

MARKET NEWS ORGANIC OUTLOOK

ORGANIC BROCCOLI & CAULIFLOWER UPDATE



Organic Broccoli is in much better supply. Growers are currently overlapping in Yuma, AZ and Salinas, CA, and this is causing additional supply in the marketplace. Look for promotable opportunities on both 14's and crowns. Quality has been very nice.

Organic Cauliflower is also in good supply right now. Supplies are gradually improving each week, and pricing will begin to slide down.



OG TOMATOES

Quality has been outstanding on **Organic Heirloom Tomatoes**, **Dark Heirloom Tomatoes**, and **"Brandywine" Heirloom Tomatoes**, and prices are promotable.

Organic Grape Tomatoes from Lady Moon Farms in Florida will be very promotable this week. The premium grower is experiencing a nice harvest and wants to continue to promote. Quality has been outstanding.

Organic Hothouse Beefsteak Tomatoes from Canada continue to be very promotable with excellent quality. **Organic Cluster Tomatoes** also are promotable from Canada and US hothouses. Quality is excellent.



OG BERRIES

Organic Strawberries continue to be in excellent supply.

Driscoll's **Organic Blackberries** out of Mexico are improving in supply weekly, but border challenges are creating havoc and causing late arrivals and loading issues. Expect steady prices, but sporadic in-and-outs due. Other brands of **Organic Blackberries** out of Mexico have experienced some hiccups and are short this week.

Driscoll's **Organic Blueberries** have transitioned over to Mexican and California fruit. Prices have taken steep inclines as we are in large and delicious proprietary varieties. This product is also facing loading issues. Florida **Organic Blueberries** are expected by the end of April, with good supplies and higher pricing.

Driscoll's **Organic Raspberry** supplies remain very tight, and similar to **Organic Blackberries**, border challenges are causing delays. Other brands continue to gap.



OG HASS AVOCADOS

Organic Hass Avocado pricing remains elevated as Mexican product continues to be tight. It does appear however, that the ceiling has been reached at least for the time being. Expect pricing to remain steady as the new norm of higher pricing will last a little while longer.

We will have California **Organic Hass Avocados** for the first time this year next week. Pricing is a couple of dollars higher per case than the Mexican fruit.



OG CUCUMBERS

Organic European Seedless Cucumbers are in excellent supply from all Canadian greenhouse growers. Now is a great time to promote!

Organic Cucumbers will be more limited this week out of Mexico and Florida. Growers aren't getting the yields they expected for this week, and pricing is beginning to increase.



OG GRAPES

South African **Organic Red "Sweet Celebration"** and **Black Seedless "Melody" Grapes** continue in firm but steady supply.

Peruvian **Organic Red Seedless Grapes** have surprised us with additional arrivals but will finish up over the next couple of weeks, and then we will gap until Mexico begins in mid to late-May.

Things are on schedule for the Mexican **Organic Grape** season to begin the first or second week of May. A good season is expected barring any significant weather events.



OG WATERMELONS

Organic Mini Watermelons are in much better supply this week. Both 6ct and 8ct are available in good numbers. Quality has been excellent from the start. Continue to promote!

Organic Seedless Watermelon cartons are available this week. The early crop from Mexico has been very nice so far and better sizing is becoming available.



OG SWEET POTATOES

We should see steady pricing on **Organic Sweet Potatoes** out of California through Easter, at which time we will see pricing increase slightly through the end of the storage crop season.



OG CABBAGE

Organic Green and Red Cabbage will be much tighter this week out of California and Florida. Supplies are set to improve over the next few weeks but expect pricing to remain higher until supplies improve.



OG ROMAINE HEARTS

Organic Romaine Hearts just started from Santa Maria, CA, and this new crop is looking great! Pricing is definitely promotable at this time. Going forward, we'll be sourcing all **Organic Romaine Hearts** from California.



OG MANGOS

Organic Ataulfo "Honey" Mangos should be in good availability for next week.

Organic Round Mangos from Mexico are in good supply. Challenges with the border crossings have proven to be difficult over the last week with protests and increased border traffic.



OG GREEN BEANS

Organic Green Beans are in good supply from Florida, and our grower will soon be harvesting new fields in Georgia.

Now is a good time to promote **Green Beans** heading into the Easter Holiday!



