

## GOOD ORGANIC APPLE SUPPLIES CONTINUE



EZband by Stemilt  
World Famous Fruit



**GOOD NEWS!** Organic Cosmic Crisp Apples continue to be in excellent promotable supply. This red apple variety with Honeycrisp parentage is a nice themed item for the total Solar Eclipse on April 8.

Organic Envy, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Lady Alice, Opal, Pazazz, Pinata, Pink Lady, and SugarBee Apples continue to be promotable in bags and bulk. Make sure you stock a full selection to capture every sale in your departments.

Organic Rockit Apples are done for the season.

Non-plastic 12/4ct and 14/4ct pack EZ Band Organic Apples will be available from Stemilt for retailers wanting a UPC'd option with large fruit. Organic Cosmic Crisp, Fuji, Gala, Granny Smith, and Honeycrisp Apple options will be stocked.



### OG BERRIES

**GOOD NEWS!** Organic Strawberries continue to be very promotable out of California and Baja, Mexico. Quality has been nice from the new fields in Santa Maria as we transition over. Potential rains in Baja, Mexico over Easter weekend could end production in that region early and disrupt markets.

Organic Blackberries out of Mexico continue to be steady overall. Quality has been nice, and pricing has been steady.

Organic Raspberries are in steady supply out of Mexico and California. Quality has been very nice overall, and pricing continues to ease slightly.

**NOTE:** Organic Blueberries will be very limited as imports come in way lower than projected. Mexico is extremely light in volume, and Florida has very little available as well. The California season has started but fruit yields are very low as well. Expect high pricing with limited availability.



### OG TOMATOES

**GOOD NEWS!** Organic Grape Tomatoes are promotable for early April. Organic Medley, Cherry, and other varieties still remain snug.

Organic Campari Cocktail Tomatoes will be readily available and steady in-house from Windset Farms. Village Farms no longer grows Organic Campari Tomatoes so we will utilize our relationship with Mastronardi/Sunset and Windset Farms to have a steady stock of Organic Campari Cocktail Tomatoes moving forward.

Wholesum brand Organic "Brites," "Poppies," and "Kaleidos" Snacking Tomatoes are starting to return to availability.

Covilli brand Fair Trade Organic Heirloom Tomatoes are in decent supply.



### OG CITRUS

**GOOD NEWS!** Organic Mandarins will be promotable throughout April. "Murcott" and "Tango" are the current varieties and are showing top-notch quality!

Organic Navel Oranges continue to size very large with some retailers needing to make the transition to Organic Valencia Oranges to cover small size fruit programs.

**NOTE:** Organic Cara Cara and Blood Oranges have become tight in supply and will finish earlier than expected this year. Expect higher priced fruit until early April.

Organic Lemons have consistent prices and solid demand. It's a great time to push Organic Lemons as shippers/growers are in peak season.





## OG ASPARAGUS

**Organic Asparagus** will begin to tighten up as the Caborca, Mexico deal finishes up its season. Quality has been excellent, but there will be a transition to new growing regions, including California, starting to limit availability going into April.



## OG HASS AVOCADOS

**NOTE:** **Organic Hass Avocado** prices are on their way up for April as supplies are expected to tighten. Quality from Mexico has been nice, but volume is less abundant.



## OG MANGOS

**GOOD NEWS!** **Organic Round Mangos** from Mexico are in good supply. Look for April to bring lower pricing and greater availability.

**NOTE:** **Organic Ataulfo Honey Mangos** have been in a brief gap in between growing regions. Volumes should rebound for the beginning of April and return to peak season promotability by mid-April.



## OG CAULIFLOWER

**NOTE:** **Organic Cauliflower** has become increasingly limited in late March. As the desert season has come to a close and the transition north has begun, volumes have dropped, and substantial price increases have occurred.



## OG CELERY

**Organic Celery** remains limited, but quality has been improving nicely. Expect elevated prices and supply volume to remain consistent until at least mid to late April.



## OG GRAPES

**ALERT!** **Organic Green Grapes** will finish for the season in early April and gap until the Mexican season starts in May.

**Organic Red Grapes** should continue through April.



## OG GREEN BEANS

**GOOD NEWS!** **Organic Green Beans** from Mexico and Florida remain in excellent condition. Expect Mexico supply to be the main procurement in early April with promotional opportunities.



## OG PEPPERS

**NOTE:** **Organic Red, Yellow, and Orange Bell Peppers** are on the expensive side to start April. We will still be sourcing from Israel until about mid-April. After Israel, all **Organic Color Bell Peppers** will be coming from Holland and Canada new crop greenhouse production.



## OG LADY MOON VEG

East Coast **Organic Vegetables** from Lady Moon Farms have started to transition from Florida to Georgia.

