

## PEAK SEASON ORGANIC MANGOS FROM MEXICO



April through July is peak season for **Organic Mangos**.

**GOOD NEWS!** **Organic Round Mangos** from Mexico are in good supply!

Look for April to bring lower pricing and greater availability the more the month progresses in the Tommy Atkins variety. Expect some opportunities for promotion for Cinco de Mayo in the future.

**Organic Ataulfo Honey Mangos** are returning to good supply as volumes are starting to increase with the current harvest region in Mexico.



### OG TOMATOES

**GOOD NEWS!** **Organic Cluster Tomatoes** from Savours are arriving with outstanding quality and will be promotable through the month of April with plenty of volume coming down the pipeline.

**Organic Beefsteak Tomatoes** from Savours are sizing on the smaller side, but are steady with fantastic quality. We can expect sizing to get larger by the end of April.

**GOOD NEWS!** **Organic Grape Tomatoes** will be promotable through April with lots of deals available for stores looking to build satellite displays. **Organic Medley, Cherry, and other Snacking Tomatoes** are improving in supply and are expected to be more promotable by late April.

**Organic Campari Tomatoes** are back in good availability.

**Organic Roma Tomatoes** have become tight for early April, but should see some relief with product out of Mexico as we head into the end of April, just in time for Cinco de Mayo.



### OG BERRIES

**Organic Blackberry** pricing and availability remain steady out of Mexico. Quality has been very nice.

**Organic Raspberry** production remains steady out of Mexico and California. Quality has been nice overall.

**Organic Strawberry** pricing will increase a bit as Baja, Mexico growers slow down at the end of their season, and California growers are just starting. Volume should be steady, and quality has been excellent out of California to start.

**ALERT!** **Organic Blueberries** remain limited. Mexico has very little volume coming in, import programs are finished, and domestic new crop production has not started. Expect high pricing and light availability for early to mid-April.



### OG APPLES & PEARS

Excellent supplies continue for Washington **Organic Cosmic Crisp, Envy, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Lady Alice, Opal, Pazazz, Pinata, Pink Lady, and SugarBee**.

**GOOD NEWS!** **Organic Cosmic Crisp Apples** are among the most promotable of the **Organic Apples** for April.

**Organic Ambrosia Apples** are available again out of Canada. Good supplies are expected to continue.

Storage crop domestic **Organic Pears** are winding down fast, but imports are ramping up.

For early April, Import **Organic Abate, Bartlett, Red Bartlett Pears**, plus Washington **Organic Anjou, Red Anjou, and Bosc Pears** will be in solid supply.





## OG STONE FRUIT

**OUTLOOK:** **Organic Stone Fruit** is on the horizon from California! Excellent and abundant crops of **Organic Cherries** are expected. Volume will trickling in to start around the first week of May, then quickly ramp up.

**Organic Peaches** and **Nectarines** will be available in mid-May, and **Organic Apricots** and **Plums** towards the end of May. Look for excellent promotions this season in June and July.



## OG BROCCOLI & CAULIFLOWER

While excellent quality **Organic Broccoli** from California is still widely available, prices have increased. Fortunately, more North Carolina **Organic Broccoli** is coming soon as their season gets ready to start.

Conditions have improved for **Organic Cauliflower** as harvests moved north to Salinas, CA. Early in April, supply availability is starting to return to typical levels, and prices will soon follow.



## OG LETTUCE

Some of the difficult circumstances affecting the California **Organic Leaf** and **Romaine Lettuce** category have not impacted us because of sourcing from East Coast locations. Lady Moon Farms should maintain a consistent supply and high quality well into April as they relocate from Florida to Georgia.

**ALERT!** **Organic Romaine Hearts** and California **Organic Iceberg Lettuce** are still hard to come by and expensive, but circumstances are going to improve later in April.



## OG LADY MOON VEG

**Organic Vegetables**, like **Kales**, **Collards**, **Cabbages**, and more from Lady Moon Farms will start to transition from Florida to Georgia. They have started in Georgia with **Organic Baby Bok Choy**, with more items to follow.

**Organic Tomatoes** will not transition to Georgia until late April.



## OG PEPPERS

**Organic Red, Yellow, and Orange Bell Peppers** are finally showing some reasonable pricing with product out of Canada and Mexico.

