

# ORGANIC MARKET NEWS



OUTLOOK FOR APRIL 7 - APRIL 14, 2016

## FLORIDA ORGANIC GREEN BEANS IN SEASON

**Organic Green Beans** are in good supply out of Florida during April.

Expect promotable volume, price, and quality on the 25 lb. crates!

Microwave pack **Organic Green Beans** (trimmed & washed) are expected in good availability during April from both Pero and Taylor Farms.



### OG LEMONS & LIMES

**California Organic Lemon** supply continues in a severe decline and prices continue with sharp increases. Expect large fruit to virtually disappear. 140/165 ct fruit will be the new normal. We expect to see some Mexican fruit in May.

**Organic Meyer Lemons** are also dwindling down very quickly and are finishing for the season by mid-April.

**ALERT! Organic Limes** are gapping. Expect to see some extremely high prices with the little bit of fruit that becomes available.



### OG BERRIES

Mexican **Organic Blackberry** supply has improved with good supplies now available from both premium Driscoll's and other labels.

**ALERT! Organic Blueberries** will be very limited and expensive for mid-April with Driscoll's as the only supply. Chilean fruit is done for the season and the California and Florida new crop fruit is still not ready for harvest. Peak season will begin in late April and into May.

**Organic Strawberry** supplies from California not quite keeping up with demand. Big volumes are not in the pipeline yet, but better supplies are coming for late April.

**Organic Raspberry** supplies are much tighter this week but are expected to improve and hit peak season supply by late April.



### OG TOMATOES

**Organic Grape and Cherry Tomatoes** are in good supply out of Florida. **Organic Gold Grape Tomatoes** are available out of Florida. **Organic Rainbow Cherry Tomatoes** are in good supply out of Florida. Quality has been excellent from Lady Moon Farms.

**Organic Round Tomatoes** are in good supply out of Mexico, while limited out of Florida.

**Organic Cluster Tomatoes** are in good supply out of both Mexico and Pennsylvania, while **Organic Roma Tomatoes** are limited out of FL and Mexico.

**Organic Heirloom Tomatoes** are in adequate supply from Mexico.



## OG CARROTS

**ALERT!** Shortages continue amongst all three major **Organic Carrot** producers. **Organic Cello Carrots**, **Table Carrots**, and **Juice Carrots** are all items that are extremely short in supply due to the product simply not sizing up in the field yet.

Expect improvement by end of April.



## OG RHUBARB

First of the season **Organic Rhubarb** is now available out of both Oregon and Washington.

We will have local Pennsylvania **Organic Rhubarb** by late April or early May.



## OG MELONS

Early crop **Organic Seedless Watermelons** in bins and cartons are now in season from Mexico.

Mexican **Organic Cantaloupes** and **Honeydew** are expected to begin by mid-April.



## OG SQUASH

Mexico shippers report abundant supplies of **Organic Zucchini** – now is a good time to promote!

**Organic Yellow Squash** is adequately supplies out of Mexico.

**Organic Zucchini** and **Yellow Squash** are in good supply out of Florida.



## OG CAULIFLOWER

**Organic Cauliflower** is in good supply out of AZ and CA. Quality is very good, and prices are steady, though poised to increase next week.

**Organic Green** and **Orange Cauliflower** are available in limited supply out of CA.



## OG EGGPLANT

**Organic Eggplant** is in limited to adequate supply out of Florida. Quality has been very good. Florida is also reporting limited supplies of **Organic Graffiti Eggplant**.

Mexico shippers are reporting very limited supplies of **Organic Eggplant**.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in tighter supply this week. Harvesting is now mainly out of Mexico and supplies are very small this week. Prices have moved up as well. Expect continued tight supplies over the next 2 weeks.

**Bagged Organic Brussels Sprouts** are available in limited supply as well. This product is Fair Trade from Mexico.



## OG ASPARAGUS

**Organic Asparagus** supplies are tightening this week out of Mexico and CA. Mexican supplies are dwindling, while CA continues in good supply.

The lack of Mexican product is pushing the price up. Quality has been excellent all season.



