies, and pricing are expected to remain strong through mid-May, offering the perfect opportunity to promote. Domestic product begins light but is expected to ramp up during May as we transition to procure from the east coast.

**Organic Mini Seedless Cucumber** prices remain high as availability continues to be extremely light from Mexico and Canada. Quality has been very nice.

**Organic Euro Seedless Cucumbers** will be promotable from Canada and Mexico. Quality has been very nice.



### OG POTATOES

**Organic Tasteful Selections 1-Bite Potatoes** will be back in stock the week of 5/10. This will be new crop product from California!

New crop **Organic Red** and **Gold Potatoes** will get started out of California. Pricing is also going to be seasonally high on these items mostly due to higher freight rates out of California.

New crop **Organic Russet Potatoes** are still about a month and a half away from getting started out of California in mid-June.



### OG WATERMELONS

**Organic Seedless Watermelons** continue to be available from Mexico. Quality has been exceptional, and harvests should be steady leading into Memorial Day.

**Organic Mini Seedless Watermelons** will be available the week of 5/10 after a brief gap. New fields are beginning to be harvested, and supplies look to be steady as the month continues from Mexico. Prices continue to be high, and quality is excellent.



### OG ARTICHOKE

**Organic Artichokes** from both Ocean Mist, in California, and Wholesum Organics, in Mexico, remain steady in supply for early May. Quality from both growing regions have been superb during April and will continue in May. With improved pricing in mid-May promote **Artichokes** at store level to drive additional sales!



### OG GREEN BEANS

**Organic Green Beans** remain in steady supply as California, Mexico, and the southeast are all producing. Although multiple growing regions are producing, none of them are seeing an overabundance of supply, causing the pricing to remain stable but elevated.



### OG MANGOS

Some container delays caused an unexpected gap in **Organic Fair Trade Haitian Mangos**, but good volume is expected throughout the rest of May!

Mexico grown **Organic Honey Ataulfo Mangos** and **Round Tommy Atkins Mangos** are promotable for May!



# 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



# LOCAL LIST

## ORGANIC

### FLAIM FARMS - VINELAND, NJ

- 40208 - OG Arugula PREM 24 ct
- 40488 - OG Beets Red Bunched 12 ct
- 40666 - OG Chard Green PREM 24 ct
- 40682 - OG Chard Rainbow 12 ct
- 40685 - OG Chard Red 12 ct
- 40650 - OG Dandelion 12 ct
- 40671 - OG Greens Collard 12 ct
- 40889 - OG Greens Kale Lacinato 12 ct
- 40210 - OG Herb Dill 24 ct
- 219525 - OG Herb Mint 12 ct
- 40726 - OG Parsley Curly 15 ct
- 40729 - OG Parsley Flat Leaf (Italian) 15 ct
- 40864 - OG Radishes Red Bunched PREM 24 ct

### LANCASTER FARM FRESH COOP - LANCASTER, PA

- 40675 - OG Greens Kale 24 ct
- 41150 - OG Lettuce Butter Green 24 ct
- 41160 - OG Lettuce Green Leaf 24 ct
- 227868 - OG Lettuce Little Gem 9/8 oz
- 41165 - OG Lettuce Red Leaf 24 ct
- 41185 - OG Lettuce Romaine Hearts 12/3 ct
- 40900 - OG Spinach Bunched 24 ct
- 40623 - OG Sunchoke White 10 lb

### EASTERN FRESH - CEDARVILLE, NJ

- 40325 - OG Asparagus 11 lb

## CONVENTIONAL

### FLAIM FARMS - VINELAND, NJ

- 1315 - CV Greens Kale NJ 18 lb
- 1362 - CV Chard Green 12 ct
- 1355 - CV Chard Rainbow 12 ct
- 1368 - CV Chard Red 12 ct
- 2205 - CV Spinach Bunched 24 ct
- 205 - CV Arugula 24 ct
- 1170 - CV Dandelion Bunch 12 ct
- 1510 - CV Herb Mint 12 ct Box

### NARDELLI LAKE VIEW FARMS - CEDARVILLE, NJ

- 357 - CV Asparagus NJ 28 lb
- 550 - CV Beets Red Bunched 12 ct
- 591 - CV Bok Choy 30 lb
- 592 - CV Bok Choy Baby Shanghai 30 lb
- 1362 - CV Chard Green 12 ct
- 1368 - CV Chard Red 12 ct
- 1475 - CV Leeks Bunched 12 ct
- 3130 - CV Radishes Red Bunched 24 ct

### EASTERN FRESH - CEDARVILLE, NJ

- 357 - CV Asparagus NJ 28 lb

### FIFER ORCHARDS - DOVER, DE

- 358 - CV Asparagus Std 28 lb



**CHECK OUT THESE NEW MEAT & DAIRY ITEMS!**



### Saturday 5/29:

Normal office and delivery schedule.