We will still be sourcing from Israel into about mid-April. After Israel, all product will be coming from Holland and Canada.



## OG CELERY

**Organic Celery** from Mexico and the desert regions of the west coast are not as abundant as expected. Conditions will worsen and become more difficult in April as the transition approaches.



## OG BRUSSELS SPROUTS

**GOOD NEWS!** **Organic Brussels Sprouts** continue to produce in large quantities! Strong supply, competitive pricing, and high quality will all persist in the first half of April.



## OG GRAPES

**ALERT!** **Organic Green Grapes** will be very sporadic in availability over the next month. Expect supply gaps.

**NOTE:** **Organic Red Grapes** will be limited but not as much as the **Greens**. Expect higher prices. there is just very little volume coming from Peru.



## OG MELONS

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





## OG CUCUMBERS

**GOOD NEWS!** Organic Euro Seedless and Mini Seedless Cucumbers remain promotable!

Organic Cucumbers out of Mexico are showing some better availability and pricing. We can expect this trend to continue through April.



## OG WATERMELONS

Organic Mini Seedless Watermelons will be available with very light supplies coming in. Pricing will be high, but volume is expected to increase in the coming weeks as Mexico spring harvests begin.



## OG HASS AVOCADOS

Organic Hass Avocado prices are elevated for April as supplies are expected to tighten up. Equal Exchange will be limited on their Organic Fair Trade Avocados in the coming weeks.



## OG ONIONS

**ALERT!** Organic Red Onions continue to be extremely limited with prices starting to push up a bit as product is very hard to come by. Expect the Organic Red Onion market to be very limited in supply until May when we get started in the desert of California.

Organic White, Yellow, and Sweet Onions continue to come out of Nevada from Peri & Sons with slightly more limited supply than in weeks past. Pricing remains steady on these items for the time being.

**OUTLOOK:** Organic Vidalia Sweet Onions are expected to be in stock by April 20!



## OG CITRUS

**GOOD NEWS!** Superb quality on Organic Mandarins continues from California in both the "Halos" and "Cuties" label. Promote away!

Organic Navel Orange supplies are tightening up on all sizes smaller than 56ct. Expect prices to rise. 48ct will be readily available.

Organic Lemons have great quality, excellent supply, and consistent prices. Lock in ads for the month of April on large fruit.

## OTHER STORIES

- There will be a slight increase in price on the Organic Japanese Sweets as we head into mid-April. All other pricing on varieties remains steady out of California.

- Organic White Flesh Dragon Fruit will be available in limited supplies. There will be no Organic Pitahaya Dragon Fruit in early April.

- **NOTE:** Organic Pineapples will be limited as Easter sales emptied the supply chain. It will take a few weeks to recover the fruit.

- Several organic specialty items are now available from Florida! Organic Mamey, Sapodilla, and Caimito (known as "Star Apples") are available in limited quantities.



## DONATING TO PASA SUSTAINABLE AGRICULTURE!

### CELEBRATING EARTH WEEK: APRIL 22 - APRIL 28, 2024

Four Seasons Produce is proud to celebrate our year-round sustainability efforts during Earth Week, as we donate a portion of our profits earned between **4/22 - 4/28** to Pasa Sustainable Agriculture!

Joining us in celebrating Earth Week 2024 with their own donations to Pasa Sustainable Agriculture will be:

- Lady Moon Farms
- Mother Earth Organic Mushrooms/New Moon Mushrooms
- WA-based grower Stemilt Artisan Organics
- PA-based retailer Kimberton Whole Foods
- Delaware-based Harvest Market

#### Who is Pasa Sustainable Agriculture?

Pasa Sustainable Agriculture (Pasa) is a Pennsylvania-based nonprofit that advances sustainable farms and equitable food systems through farmer-driven education, research and community. To learn more about Pasa's vision for creating a world where agriculture nourishes, heals and empowers, visit [pasafarming.org](https://pasafarming.org).



## WE INVITE YOU TO JOIN US!

Your purchases will support our local farmers, strengthen our regional food systems, and truly make a difference in supporting sustainable agriculture across Pennsylvania and beyond.

