

ORGANIC MARKET NEWS

MARCH 25 - APRIL 1, 2022

ORGANIC ASPARAGUS PEAK SEASON



Time to promote **Organic Asparagus** while it is in peak season quality and availability!

Organic Asparagus markets are opening up and we are seeing prices come down. As we head toward the beginning of April, there is expected to be more product available and 28lb cases are in stock too for an even better value.

Promotional opportunities are available here through the beginning of April on quality product available out of Mexico. We can expect the prices to swing back up as we head towards Easter, so these bottom prices will not last long.

11lb **Organic Asparagus** is proving to be promotional as well. The cooler weather that Mexico has been having is slowing the growth of **Organic Asparagus** enough to hopefully have this planting last through Easter.

UPC'd pouch bag **Organic Asparagus** is in steady supply.



OG BERRIES

Organic Strawberries will remain fairly promotable from California and Mexico. Quality has been nice from both areas and supplies are strong.

Organic Blueberry prices are steady in late March. Mexico and US product commands a premium as quality is outstanding. Peru is still shipping in some product and quality has been decent.

Organic Blackberry prices are on the tighter side as growers are in a transition period. Quality remains decent but harvest numbers remain light.

Organic Raspberry prices back up to non-peak prices as production is still limited. Quality has been nice coming out of Mexico. New areas are starting up very slowly, so the next promo times are weeks away.



OG CITRUS

Organic Mandarins, Blood Oranges, and Navel Oranges are in good steady supply. Promote while these tasty varieties are still in season from California.

Organic Grapefruit are in season from California Mexico has wrapped up their season.

California **Organic Lemons** continue in promotable supply.

Organic Cara Cara Oranges are winding down for the season and will finish in early to mid April.

Organic Kumquats will wrap up for the season by the end of March.

ALERT! Organic Limes continue to be extremely limited due to small sizing on the tree, poor yields, and very high demand.



OG TROPICALS

Organic Ataulfo Honey Mangos have promotable volumes coming out of Mexico. Four Seasons will focus on offering premium quality and large sizes for April.

Organic Mango (Round) prices are slowly dropping as the season progresses and volume continues to climb. Four Seasons will have good supplies of **Organic Tommy Atkins Mangos** from Mexico.

Organic Hass Avocado prices jumped back up following a long weekend holiday in Mexico that saw growers idle from picking. Quality is very good right now, as oil content in fruit is high, it's producing a rich and creamy that Mexico is known for. Four Seasons will begin offering California grown fruit as we head into April!

Organic Fair Trade Hass Avocado supplies will be winding down by the end of March. Due to unforeseen circumstances, the Equal Exchange Fair Trade program will be ending sooner this year. Challenges with delays in grower certifications are limiting the volume that they can sell as Fair Trade.



OG PEPPERS

Organic Mini Sweet Peppers from Lady Moon Farms continue to yield outstanding supplies and excellent quality during March. With top-notch quality and favorable pricing in late March, this the perfect promotional opportunity.

Mexican grown **Organic Mini Sweet Peppers** also remain in steady supply volume and consistent pricing.

Organic Color Bell Peppers are steady from Israel, while Mexico has seen a dip in production in late March. Canadian suppliers are expecting some harvest in April.

NOTE: Organic Green Pepper season from Lady Moon Farms in FL has drawn to a close and will not return until their PA production starts in late July/early August. In late March, and into April, supplies on **Organic Green Peppers** are going to be extremely limited. Expect drastic price increases and gaps in supplies.



OG POTATOES

We have transitioned over to storage Idaho grown **Organic Red, Gold, and Russet Potatoes**. This will be the region that bridges the gap to new crop in mid to late April out of California. We should see steady costs for this time period.



OG ONIONS

Peri & Sons is continuing to roll along with **Organic Red, White, and Sweet Onions**. **Organic Yellow Onions** are coming from Washington and are very limited.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli from SoCal and Yuma, AZ is coming to a close in late March, while production is slowly starting in Salinas, CA. Transition time can be difficult, creating product limitations and price increases, however the southern growing regions are expected to overlap with Salinas and will relieve some of these usual hardships.

NOTE: Organic Sweet Baby Broccoli will remain limited and have gaps in production until mid-April.

Organic Broccoli Rabe will be promotable in late March.