We will be loading for the first time this season in Georgia by the end of March with **Organic Baby Bok Choy**. More items to follow. **Organic Tomatoes** will not transition to Georgia until late April.





## OG PEARS

A full selection of **Organic Pears** is available including **Import Organic Abate, Bartlett, Red Bartlett**, plus **Washington Anjou, Red Anjou**, and **Bosc Pears**.



## OG LETTUCE

**Organic Lettuce** conditions are fair to begin April. The main supply is being sourced from Florida, which prevented the effects of transitions on the West Coast.

East Coast **Organic Romaine** and **Leaf Lettuces** are in stable **volume from Lady Moon Farms**.

**NOTE:** **Organic Romaine Hearts** and **Iceberg Lettuce** will continue to be sourced from the West Coast, where costs are elevated, and quality has been subpar. These conditions will improve as April continues!



## OG MELONS

**OUTLOOK:** We can expect to see new crop **Organic Cantaloupes** and **Honeydew** around mid-late April from Mexico. Then, **Organic Cantaloupe** and **Honeydew** will be available in May from California through October!

**Organic Mini Seedless Watermelons** are just starting in Mexico, but pricing is too high for retail price points. These will likely come into stock later in April as pricing eases.



## OG ORGANICGIRL

organicgirl **Organic Baby Arugula** is in better supply so **Organic Mizuna** will be discontinued.



## OG BROCCOLI

Conditions of **Organic Broccoli** from California have begun to shift as transition occurs. Lighter supplies in the desert growing regions paired with colder temperatures in the northern Salinas Valley growing regions will slow product. Expect gradual price increases throughout this process.

North Carolina production is set to begin in early April to help provide relief during Western transition.



## OG BRUSSELS SPROUTS

**GOOD NEWS!** **Organic Brussels Sprouts** continue to be harvested at strong volumes from Mexico. Promotional opportunities and strong quality will highlight early April.

**"Microwave packs"** from Hippie Organics brand are selling great too.



## OG DRAGON FRUIT

**Organic Yellow Pitahaya Dragon Fruit** are in stock now. This variety is very sweet and is available for a limited time.



## OG ONIONS

**ALERT!** We will see a gap on **Organic Red Onions** until early April. Old crop **Organic Red Onions** are now done nationwide, and the new crop regions of Texas and Mexico have seen a good bit of rain, which has delayed harvest.

Product will continue to be limited through April, and prices will increase drastically.



## OG GINGER & TURMERIC

**Organic Ginger** is currently available in Mexico. A very limited amount of new crop Peruvian **Organic Ginger** is also available and is currently being air flown from Peru to ensure freshness. **NOTE:** The skin on this **Organic Ginger** will be thinner as the skin is not fully cured/set.

**Organic Turmeric** will be available in April from Hawaii and Fiji.





# CONVENTIONAL MARKET NEWS

MARCH 29 - APRIL 5, 2024

## FLORIDA SWEET CORN OUTLOOK



The new crop Florida Sunshine **Sweet Corn** season is upon us!

Quality and volume are expected to be excellent for spring, barring any weather events.

Pricing is a little lower than last season's to start but definitely higher than pre-pandemic levels.

**Bi-Color, White, and Yellow Sweet Corn** in cases will be available, as well as pre-cut Tray Pack Sweet Corn. Green Giant branded packs are steady, and clear-wrap packs are available by request for retailers that want to keep a store-made look.



### CV TOMATOES

**GOOD NEWS!** **Cluster Tomatoes** are generally priced affordably. We will continue to see product out of Mexico, USA, and Canada and can expect to see this market drop again after Easter.

**GOOD NEWS!** **Grape Tomatoes** are promotable as we head into April. We are starting to see some better pricing with product out of Canada on greenhouse **Cherry** and **Medley Tomatoes**.

We can expect to see more **Vine Ripe** and **Round Tomato** volume come into the market from Mexico as we head into April and Florida will start to ramp up by the middle of April.



### CV CITRUS

**GOOD NEWS!** Consistent top-notch quality of **Mandarins** remains for both California (**Halos**) and Moroccan **Mandarins**. It's a great time to promote!

Large California **Navel Oranges** continue to show abundant supply while smaller fruit remains tight. Transition into bigger fruit for better pricing!

Jumbo 36ct and 10/3lb bag **Vintage Sweets Heirloom Navel Oranges** are promotable with excellent quality!

**Cara Cara Oranges, Blood Oranges, and Minneola Tangelos** are available for early April, but are less promotable than in March.

**Grapefruit** have fully transitioned into "Star Rubies" from California. Quality has been outstanding.

**Pixie Tangerines, Gold Nuggets, SUMO Citrus** (Dekopans) continue to be available! These are excellent high flavor items to add to sets.