### Sunday 5/30:

Normal office and delivery schedule.

### Monday 5/31:

Normal delivery schedule, office open 8:30am - 12:30pm, taking orders for Tuesday 6/1 delivery.

Please contact your sales representative with any questions.

*Have a happy and safe Memorial Day!*



**DONATED TO PASA**  
 DONATIONS FROM EARTH WEEK  
 APRIL 18 - APRIL 24, 2021

Thank you to all who helped celebrate sustainability and contributed to PASA!



**\$10,000.00 +**



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# CONVENTIONAL MARKET NEWS

MAY 7 - MAY 14, 2021

## PROMOTING PINEAPPLES IN MAY



**Pineapple** supplies will be strong for this month, and quality has been very nice! Keep large **Pineapple** displays stocked up through May! We'll have offerings on a full variety of sizes with the cheapest price points on the 8ct.

Del Monte's **HoneyGlow Pineapples** are being reintroduced to the market. *What is special about this fruit?* The **HoneyGlow** is left on the plant longer to be genuinely sweeter and riper on the inside. The external high-color shell is a beautiful yellow-gold hue.

The Del Monte **PinkGlow Pineapple** will be available through Four Seasons for retailers to test out. It is a pricey piece of fruit, yet its novelty and social media buzz has already created some fans. "**Pink**" **Pineapple** contains lycopene, which gives it its red internal color. Lycopene is known to be high in antioxidants. \*This pineapple variety is Genetically Modified.

Limited volumes of **PinkGlow Pineapples** will be available in mid-May, and shipped crown-less in 6ct cartons. Some retailers sell it primarily fresh-cut cubed in store by the lb or oz.



### CV BERRIES

**Blueberries** are finally in excellent supply. Talk about an extreme swing in this market!

They're now positioned for great promotable opportunities. Beginning the week of 5/10, it will be time to start getting behind both 6oz and full pint clamshells. All **Blueberries** are being sourced from Florida and Georgia and the quality has been excellent.

The premium 11oz **Limited Edition Sweetest Batch Blueberries** from Driscoll's are now in really good supply from California.

**Blackberries** and **Raspberries** are finally in decent supply without prorates. Pricing will continue to fall during May. Opportunities to promote these berries will arise headed into the month of June. We will have 12oz large packs available on both berries going forward.



### CV STRAWBERRIES

**Strawberries** are inching their way into steadier supply but are still a few weeks away from hitting peak production.

Santa Maria, CA continues to be the main growing region, but we're starting to see more volumes coming from Salinas and Watsonville, CA.

Even though **Strawberries** haven't been promotable lately, so far the sizing on the new crop fruit from Salinas has been huge! Most clamshells are counting between 10-13, and the quality is outstanding. Pricing will begin to come down as we head into the week of 5/17.

Speaking of huge, "**Berry Big**" **Strawberries** from Driscoll's will be available starting 5/10.

Local **Strawberries** (DE, NJ, PA) have been delayed due to the cool weather pattern.



### CV STONE FRUIT

California **Cherries** are now in season. As the supply chain starts to fill during the week of 5/10, prices will ease down and availability will improve, and promotability will be closer to Memorial Day. Quality will be good as weather has been good in California. There is a good range of sizes from 10.5 to 12 row, with some 10 and 9.5 row.

California **Peaches** are expected the week of 5/10 and with good sizes (48sz/54sz). **Nectarines** and **Apricots** will ship at the end of that week if growers stay on track. **Apricots** are expected to be good quality. **Plums** are still scheduled for the end of the month.

Southern **Peaches** will arrive during mid-May. Growers are expecting a good crop and color. Most of the fruit will run mostly on the 2 1/2" size for the first month with very little to none on the larger sizes. After that we will see a steady supply of 2 3/4" and fewer 2 1/2".



### CV GRAPES

It's a very active **Grape** market!

**ALERT!** **Green Grapes** are a big struggle with many growers finished out of the Southern Hemisphere, and what is available, they are struggling with quality. Price continues to climb. Mexico will look to start with new crop **Green Grapes** arriving to the east coast the week of 5/17.

On **Red Seedless Grapes**, demand is increasing due to the **Green** market, and prices are climbing on the better fruit. There are still a few deals on the medium-large **Crimsons**.



### CV CUCUMBERS

**Super Select Cucumber** prices will ease off as Mexico and Florida are experiencing much better harvest numbers. Quality has been excellent. GA will begin harvest in the middle of May.

**Euro Seedless Cucumber** prices will be steady to start. Harvests are expected to get better as the week progresses, easing pricing off and better availability. Quality out of Canada has been excellent.