## OG HASS AVOCADOS

**Organic Hass Avocados** remain promotable.

**NOTE:** As the season progresses, expect to see Mexican **Organic Hass Avocados** showing much darker color as oil content increases in fruit. This is sometimes referred to as "seasoned." While the color is dark, pressure and firmness is the true indicator of ripeness.





## OG PINEAPPLES

**Organic Pineapples** remain in steady supply. Prices are up a bit with the conventional market a bit tight right now. Be sure to take advantage of some nice organic fruit in the meantime.



## OG MANGOS

**Tommy Atkins Organic Round Mangos** from Mexico will finally start to make an appearance on the East Coast sometime next week. Supplies will be very limited at first, but will become more and more available towards the end of the month.



## OG GRAPEFRUIT

**ALERT!** California **Organic Grapefruit** supplies continue to be very limited as some shippers have finished for the season and we move into a **Star Ruby** crop with higher pricing.



## OG PEARS

April will be a great time to advertise fresh crop **Organic Pears** from South America.

Argentinean **Organic Abate Fetel, Bartlett,** and **Packham Pears** have arrived with excellent quality and supply promotional opportunities are available.

Fair Trade product is also available.

New Crop Argentinean **Organic Anjou** and **Bosc Pears** are expected next week in limited supply.



## OG CA CITRUS

**Organic Blood** and **Cara Cara Oranges** supplies are starting to tighten up with prices to follow. Supplies are expected to wrap up by the end of April.

The **Organic Navel Orange** crop continues to have very good quality. The California season on **Organic Navel Oranges** will run through early May. Prices are higher, especially on 56ct fruit, as supplies lessen. Bags and small fruit remain promotable.

**Organic Valencia Oranges** are steady with promotional opportunities.

**Organic Minneola Tangelos** and **Tango & Gold Nugget Mandarins** are back in decent supply this week.



## OG ONIONS

We should see our first arrival of Mexican **Organic White Onions** in mid to late April.

**Organic Red Onions** are beginning to get tight as many shippers finish up their storage supplies.

New crop CA product is still about three weeks away at this point. While it's possible that we could make it through the transition without gapping – heavy demand could cause **Organic Red Onions** to end abruptly.

Storage **Organic Yellow Onions** should make it through until new crop is ready to ship.

# OTHER STORIES:

**ALERT!** **Organic Hard Squash** is in limited supply until mid-April, when we will see new crop **Organic Spaghetti and Kabocha Squash**. For now, **Organic Butternut, Delicata,** and **Acorn Squash** are all available in limited supply.

**ALERT!** **Organic Spinach** remains very tight. New, previously unidentified strains of mildew, are currently affecting plants in CA.

- **Organic Young Thai Coconuts** could see prices rise

slightly over the course of the next few weeks. Supply on both Organic and Conventional are steady.

- **Organic Broccoli** is in good supply this week out of CA. Quality has been very good. **Organic Broccoli Crowns** are also in good supply.

- The only **Organic Grape** available this week is a black seeded variety from South Africa. Quality is fair to average. Fresh crop **Organic Seedless Grapes** from Mexico come into season mid-May.

- Italian **Organic Green Kiwifruit** continues in excellent supply.

- **Colombian Organic GoldenBerries (Cape Gooseberries)** will have sporadic gaps over the next couple of months.

- Chilean **Organic Black Plums** are available in both volume-filled and 2-layer cartons, but will wind down over the next couple of weeks.

# FARMS + F O O D PEOPLE + PLANET

Four Seasons Produce will donate **\$.25 to PASA** (Pennsylvania Association for Sustainable Agriculture) for **EVERY** case of organic produce and dairy products sold during **Earth Week - April 16 - April 22**.



**\$.25 per case**  
**(ALL OG cases)**



**\$1.00 per case**  
**(Lady Moon products)**



**\$.25 per case**  
**(Mother Earth products)**



## \$\$\$ for PASA



**Help us make a difference by supporting sustainable agriculture!**

For more information on PASA check out their web-site [www.pasafarming.org](http://www.pasafarming.org) and follow Four Seasons online for fun & informational posts!