OG CELERY

ALERT! **Organic Celery** will remain tight through the month of May. This market just continues to be extremely high priced with limited availability.

Quality will improve as we get into new growing areas in California.



OG ASPARAGUS

Organic Asparagus markets remain promotable this week. Quality from Mexico and US remain excellent, but we will begin to transition to all domestic crop.



OG KALE

Organic Kale is in excellent supply right now from Florida. Look for great opportunities to promote 24ct bunches the week before Easter. Quality has been excellent.



OG BEETS

ALERT! Organic Red and Gold Beets will be extremely tight for the rest of April out of California. We're trying to source from all areas, including Mexico, but we're getting prorated daily on our orders.



OG PEARS

Argentinean **Organic Green** and **Red Bartlett Pears** continue with excellent quality and supply, with some significant promotional opportunities on all **Organic Green Bartlett Pear** sizes.

Argentinean **Organic Anjou** and **Abate Pears** are available in good, steady supply.

Washington **Organic Red Anjou, Green Anjou,** and **Bosc Pears** are in steady supply this week with the season expected to wrap up for good by the end of April.



OG CITRUS

Organic Mandarins are available and should continue for a few weeks with slight gaps between arrivals.

Organic Blood Oranges and **Golden Nugget Mandarins** are in excellent supply.

Organic Cara Cara Oranges continue in steady supply.

Organic Navel Oranges have become much tighter in supply, with the end of the season just a few weeks away. Expect a smooth transition to **Organic Valencia Oranges**.

Organic Minneola Tangelos are gapping.

Organic Valencia Oranges out of Mexico are in excellent supply with promotional opportunities available.



OG ONIONS

We will see some new crop **Organic Sweet Onions** become available this weekend from Texas. This should bridge the gap until we start with **Organic Vidalia Sweet Onions**, which should start around 4/29.

Organic Red Onions will switch over to new crop product from Texas until the new crop starts out of the CA desert growing regions.

Organic Yellow Onions should be available out of Washington until we see new crop get started in the desert of CA.

OTHER STORIES

- **Organic Pineapple** quality is excellent. Supplies are expected to tighten through Easter, with pricing to increase as supplies decrease.

- **Organic Gold Potatoes** will get started this week out of Brawley CA. Prices will spike up to seasonably high levels for the next couple weeks. We are just finishing up old crop **Organic Red**

Potatoes and will get into new crop desert grown **Organic Red Potatoes** in late April, at which time we will see the pricing spike as well. **Organic Russet Potatoes** are in good supply and quality.

- California **Organic Grapefruit** continues in excellent supply with promotional opportunities available.

- **Organic Lemons** out of California and Mexico continue to tighten with prices on the rise.

- **Organic Lime** supplies are improving, and markets are easing off.

VIDALIA ONIONS DISPLAY CONTEST

MAY 1 - MAY 31, 2019



Ready to “sweeten” your profits heading further into Spring? Well, we have the perfect item to do just that--Vidalia Onions! That’s right, fresh from Georgia, it’s Vidalia season!

Four Seasons has partnered up with Generation Farms to bring you another super exciting display contest for the month of May! These highly sought after Springtime favorites are excellent in driving sales for the onion category. Vidalia’s are low risk and add excellent sales potential and excitement to your departments! If there was an item that you should feel confident in building displays with a little more size, then this is it! Customers WILL be looking for these, so let’s give them what they want and have a little fun doing it!!

CONTEST CRITERIA:

- Build an amazing display of organic and/or conventional Vidalia Onions using product purchased only from Four Seasons Produce.
- Participants must order **at least 5** cases of product throughout the contest period.
- Vidalia Onions point of sale signage must be included on your displays to qualify.
- Email contest photos to Steph Fleetman (stephf@fsproduce.com) by June 5, 2019.

Use of recipe cards at point of sale, as well as social media, is not mandatory but helps tremendously with impulse sales. They are great to educate customers a little bit more about this versatile gem of the earth - there is a use for everyone!



CONTEST PRIZES:

1ST PLACE

\$500

VISA GIFT CARD



2ND - \$400 VISA GIFT CARD

3RD - \$300 VISA GIFT CARD

4TH - \$200 VISA GIFT CARD

5TH - \$100 VISA GIFT CARD

MERCHANDISING & HANDLING TIPS:

- Vidalia Onions look amazing when displayed with corn, peppers, and other grilling type vegetables. They are super seasonal item that consumers will grill, bake and roast!
- Keep Vidalia’s stored in a cool, dry area.
- Place a basket or two over in your meat departments for additional impulse sales.

