



# ORGANIC MARKET NEWS



MARCH 28 - APRIL 4, 2025

## LADY MOON ORGANIC TOMATOES



**GOOD NEWS!** Organic Snacking Tomatoes from Lady Moon Farms in Florida remain in strong production!

Promote and showcase high-quality varieties like **Organic Gold Cherry (Sunburst) Tomatoes**, **Organic Golden Grape Tomatoes**, and **Organic Medley (Rainbow Cherry) Tomatoes**, the last one of which now come in eco-friendly, plastic-free packaging! Traditional **Organic Cherry** and **Grape Tomatoes** are also in good supply.

There is a short dip in **Organic Grape Tomato** availability from Lady Moon in early April due to a lull between plantings, but supply should quickly recover within the first full week of April.

**GOOD NEWS!** Organic Cluster and Beefsteak Tomatoes remain readily available from Canada and Mexico. Steady production and outstanding quality in late March will continue into early April, creating potential promotional opportunities.

**NOTE:** Organic Roma Tomatoes production from Mexico remains low, and supply struggles from mid-March are expected to persist and impact fill-rates until mid-April.



### OG BERRIES

**GOOD NEWS!** Organic Strawberries are very promotable out of Baja, Mexico with strong volume, excellent quality, and aggressive pricing. This is a prime opportunity to push sales, continue to promote for early April.

**Organic Raspberry** prices are easing as volume increases from Central Mexico! Quality remains excellent. With supplies strengthening, early to mid-April could be a great time to promote. Stay tuned!

**Organic Blackberries** remain steady out of Mexico with solid volume, consistent pricing, and great quality.

**ALERT!** Organic Blueberries will be very tight to start April as Chile quality declined quickly and the crop has finished for the season. Supplies from Peru, Mexico, and California remain very limited. Pricing has jumped significantly and is expected to keep rising week over week until late April, when the Southeast domestic season begins.



### OG PEPPERS

Lady Moon Farms has strong supplies of **Organic Jalapenos**, **Shishito Peppers**, and **Mini Snacking Peppers**.

**GOOD NEWS!** Organic Mini Mix Snacking Peppers are very promotable and should remain available through April, weather permitting, they could last even longer!

**Organic Green Pepper** quality and supply remain excellent from Lady Moon Farms. Georgia will start strong in April, helping to keep pricing at a reasonable level.

**Organic Color Bell Peppers** are still primarily sourced from Israel, where both production and quality are outstanding. Mexican production continues to decline in early April as supply shifts from Israel to Holland and from Mexico to Canada. Despite these changes, consistent supply and strong quality are expected through mid-April.



### OG BROCCOLI & CAULIFLOWER

**GOOD NEWS!** Organic Broccoli and Cauliflower supplies remain plentiful as both California's southern desert regions and Salinas Valley continue production. The transition between these growing regions has been smooth, leading to abundant supply and promotional opportunities in early April.

Conditions can change quickly during growing season transition periods, so stay alert. Spot deal opportunities on **Organic Broccoli** will be available, perfect for promotions and expanded displays.



## OG SQUASH

**GOOD NEWS!** Organic Green Squash is now coming on strong from Florida! Lady Moon Farms has great supply and quality, making this a key item to promote in the coming weeks. Expect steady availability for April.

Organic Yellow Squash is finally improving after struggling through late March. Both East and West Coast product has seen major improvements in quality and availability, and this is expected to hold steady for the foreseeable future.



## OG TROPICALS

Round Organic Mangos remain somewhat limited.

Look to promote 16/18ct Ataulfo Honey Mangos in early April as pricing eases.

Organic Royal Star Papayas are in good supply for April.

**ALERT!** Organic Pineapples remain limited but should improve slightly in early April before tightening again near Easter.



## OG WATERMELONS

**NOTE:** Organic Mini Watermelon supplies remain tight until new crop harvests begin in mid-to-late April. Limited fruit is available now, with excellent quality, but expect higher prices and potential supply gaps.

**OUTLOOK:** Organic Seedless Watermelon bins will come into season around mid-May out of Mexico.

Organic Cantaloupe harvest in Mexico is set to begin in mid-April, more details to come as the season begins.



## OG CUCUMBERS

**GOOD NEWS!** Organic Cucumber supply and quality remain strong from Mexico, and with Florida ramping up soon. Expect consistency during April.



## OG GRAPES

Import Organic Red Grapes will remain in steady supply through early April. Organic Green Grapes will be due to sporadic arrivals inconsistent with limited availability.