If you are interested in learning how you can support Pasa directly, please reach out to:

**Gina Langley**

Associate Director for Development  
Pasa Sustainable Agriculture  
[gina@pasafarming.org](mailto:gina@pasafarming.org)



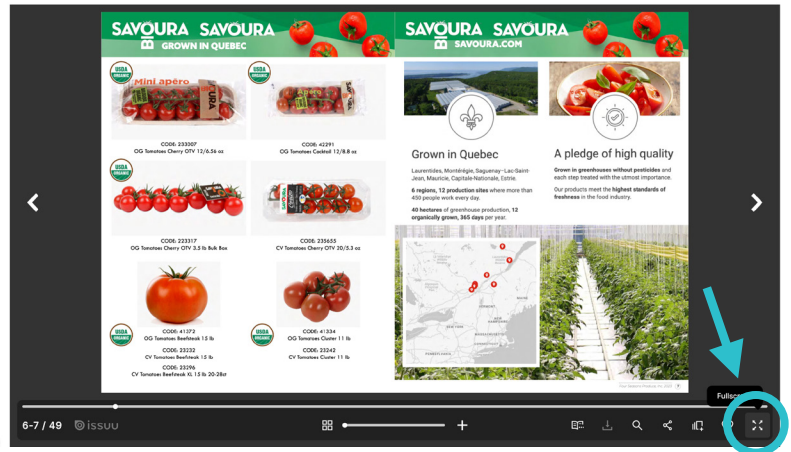




## CHECK OUT THE LATEST EDITION OF THE FOUR SEASONAL!

**APRIL/MAY/JUNE 2024**

Click the image to the left, scan QR code, or go to this url:  
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TIP: For the best flipbook viewing experience,  
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## NEW SALADS AVAILABLE AT FOUR SEASONS

**COMING SOON!**



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**Talk to your rep for more information on these product line extensions!**



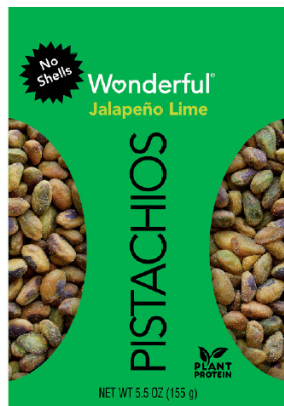
# MINGOLO MANGO

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.



AVAILABLE AT FOUR SEASONS!





# CONVENTIONAL MARKET NEWS

APRIL 5 - APRIL 12, 2024

## PROMOTABLE SPRING CROP MELONS



**GOOD NEWS!** Volume will remain consistent through April from Central America on **Cantaloupes** and **Honeydews** with nice quality plus excellent color and solid internal characteristics. Plan displays and promos for April.

**Dino Melons** are in peak season. This varietal feature a green flecked or green striped white rind on the outside that makes it look like a huge dinosaur egg. Inside, the flesh is white to light green with tones of pear and honeydew. The varietal also goes by **Gaya Melon**, **Snow Leopard Melon**, **Ghost Melon**, and other names.

**Galia Melons** are also in season from Central America to add fragrance, color, and flavor to your April **Melon** sets.

**NOTE:** **Seedless Watermelons** continue to be quite limited and tight out of Florida and Mexico. We're still about 3-4 weeks away from full harvests (end of April to early May) to begin due to cooler weather keeping fruit immature. Quality has been excellent on the little bit coming out of Florida so far to start the season.

**NOTE:** **Mini Seedless Watermelons** also remain extremely limited out of Mexico and offshore programs. Expect higher pricing with limited availability as both regions continue to gap.



### CV BERRIES

**Driscoll's Sweetest Batch Raspberries** and **Rosé Raspberries** will return the week of 4/8.

**NOTE:** **Raspberry** availability continues to be very limited overall out of Mexico. Harvests are light and demand is strong. Pricing will remain steady to where it has been on the higher end. Quality has been very nice.

**Blackberry** supplies continue to be steady to snug. Demand remains fairly strong as pricing will rise slightly. Quality has been nice overall.

**ALERT!** **Blueberries** continue to be very tight, and pricing is higher. Volume out of Mexico and Florida is very limited still and demand remains strong. Georgia production is delayed and will start in mid-April. Once the Southeast starts, pricing will ease off and volume will increase.