### CV BERRIES

**Strawberries** out of Florida have mostly finished, but a few deals linger on decent fruit. Rainstorms in late March shut down most growers. There is rain out in California in the new regions, and fruit is expected to tighten up a bit due to the weather. Quality so far in California has been very nice, big firm **Strawberries**.

**NOTE:** **Blackberries** continue to be fairly tight overall out of Mexico. Volume is much lower than projected, keeping demand fairly strong. Pricing will increase, and quality has been exceptional as fruit keeps moving.

**Raspberries** continue to be limited overall out of Mexico. Harvests remain lower than projected and are expected to stay that way through most of April. Expect higher pricing to continue with limited supplies.

**NOTE:** **Blueberries** will be extremely tight as imports finally slow way down. Expect pricing to jump significantly as the two major regions (Mexico and Florida) have very limited new crop availability right now. Georgia will begin in mid-April, which should then provide some relief.





## CV MANGOS

**GOOD NEWS!** Round Mango volume from Mexico is steady, and after a slight lag in getting the pipeline filled back up after Easter, the beginning of April should be promotable.

**Mingolo Mangos** from the Dominican Republic will be available at the beginning of April. Delicious **Mini Sugar Mangos**, a baby variety grown in Columbia, will also be available sometime in April.



## CV HASS AVOCADOS

**NOTE:** Several factors are playing into higher **Hass Avocado** pricing currently. Mexico shut down for most of the week leading up to the Easter Holiday for Semana Santa (Holy Week). Hardy demand and more limited availability drove pricing up.

The forecast for the coming months is that volumes will be down from Mexico making April and May less appealing than originally thought for promotions.



## CV LETTUCE

**ALERT!** The **Lettuce** category from the West Coast was a struggle to finish March. Elevated prices, low supply, and less than ideal sizing or quality. As April begins, an improvement in costs is on the horizon as they improve to average levels late in the month.

**Iceberg Lettuce** will be the first to show improvement, while **Romaine** and **Romaine Hearts** will take a little longer to normalize when new spring growing regions are fully started.



## CV ARTICHOKE

**ALERT!** Artichoke volumes have quickly changed as the southern desert season winds to a close. Expect limited supply and significant price increases to begin April.

**Artichokes** will come back into peak season later in the spring from Castroville, CA.



## CV ASPARAGUS

**NOTE:** **Asparagus** pricing has jumped significantly as the Caborca, Mexico deal finishes. There is an expected gap until Central Mexico and local production starts.

**LOCAL Asparagus** Delaware and New Jersey growers are hoping to start in mid-April, but that all depends on weather.

Expect higher pricing going forward.



## CV PEARS

**Anjou, Golden Bosc, Red Anjou, and Comice Pears** are in excellent shape this week out of Washington. This week we will completely transition from domestic **Bartlett** to import **Bartlett Pears** with excellent supplies expected.

**Seckel Pears** are done for the season.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** have had a run of excellent quality and promotable pricing throughout March, however as April begins, production will begin to slow. Expect product to remain readily available, but prices will begin to rise.



## CV CAULIFLOWER

**Cauliflower** availability remains consistent to begin April. As the transition north to the Salinas Valley occurs, supplies will be more scarce while prices begin to rise.



## CV BROCCOLI

**Broccoli Crowns** continue to be available from both East and West Coast growers, as well as supplementary supplies from Mexico. Although supply volume has firmed up, product is still readily available at a favorable price.





## CV PEPPERS

**Red, Yellow, Orange Bell Peppers** are going to be a struggle for early April until Canada starts. Mexico has started with more volume on **Color Bell Peppers**, and Canada has started in a very small way with their new crop. This market will then drop during April with new crop supply.



## CV PINEAPPLES

**NOTE:** **Pineapple** supplies will be down post-holiday. Expect higher pricing to start in the month of April.



## CV APPLES & PEARS

**GOOD NEWS!** This is the last week ahead of the April 8 total Solar Eclipse of the big Washington **Cosmic Crisp Apple** promotion, make sure to get involved and shoot your sales out of the atmosphere. Excellent supplies are expected to continue.

**Envy Apples** are expected to be snug through the start of April while the shipper does some annual maintenance to their equipment. We plan to try to have them remain in stock with orders in transit to bridge the gap.

Excellent supplies continue on Eastern and/or Washington **Evercrisp, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Hunnyz, McIntosh, Pazazz, Pink Lady, Red Delicious, Rockit, Rome, Ruby Frost, Snap Dragon, SugarBee, Wild Twist, and SweetTango**, most with promotional opportunities.