NOTE: Organic Cauliflower continues to remain limited and expensive in late March as southern growing regions are drawing to a close. The transition is not expected to be as smooth as Broccoli with potential limitations or gaps in supplies in late March or early April.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts continue to have excellent production from Mexico and pricing is promotable - perfect for promotions! Quality has been outstanding.

Mesh bag Organic Brussels Sprouts remain available!



OG PINEAPPLES

Organic Pineapples continue to have good volume coming out of Costa Rica. We will be carrying 6ct and 8ct heading into April.



OG WARM VEG

Organic Cucumbers, Eggplant, Zucchini, and Yellow Squash continue to see lighter production from Mexico in late March, causing price increases across these commodities.

Organic Cucumbers and **Squash** are expected to drastically improve in early April and bring promotional opportunities and strong volume.

Organic Zucchini from Lady Moon Farms in Florida began to harvest in mid-March and volumes are now improving. Expect better supplies and top-notch quality with potential promotional opportunities in early April.

Organic Eggplant from Lady Moon has also seen drastic improvements in production in late March and is expected to remain in steady volumes into early April.



OG CELERY

Organic Celery continues to yield consistent supplies and pricing in late March. Supplies are expected to remain stable into April for domestic production, however warmer temperatures in southern growing regions can bring potential quality issues. Mexican harvests remain consistent in price and availability headed into April.



OG PEARS

Organic Pears are winding down out of Washington and transitioning to new crop Argentina. All varieties should be switched by the first or second week of April.



OG BOK CHOY

NOTE: Organic Baby Bok Choy and Bok Choy supplies have shifted to California after Lady Moon Farms' Florida crop concluded in mid-March. Supplies are limited from California but will increase in early April as growers transition to new fields in northern growing regions.



OG WATERMELONS

Organic Seedless Watermelons are expected to start in early April, all depending on weather. Harvests could be delayed until the middle of the month if the fruit is unable to mature due to cooler temps in the growing regions from Mexico.

There will be limited supplies of 8ct **Organic Mini Seedless Watermelons**.



OG CUCUMBERS

Organic Mini Seedless Cucumber prices are starting to become more affordable. Canada is producing volume as we head into the beginning of April. Mexican volume is light but quality is good.

Organic Euro Seedless Cucumbers are promotable price and supply.



OG APPLES

Organic Cosmic Crisp, Envy, and Pinata Apples will go for a couple more weeks and then finish for the season in April. **Organic Opal Apples** are expected to wrap up for the season sometime in early May.

Organic Fuji, Gala, and Pink Lady Apples are coming up much shorter than anticipated for the season. Expect sporadic outs for April, and high prices. A good, healthy supply of imports from Chile and New Zealand is expected, with **Organic Gala Apples** around the first of May, and other varieties following towards the end of May.

Organic Honeycrisp Apples will be in tight supply going forward till the end of the crop in June and should be a smooth transition to Import Honeycrisp for the first time from New Zealand.



OG LETTUCE

NOTE: **Organic Leaf Lettuce** and **Romaine Lettuce** from Lady Moon Farms in Florida will experience better production in late March, but costs are expected to remain elevated. West coast production in the northern growing regions will begin in late March. Pricing is expected to be elevated but improve as production increases.

NOTE: **Organic Romaine Hearts** and **Iceberg Lettuce** remain limited in supplies due to heavy aphids (insect) or sizing issues.

The good news is that northern production will begin in late March and continue to improve into April with fresh crop plantings.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** out of Canada are coming on with stronger volume and better market pricing. Quality has been outstanding, and we can expect the market to drop as we head towards the end of March and then hold into April. We continue to source most of our product from Canada, but there is Mexico product available that may provide some promotional opportunities by the beginning of April.

NOTE: **Organic Grape Tomatoes** from Lady Moon Farms are in short supply. Quality has been outstanding, but supplies will be short until mid-April as we are still seeing effects of the Florida frost. Other brands of **Organic Grape Tomatoes** are in a gap period right now in Mexico at least until the beginning of April.

NOTE: **Organic Heirloom Tomatoes** are tightening up toward the end of March and will remain this way into the beginning of April. **Organic Darkloom Tomatoes** are finished for this part of the season.

OTHER STORIES

- **Organic Red and Green Grapes** continue to be very limited out of Peru and South Africa.