[facebook.com/fourseasonsproduce](https://facebook.com/fourseasonsproduce)



[@fsproduce](https://twitter.com/fsproduce)

If your store would like to consider other ways to contribute and participate in this event, contact Lauren Smith at PASA:

Lauren Smith  
Director of Development  
Pennsylvania Association for Sustainable Agriculture (PASA)  
Millheim, Centre County, Pennsylvania  
(814) 349-9856, ext 22

# 2016 FOUR SEASONS PRODUCE ENERGY & SUSTAINABILITY INITIATIVES



## Energy Projects:

Lighting retrofits to LED now covering over 90% of our facilities, dock improvements, day lighting, HVAC upgrade, energy (peak load) management program, demand response participation, parking lot induction lights, PACE Controls (improving compressor efficiency), high efficiency and VFD motor upgrades and building envelope improvements. Completed a Strategic Energy Management Plan in 2012.

## Results:

From our peak 12 month period:

- 17% reduction in electric usage
- 23% reduction in electrical costs
- 56% reduction in Natural Gas usage
- 44.5% reduction in energy cost per throughput case
- 25% decrease in total energy costs



## Water Conservation:

Rainwater harvesting, enhanced cooling water, cooling tower water recovery, touch free faucet aerators in sinks for hand washing, touch free high-efficiency urinals and toilets and efficient shower heads

## Results:

- Over 1,600,000 gallons reduction in annual water use
- 24% reduction from our peak use in 2007



## Recycling:

Begun in 2000, now a company-wide "mixed-stream" recycling program. We recycle, food waste, cardboard, wax cardboard, plastic, shrink wrap, wood pallets, batteries, light bulbs, E-waste, truck/car tires, motor oil, antifreeze, oil filters and misc. metals.

## Results:

- 91% waste diversion rate in 2015 (6.2 million pounds recycled)
- Joined the EPA's WasteWise recycling program



## Fleet Programs:

Routing improvements, modified delivery schedules, equipment enhancements and driver education to reduce miles and improve fleet performance

## Results:

- Elimination of over 1,200,000 fleet miles from 2007-2009 (21% reduction). Joined the EPA's SmartWay Transport Partnership

## Achievements:

- Recognized in the ten-year retrospective by the EPA as the first warehouse in the country to be awarded the ENERGY STAR.
- Recognized with the "Ethics in Business" award by Lancaster Chamber of Commerce & the Samaritan Counseling Center in 2012.
- Featured in DC Velocity and the summer High Performing Building's magazines.
- Green Plus Certified – Awarded 2013 Green Plus Sustainable Enterprise Award
- Lifetime business partner with Pennsylvania Association for Sustainable Agriculture (PASA)





# NEW ITEMS OR BACK IN SEASON

## CONVENTIONAL



10150 - CV Blackberries "Seasons Finest" Driscoll's 12/6oz  
"Proprietary Blackberry variety with large size and sweet flavor"  
UPC: 7-15756-10042-2

11997 - CV Watermelon Seedless Bin 15# Avg	45 ct
11991 - CV Watermelon Seedless Bin 11# Avg	60 ct
01928 - CV Peppers Yellow #1 XLG	25 lb
02839 - CV Cucumber Persian	20 lb
02842 - CV Cucumber Mini Seedless	12/6 ct
02831 - CV Cucumber "CuteCumbers"	12/1 lb
01060 - CV Corn White	48 ct
01062 - CV Corn Bi-Color	48 ct
01080 - CV Corn Yellow	48 ct
01099 - CV Corn Bi-Color Tray	12/4 ct
04716 - CV Onions Sweet Jumbo FL/GA	40 lb
23285 - CV Tomato Cluster Yellow	11 lb
23286 - CV Tomato Cluster Orange	11 lb
23228 - CV Tomato Jumbo Slicer	9/2 pk
23240 - CV Tomato OTV Tri-Color	9/6 ct
23371 - CV Tomato-X (Extraordinary)	12/1 pt