## OG PEARS

**GOOD NEWS!** Organic Red and Green Bartlett Pears from Argentina are promotable, sell away! Organic Abate Fetel Pears are also in peak season!

Washington Organic Anjou Pears have about until mid-April before transitioning to imports without a gap.



## OG BRUSSELS SPROUTS

**GOOD NEWS!** Organic Brussels Sprouts remain in high supply from Mexico, creating great promotional opportunities. Expect good quality and favorable pricing throughout April.

New high-graphic bagged and mesh bagged Brussels Sprouts are also available, offering convenient grab-and-go options for shoppers.



## OG ONIONS

Organic Red, Yellow, and Sweet Onions (bulk and bagged) are transitioning from Peri & Sons storage to new crop Texas roll-out. First arrivals are expected to be in stock to start April.

**ALERT!** Organic White Onions will gap in supply starting until mid-May when new crop begins.



## OG HASS AVOCADOS

**NOTE:** Organic Hass Avocado supplies remain steady but at higher prices.

**ALERT!** Equal Exchange brand Fair Trade Organic Hass Avocados will finish their 2025 campaign by early April. The 8/4ct ReadyCycle Tray will last longer than bulk 48 & 60ct.



## OG COCONUTS

There will be a good supply of **Organic Brown Coconuts** from Mexico! Available in 20ct cases in April.



## OG EGGPLANT

**GOOD NEWS!** Florida **Organic Eggplant** from Lady Moon Farms continues to show excellent supply and quality, which is expected to hold steady into April.



## OG CELERY

**GOOD NEWS!** **Organic Celery** shortages that led to price hikes in mid-March are now over! Availability is improving, and prices are coming down as April begins. Quality is strong.



## OG APPLES

**Organic Pink Lady Apples** remain one of the few promotable organic varieties available until the new crop. Take advantage of promotional opportunities with good quality expected!

**ALERT!** **Organic Honeycrisp Apples** remain the tightest organic variety. Shippers are prorating and allocating due to rising prices. Supplies are expected to run out by late May, with a gap until imports in June, which are also expected to have high pricing.

**Organic Piñata Apples** will finish for the season in early April.



## OG LETTUICES

**NOTE:** **Organic Leaf** and **Romaine Lettuce** from Florida's Lady Moon Farms is beginning to experience changes. Quality remains outstanding, but warmer temperatures in Florida are creating more challenging growing conditions. As a result, volumes will begin to shrink.

**NOTE:** Lady Moon Farms' **Organic Romaine Hearts** are finishing for the season in early April after a strong winter production run.

California **Romaine Hearts** and **Iceberg Lettuce** remain steady, and after rising prices in March due to transitions, prices are normalizing. California will help supplement **Organic Leaf** and **Romaine Lettuce** shortages as Florida production declines.



## OG POTATOES & SWEETS

New crop **Organic Red Potatoes** from California are expected to start shipping later in mid-April. Old crop **Organic Red Potatoes** from Minnesota should bridge the gap until California's supply becomes available.

**ALERT!** We could see sporadic supply gaps over the start of April as old crop Colorado grown **Organic Gold Potatoes** are very tight.

New crop **Organic Gold Potatoes** from California will begin shipping the week of April 7, meaning first arrivals are expected around April 13.

**NOTE:** **Organic Japanese Sweet Potato** pricing is beginning to increase. **Organic Stokes Purple Sweet Potatoes** are finished for the season.

## OTHER STORIES

• **ALERT!** **Organic Cara Cara** and **Minneola Oranges** are in limited supply from California. Prices are high so avoid promotions for now.

• **GOOD NEWS!** **Organic Lemon** supply is abundant from California, causing prices to drop. April will be a great time to promote **Organic Lemons!**

• **Organic Premium USA Turmeric** from Florida will wrap up its 2025 season in early April.

• **NOTE:** **Organic Delicata Squash** is back in stock at the end of March, however. Sizing is running very small. The case count is expected to range from 40-45 per case on this first arrival.

• **NOTE:** **Organic Bunch Beets** are seeing a slight increase in the market as California transitions from the desert to the Salinas Valley.

• **Organic Carrots** will shift from California to Georgia during the first week of April for much of the supply, bringing in a fresh and high-quality supply with lower freight.

• **Organic Cello** and **Baby Carrots** will be very promotable through Easter. POS Materials will be available. Contact with your rep if interested.

• **NOTE:** **Organic Leeks** are becoming scarce in California due to the transition from the desert to the

Salinas Valley. Availability is expected to improve by the end of April.