**Mini Seedless Cucumber** prices stay steady out of Canada. Quality has been very nice.



### CV MELONS

**Watermelon** prices will be steady. Higher freight rates continue to keep prices elevated over normal for this time of year. Quality out of Florida continues to be excellent.

Pricing remains high on the off-shore and Mexican **Cantaloupes**. Southern California should start during mid-May, which should see a little break in the market.



### CV SQUASH

**Green Squash** prices remain promotable from Georgia. Quality is excellent on new harvests. Product from Mexico remains available, however is beginning to finish up for the season. Quality has been nice.

**Yellow Squash** markets will be promotable as well from new fields in Georgia. Quality has been excellent. Mexico is starting to finish up production for the season.



### CV ASPARAGUS

Local **Asparagus** prices are easing off as local production begins to ramp up. Delaware, New Jersey, and Virginia are all harvesting steady numbers and quality is excellent.

Michigan will begin harvests in mid-May as well.



### CV GREEN BEANS

**Green Bean** prices are beginning to ease off. Demand has been soft and new areas are beginning harvests in Florida, inching the markets down. Quality has been nice.



### CV BROCCOLI

GA and SC are both harvesting **Broccoli Crowns**. CA has crops readily available too, but freight has been a challenge, so we'll have mostly eastern product for mid-May.



### CV CAULIFLOWER

California growers are back to harvesting **Cauliflower**, but it is a slow start replenishing supplies after a gap. Pricing may take some time to get back to more affordability this month.



### CV BRUSSELS SPROUTS

**Brussels Sprouts** are now more limited. Most of the supply is out of Mexico, and limited freight and labor have added additional challenges.





### CV LETTUCE

**Iceberg, Red & Green Leaf, Romaine, and Romaine Hearts** are readily available.

Local New Jersey will start with some **Red Leaf, Green Leaf, and Romaine Lettuce** soon!



### CV SWEET CORN

**Sweet Corn** remains in season from Florida. Quality has been excellent on **Bi-Color** and **White** varieties. Extreme freight rates coming out of Florida are keeping price points up over normal spring levels.



### CV VIDALIA SWEET ONIONS

**Vidalia Sweet Onions** continue to be very promotable! Make sure to talk to your sales rep to get into our May Display Contest.



### CV PEPPERS

11lb **Red, Orange, and Yellow Pepper** prices will hold steady out of Canada. Red and Yellow remain promotable with great volume and quality. The Orange variety is more limited and priced higher. Quality has been very nice.

**NOTE:** 15lb **Elongated Sweet Red Pepper** prices are very high and tight as we are in a transition period. Mexico is finishing up production and California has not yet begun harvests causing tight markets. California is expected to begin harvest in the middle of May.

**Green Pepper** prices will be very steady coming from Florida and California. California will begin to peak and lead to excellent quality and availability as Florida will begin to transition up into Georgia in the coming weeks.



### CV SALADS

**ALERT!** **Packaged Salad** producers are really feeling the labor crunch at their packaging facilities, along with tight truck availability disrupting their timelines.

The production capacity issues have created massive problems in fill rates for **Fresh Express** lately.

Other brands have not been immune from some level of daily cuts or prorates either.



### CV TOMATOES

**Beefsteak** and **Cluster Tomatoes** continue to be promotable out of Canadian and US greenhouses. Quality has been exceptional as both areas continue to flush.

**Grape Tomato** prices have come up some again due to higher freight and slowing harvests. Quality out of Florida has been very nice.

**Campari Tomato** prices remain steady out of Canada. Quality has been nice.

**Roma** and **Vine Ripe Round Tomato** prices significantly rose as Mexico begins to finish up for the spring, putting more demand on Florida. Quality has been nice.



### CV KIWIFRUIT

New crop **SunGold Kiwifruit** from Zespri in New Zealand will be available in mid-May, followed by their popular clamshell pack later in May!

**Green Kiwifruit** will be available at the end of May from Zespri NZ.



### CV TROPICALS

**Tommy Atkins Mangos** from Mexico were steady with the bulk of the fruit being smaller in size. Pricing has started to drop to promotable levels.

**Ataulfo Honey Mangos** from Mexico continue to be in steady supply. This beautiful fruit remains promotable for May.

**Haitian Mangos** will be available again next week and supplies have been good. Prices continue to fall and should make this delicious fruit promotable for the month of May. This fruit is some of the best eating fruit of the year!

**Maradol/Formosa Papayas** from Mexico will be promotable for the week of 5/10 from Mexico. Look for good prices and supplies through the month of April.

**Black Mission Figs** remain in very short supply coming out of Mexico and Chile for the month of May.

**Dragonfruit** from Ecuador is becoming tighter as the season has past its peak. We will see limited supply for a few weeks. **Yellow Pitahaya** are very short in supply as well.