### CV LOCAL - FLAIM FARMS

01315 - CV Greens Kale NJ	18 lb
02200 - CV Spinach Bunched NJ	24 ct

## ORGANIC

44119 - OG Orange Valencia Fancy CA Bag	10/4 lb
43220 - OG Pear Abate Fetel 35/40 ct	22 lb
43495 - OG Pear Forelle 50/65ct	22 lb
43211 - OG Pear Packham 70/80Ct Argentina	40 lb
43278 - OG Pear Packham 100 ct Argentina	40 lb
43242 - OG Pear Anjou 80/90 ct Argentina	40 lb
43292 - OG Pear Anjou 100 ct Argentina	40 lb
43687 - OG Strawberries South Carolina	8-1 lb
43827 - OG Watermelon Seedless 5-6 ct	60 lb
43788 - OG Watermelon Seedless Bin	650 lb
43754 - OG Honeydew Mexican	6 ct
40098 - OG Calavo Guacamole	6/7 oz
40097 - OG Calavo Guacamole	6/10.5 oz
40636 - OG Cauliflower Orange	12 ct
40143 - OG Cauliflower Green	12 ct



40816 - OG Rhubarb	15 lb
41228 - OG Squash Delicata	20 lb
41277 - OG Eggplant Graffiti	22 lb
40965 - Turnips Bunch Baby	24 ct
41506 - Onion Yellow Jbo Cal-O	40 lb
40149 - Artichokes Purple	30 ct

## organicgirl DRESSINGS

42111 - OG organicgirl Caesar Rules Dressing	6/8 oz
42112 - OG organicgirl Pomegranate Balsamic Dressing	6/8 oz
42113 - OG organicgirl Kale Parmesan Dressing	6/8 oz
42114 - OG organicgirl Lemon Agave Dressing	6/8 oz
42115 - OG organicgirl White Cheddar Dressing	6/8 oz
42116 - OG organicgirl Fresh Tomato Italian Dressing	6/8 oz

Learn more about this premium organic salad dressing at:  
<http://www.iloveorganicgirl.com/>



# CONVENTIONAL MARKET NEWS

OUTLOOK FOR APRIL 7 - APRIL 14, 2016

## FLORIDA SWEET CORN OUTLOOK



**Sweet Corn** supplies on white, yellow, and bi-color are fairly tight from Florida. Weather related issues during planting is now causing fields to be hit-or-miss supply wise and a day-to-day basis.

Supplies are expected to get better by the end of the April - just in time for grilling promotions! The pricing outlook for May is reasonable but growers are expecting slightly higher FOB prices than last year.

**On pricing right now, there is a split market:**

- For good quality **US#1 Grade Fancy Sweet Corn**, the price is steady (this is what Four Seasons Produce is stocking).
- For lower grade, "percentage corn", the price is several dollars below US#1 grade, but percentage corn by definition is not mature with the whole ear full of kernels.

Green Giant 4 pack tray **Sweet Corn** will be back in stock this week.



### CV GREENHOUSE TOMATOES

Some NEW items to try:

- **Yellow and Orange Cluster**
- **Tri-Color 9/6 ct Cluster**
- **9/2 pk Jumbo Slicer**
- **Tomato-X Tomatoes**

**Campari** and **Wild Wonder Tomatoes** are abundant with promotable pricing. **Zima Tomato** pricing is up a bit this week.

**Beef Tomatoes** are promotable with good supply from Mexico & Canada. **Cluster Tomatoes** are steady.



### CV WATERMELONS

We received our first of the season Florida **Watermelons** this week. Volume is expected to be decent during April.

Mexico **Watermelons** are also continuing with good volume. Pricing will be promotable this week and over the next few weeks.

We'll be offering 45ct bins (14-15lb. average) and 60 ct bins (11 lb. average).

#### HANDLING REMINDER:

Watermelon texture and overall quality remains best when the whole fruit is stored at room temperature. Shipping on a refrigerated truck for short distances is fine, but extended storage below 55 degrees will chill the fruit.