• **ALERT!** **Organic Bunch Spinach** will be unavailable from California until the end of April.

• **ALERT!** Anticipate supply challenges over the next few weeks in April with major prorates on **Organic Green Beans** 6/12oz bags from Taylor/Earthbound in early April.



# CONVENTIONAL MARKET NEWS

MARCH 28 - APRIL 4, 2025

## PROMOTABLE NAVEL & CARA CARA ORANGES



**GOOD NEWS!** California **Navel Oranges** are in excellent supply with outstanding quality. This crop is expected to last through June.

**GOOD NEWS!** Vintage Sweets brand **Heirloom Navel Oranges** are excellent. Volumes, quality, and flavor are primed for display builds on 36ct Jumbo and 12/3lb bags.

**GOOD NEWS!** **Cara Cara Oranges** are in abundant supply and California growers expect this low-acid, sweet, pink-flesh variety to be promotable throughout April! Volumes are peaking on 56ct. 12/3lb bags are in great shape too.

Big flavor **SUMO Citrus Dekopons** continue in season through April from California.

**GOOD NEWS!** **Mandarin Oranges** from California (Halos) continue to show exceptional quality and strong supply, promotable through May.

**NOTE:** Import **Mandarin** pricing is expected to rise as Morocco's season is ending earlier than anticipated due to weather conditions.

**ALERT!** **Lime** pricing remains unstable with Colombia, Peru, and Mexico all producing fruit. Mexico currently has the highest quality and highest prices. Tariffs on Mexican lime imports are set to take effect on April 2nd so keep an eye on potential price shifts.



### CV BERRIES

**GOOD NEWS!** **Raspberry** production is increasing out of Mexico! Pricing is easing to help move the extra volume, and quality has been good.

**Strawberries** are now transitioning to California as the Florida season wraps up. Some light Florida availability will continue into April with good sugar content. California fruit has started strong with deep red color and large sizing. Pricing will rise as Florida and Mexico finish harvests.

**Blackberry** availability remains limited out of Mexico as unfavorable weather continues to impact harvests. Expect prorates and tight supplies while growers work to rebound.

**Blueberry** supplies are tightening as the Chilean and Peruvian seasons finish. The transition to Mexico and Florida is underway, though lighter harvests are expected from both regions. Quality will remain excellent, but pricing will increase.



### CV PEPPERS

**GOOD NEWS!** 15lb **Elongated Sweet Red Peppers** from Mexico are in promotable supply with reasonable pricing to start April.

**GOOD NEWS!** Mexican **Color Bell Peppers** remain abundant and well-priced to start April. Canadian production also began in late March, increasing availability and keeping markets stable. Expect steady supplies, good quality, and strong pricing through early April.

**Mini Mix Sweet Peppers** remain steady on both coasts, with strong supply and stable markets.

The **Green Pepper** market is tightening as high winds in Florida have damaged crops. Florida is expected to gap, leading to higher prices on Mexican peppers until Florida's supply stabilizes. Once weather conditions improve, the market should balance back out.

Florida **Jalapenos** have been impacted by recent weather. But this should be short-lived, with supplies expected to rebound through the start of April.



### CV MELONS

**GOOD NEWS!** **Melon** supplies remain strong, keeping prices favorable as spring arrives. **Cantaloupes** are currently peaking on size 9s. **Honeydew** are promotable on both 8ct and 6ct!

Crunchy-sweet and fragrant **Hami Melons** are also available.

**Mini Seedless Watermelon** supplies are tight as Mexico transitions crops. Offshore supplies are also decreasing as Guatemala's season winds down and fruit transitions to Honduras.

**Seedless Watermelon** supplies are tightening as growers wait for summer crops to begin. Mexico's harvests are slowing down, while early Florida fruit is available but just not much of it. Quality remains good from both regions.



## CV BROCCOLI & CAULIFLOWER

**GOOD NEWS!** **Broccoli Crown** supplies are good strong across multiple growing regions, including Georgia, Mexico, and California. This steady supply is keeping costs to slightly below average heading into April. Quality has been nice, and these conditions should continue. Expect promotional opportunities in early April!

**NOTE:** **Cauliflower** pricing remains mixed as California growers experience split conditions. Some growers are facing limited supplies, while others continue to yield strong volume at promotable pricing.



## CV ARTICHOKE

California **Jumbo Artichoke** availability remains steady heading into April. Quality has been exceptional.

**NOTE:** As early April progresses, volume is expected to decrease, leading to rising costs due to the transition season between Coachella and Salinas Valley, CA. These changes will happen quickly and remain in effect until late April.