- **Organic Premium Florida Red Turmeric** will be done for the season at the end of March, but premium Hawaii grown **Organic Turmeric** will be available for the next few months.

Join Four Seasons Produce, Pasa, and our Community Partners this April in Celebrating the 15th Year of our Earth Week Campaign!

Community partners have supported the vital work of providing an educational and research network for sustainable agriculture farmers throughout Pennsylvania and the broader mid-Atlantic. Since 2008, our unique fundraiser has raised over \$350,000 in support of a vision of a world where agriculture nourishes, heals, and empowers by cultivating environmentally sound, economically viable, community-focused farms, and food systems.

For Earth Week 2022 (April 17 - 23), Four Seasons Produce will donate a portion of profits on all Organic Produce sold that week to [Pasa Sustainable Agriculture](https://pasa.farming.org). Joining us in this fundraiser with their own contributions will be Lady Moon Farms, Mother Earth Organic Mushrooms, Stemilt Growers, and Harvest Market Natural Foods. We're excited to see who else will join us in this fundraising effort! For more information on how to get involved, contact Meg De Brito (meg@pasafarming.org).

2022 Easter Schedule



FRIDAY 4/15: Normal office and delivery schedule.

SATURDAY 4/16: Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 4/17: Office **CLOSED**. Modified delivery schedule.

MONDAY 4/18: Normal office and delivery schedule.

THE FOUR SEASONAL - Q2



Helpful seasonal content for independent retailers to plan April, May, and June produce merchandising.

Check out the latest edition!

lnkd.in/gJqC4gb7





NEW DAY FARMS MICROGREENS

ALWAYS FRESH | ALWAYS ORGANIC | ALWAYS LOCAL



Sunflower Microgreens have a wonderfully fresh flavor with a hint of nuttiness and a crisp, crunchy texture. Our signature product, they are nature's perfect functional food.

What makes them even better? Your kids are guaranteed to love them too!

The delicate, slightly sweet flavor of Kale is the perfect partner for our nutty sunflower Microgreens.

This mix is a highly nutritious blend filled with antioxidants that makes for a delicious meal, anytime.

A fresh combination of your favorite microgreens (amaranth, arugula, beet, broccoli, cress, kale, mustards, radish, red cabbage, turnip or others).

THE WHAT AND WHY OF MICROGREENS

Microgreens are the second stage of an edible plant, just after the sprout and just before the baby greens. At this stage, phytonutrients are at their highest concentration.

Loaded with vitamins, minerals and antioxidants, Microgreens are classified as a "functional food"... a food that fortifies the immune system to help prevent and combat disease.

With only 25 calories per serving, 0% fat and almost no carbs, Microgreens are also a delicious way to lose weight!

Here's the dirt... unlike produce grown hydroponically, our Microgreens are exclusively soil-grown. Soil is rich in the beneficial microorganisms that allow for the highest possible nutrient density...sustainably producing "life from life".

We grow our crops under natural sunlight, significantly reducing any risk of contamination by harmful bacteria.

No shortcuts! Growing the best quality, awesome tasting Microgreens is truly a labor of love...

MISSION:
Restoring health and
regenerating food systems
... one community at a time.

CODE	DESCRIPTION	PK/SZ	UPC
225972	OG Microgreens Sunflower	10/4.5 oz	8-50013-55620-5
225973	OG Microgreen Sunflower & Kale	10/4.5 oz	8-50013-55613-7
229899	OG Microgreens Rainbow Mix	10/3 oz	8-50013-55629-8



PHONE: 800.422.8384 | FSPRODUCE.COM



CONVENTIONAL MARKET NEWS

MARCH 25 - APRIL 1, 2022

GRAPE UPDATE FOR APRIL



Red Seedless Grapes are very promotable on price to volume for the first half of April on both XL and LG options out of Chile. Increase display size.

Green Seedless Grapes are in good supply, but currently pricing higher than Reds. The majority of the fruit is coming from Chile with a few Peruvian options still available.

Autumn Crisp Green Grapes, with huge sizing and beautiful quality are available as a premium Green option.

New in the Four Seasons grape assortment is a **Bi-color Green/Red Grape** pack in 2lb clamshells (code 228335).

Cotton Candy Grapes quality is outstanding with good supply until early April out of Peru, with Chilean fruit starting in April.