Cut Watermelon must always be refrigerated.



### CV SQUASH

**Zucchini** is plentiful and promotable with nice quality from Mexico. There is Florida **Zucchini** on the market, but not at a significant price advantage. Quality wise, Mexican is second to none right now.

There is a little more **Yellow Squash** on the market as Florida has started. We will stick with Mexican, but pricing will be lower this week.

All **Hard Squash** is steady.





## CV STRAWBERRIES

Some rain and cooler weather in California will keep **Strawberry** supplies tight this week. Prices will remain higher than in March.

Growers are anticipating very promotable volumes by the end of April. Look for promotions heading into May.



## CV LETTUCE

**Iceberg Lettuce** remains in good supply with steady pricing. New crop regions, Huron, CA and Santa Mari, CA, are in full swing. There is also Yuma, AZ product still available.

**Romaine, Green Leaf, and Red Leaf Lettuces** are all steady. **Romaine Hearts** are trending up in price with nice quality.



## CV POTATOES

The **Red Potato** market continues to increase this week across the board on all FL sizes as well as 5 lb. Green Giant bags. Product is extremely limited in all regions due to growing issues on the spring crop.

**White Potatoes** out of Prince Edward Island (PEI) are now finished, so most of our sourcing on 5lb. and 10lb. bags will be from New England.



## CV BERRIES

**Raspberries** and **Blackberries** are in good supply this week. This trend is expected to continue through April and into May.

Don't forget to try **Driscoll's "Season's Finest" Blackberries**. This proprietary variety of fruit is big and very sweet!



## CV ARTICHOKEs

There continues to be great promotable volume on nice 12ct **Artichokes**. Other sizes are available, but 12ct are the most plentiful.

**Red Artichokes** are steady.



## CV ASPARAGUS

**Asparagus** supplies on 28lb. cases out of California will be very limited this week. With Mexico finishing up for the season, CA can't support all of the demand.

Peruvian 11 lb. **Asparagus** supplies will continue to increase over the coming weeks. Prices will remain high this week.

New Jersey expects to start 28 lb. local **Asparagus** by late April.



## CV GREEN BEANS

**Green Beans** are in a flush from Florida. There is nice quality and steady to lower pricing this week.

Pouch bags are steady.



## CV MANGOS

**Ataulfo Mangos** (yellow, "Champagne") are coming into their peak season supply.

**Round Mangos** have been very limited so far this season. Prices will remain high and availability will be sporadic until late April.



## CV BLUEBERRIES

**ALERT! Blueberries** are extremely tight this week. We'll be sourcing from early crop Driscoll's and Family Tree Farms product from Mexico. Pricing will be high until fresh crop CA and FL are in significant production.

Florida **Blueberries** are going to remain limited this week. The fruit is there, but they are waiting for it to color up. Promotable supplies will be here by late April.





## CV PEPPERS

**Green Peppers** remain extremely limited from Florida and Mexico. New crop Coachella, CA has started in a VERY light way. Pricing is steady (still high), but we should see some relief in about three to four weeks once Coachella kicks into gear.

15lb **Red Peppers** are good quality and promotable.

11lb **Red, Yellow, and Orange Peppers** are in good supply with steady to lower pricing.

**Mini Mix Sweet Peppers** are steady.

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## CV GRAPES

There is an ample supply of **Red Crimson Seedless Grapes**. Quality is nice with the only factor in pricing is size. There is just a \$4-5 spread between a med-large box and an extra-large.

It's another story on **White Seedless Grapes**. There are some considerable quality issues on **White Seedless Grapes**, which is the main determining factor on price besides price and size. The best boxes are commanding \$20 more than packs with occasional defects.

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## CV GRAPEFRUIT

Texas **Grapefruit** ended abruptly this week, leaving only what is on the road and when that inventory is exhausted, that will be the end of the season.

A few Florida growers are still hanging on, and as long as the quality is there, they may be small volumes for another two weeks.

California is well under way and have been. Within the next week or two we will slowly make the transition into the western fruit.