## CV ONIONS

**GOOD NEWS!** **Vidalia Sweet Onion** growers have set the official shipping start date for April 15 from Georgia.

All other bulk **Onion** lines have fully transitioned to new crop Mexican **Onions** under the Promesa label. Quality is good, and pricing is promotable so right now is a great time to promote!



## CV CUCUMBERS

**GOOD NEWS!** **Euro** and **Mini Cucumbers** from Canada are in great supply to start April. Promotional opportunities will continue through mid-April, thanks to aggressive pricing and excellent availability.

**GOOD NEWS!** **Mini Cocktail Cucumbers** are also in strong supply at competitive prices, making them a great choice for spot promotions!

**Super Select field-grown Cucumber** production out of Florida is behind schedule due to cooler nights slowing down growth. Quality and demand remain steady, but volume is lower than anticipated.



## CV GRAPES

**Grape** prices are stabilizing as stronger quality/variety fruit enters the marketplace.

**GOOD NEWS!** Still, attractive spot deals remain across all colors and sizes. Expect prices to gradually increase each week on non-spot deal fruit until the end of the season.

Super sweet **Cotton Candy** and **Candy Heart Grapes** opportunities will remain for early April.



## CV CELERY

**GOOD NEWS!** **Celery** remains in strong supply with promotable pricing heading into April. Expect outstanding quality and steady availability. Take advantage by building additional displays and running promotions.



## CV LETTUCE

**GOOD NEWS!** **Iceberg Lettuce** prices are normalizing as April begins. Supply is rebounding, and costs are improving.

Similarly, **Romaine Hearts, Leaf, and Romaine Lettuce** also saw price increases in late March due to the transition from southern desert regions to Salinas Valley, but these conditions are now stabilizing. Expect steady availability and favorable costs across the entire **Lettuce** category in early April.



## CV MANGOS

**GOOD NEWS!** Mexico's **Mango** supply is increasing and should be more promotable in April. Most are **Tommy Atkins Mangos**, with some **Haden Mango** varieties crossing.

Four Seasons proudly partners with the "Water For All" campaign, every box of these **Mangos** sold supports clean water initiatives in rural Latin America!

**GOOD NEWS!** **Champagne Ataulfo Mangos** will have steady 14ct supplies. Look for lower prices and display opportunities in April!



## CV "ROASTABLES"

Ocean Mist **Roastable Brussels Sprouts, Broccoli, and Cauliflower**, a new value-added line featuring pre-cut product and toppings, will be available in early April, another great retail option! Stay tuned for more info.



## CV SQUASH

**GOOD NEWS!** Florida is now producing **Green and Yellow Squash**, helping to relieve market pressure and making these more promotable. Flaimit will be moving more volume soon, though Mexican product will continue to be available through April. Quality has been excellent.



## CV SWEET CORN

**Sweet Corn** is expected to be in high demand as temperatures continue to rise in the Northeast. The market remains steady in Florida, with decent supplies ready to meet demand so far.



## CV ASPARAGUS

The **Asparagus** market continues to rise in Mexico. Crops in Washington and **LOCAL DE/NJ** are expected to begin later in April.



## CV APPLES & PEARS

**GOOD NEWS!** Washington **Pink Lady Apples** are in strong supply with good quality and aggressive pricing, this is a great item to promote!

**GOOD NEWS!** Washington **Envy Apples** will remain promotable through Earth Day, a great time to build big displays and drive sales!

Canadian **Honeycrisp Apple** 56ct tray packs have just arrived with good quality and great value compared to domestic fruit. Stock up before they're gone!

**GOOD NEWS!** Argentinean **Bartlett Pears** continue to be promotable with great availability.

Domestic **Bosc Pears** will finish for the season in early April, weeks before transitioning to imports without a gap.



## CV TOMATOES

Canadian **Cluster** and **Beefsteak Tomatoes** remain in strong supply at competitive prices, making them great for promotions. However, Florida and Mexican **Vine Ripe Tomato** costs increased in late March, which could cause Canadian **Tomato** pricing to rise despite their consistent supply.

**Snacking Tomato** supplies from Mexico and Florida remain steady, though minor price increases have been observed. Spot deals are available in early April, so take advantage and promote!

Specialty varieties such as Mucci **Savorries**, **Sweet On-the-Vine Strawberry Tomatoes** are great add-ons for sales growth.