**NOTE:** **Strawberries** have tightened out of California. California has gotten some rain and weather issues limiting harvests. Demand there has surged as Mexico and Florida fields are finishing up for the season. Pricing has jumped significantly as well to keep demand at bay. Fortunately, quality out of California has improved, and looks excellent on the recent arrivals.



### CV TOMATOES

**GOOD NEWS!** **Grape Tomatoes** are promotable as we head into the middle of April.

**GOOD NEWS!** We are starting to see some better pricing with product out of Canada on **Cherry** and **Medley Tomatoes**. There is starting to be some spot buy deals available throughout April.

**Beefsteak Tomatoes** are steady with outstanding quality. We should expect to see pricing decrease as we get into the end of April with more volume out of Canada.

**NOTE:** **Vine Ripe Round Tomatoes** jumped up in price with low volume still showing out of Mexico and Florida, but Florida will start to ramp up by the middle of April and help drive the price down.

**NOTE:** **Roma Tomatoes** got tight as we entered into April with low volume coming out of Florida. We can expect this market to fall back down by the middle to end of April and be promotable again for Cinco de Mayo.



### CV MANGOS

**GOOD NEWS!** **Mango** volumes are increasing from Mexico. Pricing will continue to drop as April progresses, leaving an opportunity for some good promotions heading into Cinco de Mayo.

**"Water For All" brand Mangos** will be sold in our conventional mango lines and proceeds from every box are donated to this important effort to help Latin American families have clean drinking water via [BlueMissions.org](http://BlueMissions.org).

**Ataulfo Honey Mangos**, including the "Champagne Mango" brand continue in peak season for April through June.

Be sure to check out our newest variety, the **Minigolo Mango!** Grown in the Dominican Republic, this popular variety is known from its deep orange flesh and great, caramel sweet taste!





## CV SWEET ONIONS

Georgia-grown **Vidalia Sweet Onions** are expected to be in stock by **April 20!** Pricing is expected to be steady with where we have been on product out of Mexico with the expectation that we will see some downward trends to pricing toward the end of April for peak promotion in May.

We will see a smooth transition from Mexico **Sweet Onions** directly into genuine Georgia **Vidalia Sweet Onions** with no gaps on supply. Quality is expected to be superb as they have had ideal growing conditions in Georgia this season.



## CV LETTUCE

**NOTE:** Pricing challenges still exist for the **Lettuce** market in April, but availability has significantly improved. Overall conditions have improved as new regions have become available and transition to northern growing regions has taken place.

**NOTE:** Early April has seen notable improvements in **Iceberg** and **Leaf Lettuce**, while **Romaine** has remained somewhat elevated in comparison. As April progresses, anticipate more advancements. **Romaine Hearts** will be the last to drop in price.



## CV WARM VEG

**Eggplant, Cucumbers, Squash, Green Peppers,** and **Cabbage** are arriving with great quality from Mexico and Florida. We are seeing a lot of volume and availability coming out of Florida right now, which is creating the decreasing market for this category.

It is nice to see some better pricing to promote some VEG!



## CV GRAPES

Price fatigue on **Grapes** continues to slow movement while sales are strong. Volumes have increased from Chile but not enough to change the market in favor of promotions.

Mexico has started on **Green Grapes** in a slow way out of the southern region of Jalisco, but at an even higher price than Chilean fruit.



## CV ASPARAGUS

**NOTE:** **Asparagus** pricing has jumped as transition begins to set in. Caborcca, Mexico is ending, and Central Mexico is not yet ready. Peru is very limited, and most fields won't open for another few weeks.

**LOCAL NJ/DE Asparagus** production is expected to start in mid-April.



## CV HASS AVOCADOS

**Hass Avocado** supplies were down following the Easter holiday. Fruit pricing is steady as many growers already took pricing up in anticipation of lower volumes. However, sluggish movement post-holiday, may give incentive for Mexico to lower pricing over the next few weeks. Supply overall should be steady.



## CV CELERY

**Celery** conditions are poised to change in April, and prices have started to rise. The quality will still be good, and there will be some promotional opportunities in early April with spot deals. But, these offers will cease to exist as the month goes on.