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## CV TOMATOES

**Vine Ripe Tomatoes** are more plentiful with lower pricing this week on the two layers. **Roma Tomatoes** are steady to lower in price with good supply from Mexico and Florida.

Good News! **Grape Tomatoes** will be lower in price this week as Florida kicks into gear with good volumes.

We will continue to have nice hothouse grown **Cherry Tomatoes** with outstanding flavor from Mucci Farms - be sure to try them!



## CV CUCUMBERS

A new growing region in Mexico has started on **Cucumbers**. There is excellent quality and supply is lower pricing.

**Cello-Wrapped Cucumbers** are limited with steady to higher pricing from Canada.

**12/6ct Mini Seedless Cucumbers** are steady.

**12/1lb "CuteCucumbers"** are now available. Please ask for details!



## CV CHERRIES

The California **Cherry** crop is expected to be a good one! The very first **Cherries** will likely be flown to the East Coast by mid to late April.

Peak season supply and promotability is anticipated for the month of May on the **Dark Sweet** varieties.

**Rainier Cherries** from California will be in peak season for mid-May through early June.

# OTHER STORIES:

- Our first arrival of Florida grown **Suwanee River Sweet Onions** will arrive early this week. This will be the same seed variety as the Vidalia Onion, but this product is grown in Florida.

- There are promotable of all **Celery** packs and sizes. Pricing is steady to lower, with nice quality from Oxnard, CA.

- There is good supply of California **Fennel** with steady to lower pricing.

- **Broccoli Crowns** are in good, steady supply with steady pricing. Nice quality from Santa Maria, CA.

- **Green and Red Cabbages** are steady.

- **Eggplant** remains limited from Mexico with high pricing.

- **Brussels Sprouts** remain extremely limited and tight. Pricing is steady to higher and we may have gaps in supply.

# 2016 PASSOVER MERCHANDISING NOTES

Focus and sound planning will help you be ready for this important Jewish holiday and the traditional produce items needed to delight your customers.

## **PASSOVER – 4/22/16 (Lasts 8 Days)**

***Passover begins at Sundown on Friday April 22nd and ends at Sundown on Saturday April 30th.***

No leavened products are to be consumed during the week and any products with yeast. No beans are consumed. All foods consumed during this period must be Kosher.

***Traditional “Must-Have” and other important Passover holiday items include:***

- Bitter Herbs, Dill, Parsley, Romaine Lettuce, Endive, Escarole, Spinach
- Horseradish, Parsley Root, Ginger, Beets, Carrots, Sweet Potatoes, Yams, White Potatoes
- Kirby Cucumbers, Celery, Scallions, Leeks, Onions, other Green Vegetables
- Apples, Oranges, Berries, Melons, Grapes and other fresh fruits
- Kosher for Passover Dried Fruits, Honey, Walnuts



***Smart Tip:*** Pre-book 50 lb. bags of horseradish or 12ct cases of Parsley Root in advance with your sales person to make sure you're in stock.

***These Dole products will be coded as Kosher for Passover during April:***

- 3949 CV Dole Classic Salad 12/12oz
- 3945 CV Dole Shredded Iceberg 12/8oz
- 3961 CV Dole Coleslaw 12/14oz

***These Fresh Express products bearing the Star K certification symbol are Kosher for Passover:***

- 3895 CV Fresh Express 3 Color Cole Slaw 12/14oz
- 3864 CV Fresh Express Garden Salad 12/12oz
- 3888 CV Fresh Express Hearts of Romaine 6/9oz

***The following organicgirl products are certified Kosher for Passover:***

- 41755 OG Organicgirl Baby Arugula 6/5oz
- 41854 OG Organicgirl Baby Kale 6/9oz
- 41752 OG Organicgirl Baby Spinach 6/5oz
- 41753 OG Organicgirl Baby Spinach 6/1lb
- 41750 OG Organicgirl Spring Mix 6/5oz
- 41751 OG Organicgirl Spring Mix 6/1lb



Passover Seder

***\*Olivia's and Earthbound are not certified Kosher for Passover.***