## CV BERRIES

**NEW!** Driscoll's **Sweetest Batch Raspberries** out of California are now available in late-March!

High-sugar **Driscoll's Sweetest Batch Blackberries** remain available, and flavor continues to be outstanding.

**NOTE:** **Jumbo Blueberries** are limited, and **Driscoll's Sweetest Batch Blueberry** production is also tightening.

## OTHER STORIES

- **Scallions** are currently moving well out of Mexico. Sourcing will shift to Georgia in mid-April and then transition to our local New Jersey region by mid-May.

- The **Snap** and **Snow Pea** market is also experiencing an increase as Guatemalan regions adjust to inclement weather.

- **NOTE:** Anticipate supply challenges from Taylor over the next few weeks in April with major pro-rates on 6/2lb and 6/12oz **Green Beans** bags due to bad quality in the fields out West.

- The first California **Apricots** of the season are expected to arrive in early May.

- **Cherries** are gapping and will remain unavailable until the first California fruit arrives in early May.

- Import **Peaches** and **Nectarines** are winding down quickly. Expect a gap until California starts mid-to-late April. Rain and cold weather have delayed the CA season, and a firm start date is still uncertain.

- **NOTE:** **Pineapple** supply remains tight into April, especially 6 & 7ct sizes.

- **ALERT!** Golden Selection Dole Premium **Pineapples** and Del Monte's **HoneyGlow Pineapples** remain very limited.

- **GOOD NEWS!** **Cello** and **Baby Carrots** will be promotable through Easter with supply from Georgia and California. POS Materials will be available - contact your rep if interested.

- **GOOD NEWS!** **Eggplant** quality and supply have been consistent through March, and this trend is expected to continue into April.



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# SUGARBEE APPLE DISPLAY CONTEST

## WINNERS

### GRAND PRIZE



**SMALL STORE**  
**WEAVER'S FARM MARKET**  
Morris, NY



**LARGE STORE**  
**COMMON MARKET 7TH STREET**  
Frederick, MD

### LARGEST DISPLAY

1<sup>st</sup>



**DUTCH-WAY FARM MARKET**  
Gap, PA

2<sup>nd</sup>



**SOULBERRY NATURAL MARKET**  
New Hope, PA

3<sup>rd</sup>



**WEAVER MARKETS**  
Adamstown, PA

HM



**HENNING'S SUPERMARKET**  
Harleysville, PA

### MOST CREATIVE DISPLAY

1<sup>st</sup>



**WEAVER STREET MARKET**  
Carrboro, NC

2<sup>nd</sup>



**G&E HOCKER'S SUPERMARKET**  
Bethany Beach, DE

3<sup>rd</sup>



**KENNIE'S MARKETS**  
Spring Grove, PA

HM



**KENNIE'S MARKETS**  
Gettysburg, PA

### BEST SMALL STORE DISPLAY

1<sup>st</sup>



**SUNFLOWER MARKET**  
Woodstock, NY

2<sup>nd</sup>



**STOLTZFUS MEATS**  
Intercourse, PA

3<sup>rd</sup>



**GREEN'S NATURAL FOODS**  
Chester, NJ

HM



**FIDDLEHEADS FOOD CO-OP**  
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# Homegrown Organic Farms Organic Citrus Display Contest January 20 - February 9, 2025

## LARGEST DISPLAY:



**HEALTHY LIVING MARKET**  
South Burlington, VT



**SUNFLOWER MARKET**  
Woodstock, NY

## MOST CREATIVE DISPLAY:



**FRIENDLY CITY FOOD COOP**  
Harrisonburg, VA



**BUNN'S NATURAL FOODS**  
Southampton, PA



**WEAVER'S FARM MARKET**  
Morris, NY

## BEST SMALL STORE DISPLAY:



**ORGANNONS NATURAL MARKET**  
Newtown, PA



**LEG UP FARMERS MARKET**  
York, PA



**EAST AURORA COOPERATIVE MARKET**  
East Aurora, NY



# NEW OR BACK IN SEASON AT FOUR SEASONS



242774 - CV Potatoes Hot Honey 6/1 lb  
242775 - CV Potatoes Garlic & Parmesan 6/1 lb

243425 - CV Juice Pure Pineapple 6/32oz

243498 - OG Garlic Minced 12/8oz  
243499 - OG Garlic Minced 12/32oz



242744 - CV Guacamole Chunky Spicy Southwest 8/13oz

41385 - OG Tomatoes Rainbow Cherry 12/1 pint Lady Moon Farms USA "Plastic-Free" packaging

Mayer Bro's Lemonades available the 2nd week of April.

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