## CV NEW POTATOES

We will make the switch over to new crop Florida grown 50lb bulk premium **Gold, Red, and White Potatoes** (A, B, and C size) in early April. Washington is starting to wind down on all colors (**White** is now done), so it's time to make the switch over to Florida. Pricing will ease off as we make this transition over to Florida grown potatoes.



## CV ARTICHOKEs

**NOTE:** As the supply volume slowed in late March, the conditions for **Artichokes** changed. April will see higher costs because of a growing region transitional period. Larger sizes will still be available at a premium, and quality will remain excellent despite the trend toward smaller sizes in volume.





## CV SWEET CORN

Florida **Sweet Corn** season is ramping up! Quality has been excellent, and supplies are steady. We have **Bi-Color**, **White**, **Yellow**, and tray packs available.



## CV PEPPERS

**Red**, **Orange**, and **Yellow Bell Peppers** will be promotable through the month of April with product from Mexico and Canada. This market will continue to drop, and we can expect big flushes by 3rd week of April.

**Chili Peppers** in bulk and retail clamshells are available with outstanding quality for retailers looking to spice up their displays.



## CV BRUSSELS SPROUTS

Early April still offers good production and cost benefits for **Brussels Sprouts**. However, it is anticipated that supply volume will begin to decline during April, which will result in an increase in costs.



## CV STONE FRUIT

**OUTLOOK:** The first very early California **Peaches** and **Nectarines** in 13.5lb Euro boxes are currently expected to arrive the very last few days of April. The first 2-4 weeks of the season are expected to be limited and pricey at first until multiple shippers begin. In mid to late May, the California crop is expected to be excellent and there should be plenty of fruit for the peak of the season.

**OUTLOOK:** Georgia and South Carolina **Peaches** are also expecting a big crop starting in early May, followed by **LOCAL** New Jersey and Pennsylvania product over the summer. At this point, all regions look to have excellent supplies barring any unforeseen weather events.

**OUTLOOK:** California **Cherries** and **Apricots** are setting up to be excellent crops barring any weather events. Both are expected to start around the first week of May, with excellent quality, supply, and promotional opportunities for and Memorial Day. They are expecting to overlap with Washington for just a few days. A good early crop out of Washington is expected to follow.

Import **Nectarines** are finished for the season.

Import **Peaches** are in sporadic supply through mid-April and then will gap until California starts.

Imports continue to be in good supply with **Black**, **Yellow**, and **Red Plum** varieties available, should be available for the next month or so, then gap until California gets started on June.



## CV BROCCOLI & CAULIFLOWER

Conditions for **Broccoli Crowns** are still looking good for early April. Ideal quality **Broccoli** is still readily available from a variety of sources, despite a few slight price increases. The primary production region in early April will be from Florida and Mexico, with supplemental supply coming from the West Coast.

**Cauliflower** harvests are now back in the Salinas Valley, California. There will be fair pricing, excellent quality, and consistent production in the first part of April—just not to promotable levels.



## CV CITRUS

**GOOD NEWS!** California **Mandarins** are showing the best quality of the season currently while pushing "Tango" and "Murcott" varieties!

**GOOD NEWS!** Import **Mandarins** from Morocco are showing strong quality and very promotable prices.

There is still supply overload in California on large **Jumbo Navel Oranges**, and quality is solid allowing strong promotions for the month of April.

**Grapefruit** has fully transitioned into Star Rubies from California with excellent supply and quality!

**Limes** will begin to soften as demand has dropped from all regions.

**Pixie Tangerines**, **Gold Nuggets**, and **SUMO Citrus (Dekopan)** are available for added variety to your citrus sets!

## OTHER STORIES

- **Asian Veg** retail packs continue to be in stock and readily available. **Chinese Cauliflower** will be back in stock by the middle of April with steady volume.

- **Pomegranates** are in stock from Peru. Single layer 8ct boxes are available now!

- **Pomegranates Arils** are steady from Peru.

- **ALERT!** **Pineapple** supplies are down currently as many growers harvested ahead for Easter volume, leaving little fruit for the upcoming weeks. Larger fruit sizes will be especially tight, and pricing will be higher.



# INSPIRATION CORNER