CV BERRIES

Strawberries remain steady out of California. Florida is basically all finished. Demand has picked up, but prices are steady. Peak production from CA is about a month to a month and a half away. Prices will stay somewhat elevated through the Easter holiday pull.

NOTE: Blackberry prices are high, and supplies are tight. Volume out of Mexico is limited and California is still a few weeks away from production. Mexico is expected to pick back up later in April as well.

Raspberry prices are up, and lighter on volume. The transition between crops has markets active and short. Expect conditions to stay this way until early April as new areas start up.

Blueberry prices are strengthening as new crop Mexico and Florida production takes over. Quality has been excellent with exceptional taste and strong berries. Old crop imports from Chile are still lingering around at very cheap prices as quality is fair at best.



CV CITRUS

Import **Mandarins** from Morocco are very promotable at this time. The market remains very favorable for quality and price through mid-April. Continue to promote 10/3 lb and 15/2 lb bags - great eating quality and extremely hot pricing on these!

Navel Orange quality from California remains very nice and at its peak. We will continue to have great volumes to promote on sizes ranges from 40's to 113's, along with 10/4lb bags and 760 ct bins (jumbo choice fruit). Continue to promote the 10/3lb **Vintage Sweets Heirloom Navel Oranges** - they have peak flavor and outstanding quality.

Grapefruit continues to remain in good supply throughout March and the beginning of April. We are fully transitioned into the California Star Ruby variety. Quality remains very nice. Also available in a 5lb bag option.

Continue to promote all **Specialty Citrus** this month. We will have great volumes on both loose and bagged **Blood** and **Cara Cara Oranges**.

The **Minneola Tangelos** crop is winding down as most growers shipped the last of their inventories in late March.

NOTE: SUMO Citrus (branded Dekopon) are finished for the season.



CV MANGOS & PINEAPPLES

Ataulfo Honey Mangos from Mexico are available in the **Champagne** brand on 14ct. The quality of this fruit has been outstanding. There will be spot buy opportunities on 18ct **Ataulfo**.

Round Mango supplies are good for the end of March and to kick off April. **Tommy Atkins** fruit from Mexico will take up most of the shelf space during this time. Volumes should allow for some promotable price in April.

Pineapple supplies will remain good through Easter. As always, pricing is expected to trend upward as we approach the holiday, but there will be spot buys for early April.

Del Monte **HoneyGlow Pineapples** are in steady availability for a high-flavor, premium offering on 5ct and ct.



CV HASS AVOCADOS

Hass Avocado prices were steady despite no fruit being picked during a long holiday weekend in Mexico. Supplies on 48 and 60ct fruit are good.

Four Seasons continues to carry a #2 grade 48 ct for customers looking for some value or for in-store food service.

Four Seasons will be testing a premium **Jumbo Party Pak 40sz 8/5ct Hass Avocado** bag. This mesh bag offers attractive packaging that changes seasonally.



CV MELONS

The 2022 new crop Florida **Watermelon** season is starting up slowly. Cartons and bins will be available from the early Florida crop starting the week of 3/28. Quality will be excellent for April with great summer tasting Watermelon as warm weather is soon to approach.

Cantaloupes and **Honeydew** are more limited out of Central America at this time and freight costs are up. We have 9ct and 12ct **Cantaloupes**, as well as 6ct **Honeydew** available.



CV SWEET ONIONS

We will see our last arrival of Peru **Sweet Onions** hit in late March. After that, we should have new Georgia product ready to go by 4/4. We will likely pull one load of the GA product, then keep supply very light in order to get some of the first of the season genuine Georgia **Vidalia Sweet Onions** here around 4/12.



CV LEMONS & LINES

Lemons are peaking from the SoCal Coastal Region with promotable pricing on both choice and fancy fruit! Both bagged and loose **Lemons** are promotable with good quality. Also, available are wonderful **Seedless Lemons** and **Meyer Lemons**!

ALERT! Limes continue to be extremely tight from Mexico. All growers saying the market will remain the same through early May. We will continue to source **Limes** from Colombia and Peru in the meantime to help with additional supplies.



CV CUCUMBERS

Super Select Cucumber prices remains high, through quality has been excellent out of Mexico. The new crop from Florida is seeing some lack of color and mis-shaped product, but this is expected to improve once growers get into new plantings.