## CV LITTLE LEAF SALADS

**NOTE:** Little Leaf Farms CEA **Salad Greens** is going through a period of lower than planned production and increasing demand. Ads will be canceled through June, and 8oz packs will see pro-rated volumes in an attempt to fill more 4oz demand until additional production improves. This yield and production improvement is expected to return to normal around early to mid May.



## CV GRAPES

**NOTE:** Import **Grapes** continue to be expensive yet move rapidly once arriving on the East Coast. We have not seen any price relief, but however quality and varieties are strong from Chile right now.



## CV STONE FRUIT

Import **Peaches** surprised us with a fresh arrival, it is unknown at the moment if these will be the last of the season or not. However, we anticipate the arrival of domestic California fruit before the end of April.

Import **Black, Yellow, and Red Plums** are in good supply this week. **Pluots** are done for the season.

Import **Nectarines** out of Chile were supposed to go for another few weeks but have suddenly disappeared, it is unknown if we will see any additional fruit, but you can get excited as the first California fruit is around the corner around late April.

**OUTLOOK:** A fantastic crop of **California Cherries** is expected to start by May 1st and supplies are anticipated to be promotable for the whole month of May including Mother's Day and Memorial Day.



## CV HARD SQUASH

**Hard Squash** from Honduras has been rolling right along. Quality has been looking nice on **Acorn, Butternut, and Spaghetti Squash**. This market remains steady with ample supplies.



## CV CELERY

**Celery** markets are beginning to change. No extreme shifts are on the horizon to begin April, but prices will begin to increase as growing conditions continue to alter.



## CV MELONS

**Cantaloupe** production is strong as growing regions are seeing favorable weather/temperatures in Central America. **Honeydew** are also in good supply.

Add color and flavor to your **Melon** sets with **Dino Melons** and **Galia Melons** which are both in peak season for April.

**NOTE:** **Seedless Watermelons** continue to be short overall across the country. We have new crop Florida fruit available now in bins and cartons, but volume is limited, and pricing is high. The good news is that quality has been outstanding on the first arrival. April is expected to be a tighter month on Watermelons overall.

**Mini Seedless Watermelons** are in very limited supply from all regions. Demand remains extremely strong. New crop off-shore **Mini Watermelons** are expected to become available in April, while Mexico is expected to start in late April.





# NEW MANGO VARIETIES!

## SUGAR MANGO

CODE: 234803 CV Mangoes Sugar 5lb 17-22ct



Primarily grown in Columbia, Sugar Mangoes are truly a little piece of “nature’s candy”. A delightfully sweet baby variety of mango, this small fruit is juicy and aromatic. Sugar Mangoes can be eaten in a variety of ways and some people even enjoy this piece of fruit washed and eaten like a peach or a plum with the skin on! Sugar Mangoes make the perfect little tropical snack!



## MINGOLO MANGO

CODE: 239018 CV Mangoes Mingolo 12/14 ct

The Dominican “Mingolo ” mango is a truly unique piece of fruit. Prized for their intense tropical flavor; their cult following consider the Mingolo Mango to be among the best varieties in the world. The Mingolos are flatter and more elongated than your typical Tommy Atkins or Kent mango. Their skin starts a lime green color and will turn yellow as it ripens. The interior coloring will be bright orange.



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)





**CV MANGO  
PROGRAM NOW AT  
FOUR SEASONS!**

**CONTINENTAL**  
: FRESH :

**WATER FOR ALL**



## Where Produce Meets Purpose

### Water For All!

WITH EVERY BOX OF SPECIALTY LABELED PRODUCE, A PERCENT OF PROCEEDS IS DONATED TO BLUE MISSIONS TO FUND CLEAN WATER AND SANITATION PROJECTS IN LATIN AMERICA.

There are 780 million people globally that lack access to clean water. Daily life for these people includes walking miles to collect water for their families, risking water-borne diseases, and missing school or work. BLUE Missions takes our donations and uses 100% of it to fund the material costs of constructing gravity-driven aqueducts in rural communities, and connects every home with a faucet. When you buy any product from Continental Fresh, you support this work, and make the world a better place.



### WHY WATER?

Water is the basic foundation of a community and without it, families struggle to meet their most basic needs. Many walk hours to collect it and often times the water they find is not safe to drink. By funding water projects in rural communities, we are taking a huge step in breaking the poverty trap while bringing empowerment, health, and opportunity to locals.





# NATIONAL LOVE YOUR PRODUCE MANAGER DAY APRIL 2, 2024

To all of the Produce Managers out there, we salute you and appreciate all that you do to keep the fresh produce industry flowing. Thank you for the early mornings, late nights, and the many hours of your hard work that allows consumers to enjoy eating fresh produce. Everyday we appreciate you. Today we celebrate you.

## AVAILABLE AT FOUR SEASONS!