Supplies out of Mexico are expected to hold the market heading into the end of March until the Florida crop really has a chance to take off and Mexico comes into their new crop as well.



CV LETTUCE

NOTE: Iceberg, Romaine, and Romaine Hearts are hit and miss on quality. Availability fluctuates as the Yuma, AZ season comes to an end. The Salinas, CA growing region is expecting to start harvesting in early April, but this will depend on weather. Pricing is still elevated but poised to drop by April.



CV ASPARAGUS

Asparagus prices will continue to fall as we head towards early April. It is expected that we will see prices jump as we get closer to Easter. Weather, although cooler, has provided perfect growing for **Asparagus**.

As volume has increased, and many shippers are receiving regular product, the market is providing promotional opportunities heading into the end of March. Quality has been excellent, and availability is plentiful.

New Jersey growers expect to start local **Asparagus** in the middle of April and beginning of May.



CV HOTHOUSE CUCUMBERS

Mini Seedless Cucumbers will be a promo item for late March and April with peak season greenhouse supply. Impress your shoppers with inflation-buster pricing!

Euro Seedless Cucumbers are flushing with larger harvest volume out of new Canadian greenhouse plantings. This is also a prime time to get some nice displays built at hot price points!



CV CAULIFLOWER

Cauliflower is in better availability, which has helped prices come down. This is expected to be short lived as the Yuma, AZ crops come to an end.



CV PURPLE ARTICHOKE

SPECIALTY ITEM: 12ct **Jumbo Purple Artichokes** are a beautiful addition to any display! This item will be in season for much of April in limited supply.



CV BROCCOLI

Broccoli Crown supplies expect to tighten in most growing regions as we button up March. Prices will rise somewhat.



CV BABY POTATOES

NOTE: **Tasteful Selections Potatoes** are gapping on the **"Honey Gold 1-Bite"** Potatoes. These should be back in supply by the middle of April as their new crop starts. **Medley** bags remain in stock.



CV SQUASH & EGGPLANT

Zucchini Squash from Mexico will continue to arrive with outstanding quality. Product out of Mexico is expected to continue until the Florida crop improves. Florida will start to be back in the game as we head towards the beginning of April as we transition to both Mexico and Florida.

Yellow Squash prices are coming off as there is more product available out of Mexico even though cooler weather has slowed availability as we head into the end of March. Quality has been nice on all inbounds and we can expect more consistency from all Florida product toward the end of March.

Eggplant prices will remain steady as we head into the end of March and beginning of April. Quality has been okay out of Florida, but this is still forcing many people to pull product from Mexico. Quality is good out of Mexico and supplies have slowed due to cooler weather. We should be seeing better product out of Florida towards the end of March.



CV PEPPERS

11lb **Hothouse Color Bell Pepper** prices will continue to drop as we head into the beginning of April. Canada continues their hothouse deal and there will be more opportunity for new crop toward the end of March. Quality is excellent and supplies will increase, causing a promotable market.

15lb field-grown **Sweet Red Peppers** are in peak season from Mexico. This is a nice display item for early April.

NOTE: **Green Peppers** continue to be tight as we head into the end of March and beginning of April.

Currently, we are in the period after the frost hit Florida and we are seeing the effects of that by bad quality and little volume out of Florida. There is little to no product coming out of Mexico right now and size is smaller.



CV TOMATOES

NatureSweet greenhouse **Snacking Tomatoes** are now in better supply and poised for April promotion, especially on **Cherubs** and **Glorys**.

Cluster and **Beefsteak Tomato** price will inch up increase as we head into April and towards Easter.

Product from Canada, being affected with Rugose plant disease, is hampering yields. Don't expect to see the bottom market prices that were in place last year.

Quality has been outstanding on all inbounds. Canada is coming into their new crop deal toward the end of March, which should help hold pricing a bit, but only depending on how much loss there is with the Rugose disease. w

OTHER STORIES

• **Pomegranates** will return to stock for the end of March. Fruit will be coming from Chile and is expected to be good quality.

• **Chilean Cherries** are expected to finish up for the season here in late March.

• Chilean **Peaches, Nectarines, and Plums** are in limited supply in late March.

• New crop import **Bartlett Pears** out of South America are in excellent supply. **Bosc Pears** are transitioning over the next couple of weeks, and good supplies of import fruit is expected by early April.