So, time to get your creative hats on and see who can come up with the “sweetest” display of Vidalia Onions!

Talk to your Four Seasons Produce merchandiser for display tips and ideas.



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Driscoll's Berry Month at Four Seasons Produce

CONTEST DATES: MAY 1 - JUNE 3, 2019

Berries—one of the biggest volume categories in the produce department. Springtime—where warmer weather and consumers desire to eat fresh fruit, especially berries, really starts to ramp up. Put them together and what do you get?

THE FIRST EVER DRISCOLL'S BERRIES DISPLAY CONTEST!

That's right, Driscoll's has teamed up with Four Seasons Produce to bring you a display contest with massive volume potential. With Mother's Day and Memorial Day holidays falling within the month, May is the perfect time to promote fresh berries! And think about it, building sales and profits is always more fun when there is a chance to win prizes and gain some braggin' swagger, right? So, lets get to the specifics!

CONTEST CRITERIA:

- Build an awesome Driscoll's berries display that will be "berry" memorable for our judges to remember!
- All fruit within your displays must be Driscoll's brand, & must be purchased from Four Seasons Produce.
- All displays must have all varieties of berries to be eligible. Varieties available: Strawberries, Blackberries, Raspberries, and Blueberries.
- The Driscoll's brand must be highlighted in your displays. This could be by point of sale material or stacks with the Driscoll's name clearly marked.
- Email your photos to Steph Fleetman (stephf@sproduce.com) by Friday, June 7th.



BEST OVERALL DISPLAY (BERRY BALLER)

GRAND PRIZE WINNER
\$1,000

(This display will be judged based on overall eye appeal using both conventional AND organic fruit, use and highlighting of the Driscoll's Brand, use of berry related tie ins, use of social media, berry sampling, and berry promotions within the store.)

LARGEST DISPLAY (BERRY KINGDOM)

1ST - \$400
2ND - \$300
3RD - \$200

Displays will be judged based on overall size of the display & Driscoll's brand recognition.

BEST DESIGN (BERRY STYLIN')

1ST - \$400
2ND - \$300
3RD - \$200

Displays will be judged based on the most creative design with the best eye appeal and Driscoll's brand recognition.

BEST ORGANIC DISPLAY (BERRY PLANET)

1ST - \$400
2ND - \$300
3RD - \$200

Displays will be judged based on the best eye appeal with Driscoll's brand recognition using exclusively organic product.

BEST USE OF SOCIAL MEDIA (BERRY TECH 2019)

\$100

- Posts will be judged based on promotion of fresh berries and the use of the Driscoll's brand.

Every store will receive a BERRY sweet Driscoll's Hat just for entering!

So, time to berry up, get your planning on and start thinking of creating the "berry" best display of the year!

EASTER MERCHANDISING TIPS

Easter is April 21st, just a couple of weeks away! A good plan for this special holiday needs to take shape now to make sure that we are set up for success. Four Seasons will have great quality organic and conventional produce for you to meet all your customers' special variety and traditional holiday needs.

MERCHANDISING NOTES:

- Order holiday semi-perishable and hard tonnage items early. Plan on getting your tonnage items into your stores by the Tuesday before Easter.
- Develop an off-peak or evening fill schedule for your hard goods (potatoes, onions, dips, dressings, nuts, etc).
- Stay ahead with ripening bananas and tomatoes in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- Easter business comes late. Good Friday & Saturday are crazy business days at the supermarket.
- If you bring in your key holiday volume items early this will help your department's efficiency and organization. It will also take pressure off of our warehouse selectors, loaders, and trucks to help prevent delayed deliveries on those crucial final days before the holiday weekend.
- If you are not waiting on trucks and have the product on hand, your department operations will run as smoothly and efficiently as possible. Your time will be more productive working on the sales floor, engaging with your customers.



TRADITIONAL “MUST-HAVES” & OTHER EASTER ITEMS CHECKLIST:

VEGETABLES

- | | |
|---|--|
| <input type="checkbox"/> Acorn & Butternut Squash | <input type="checkbox"/> Endive |
| <input type="checkbox"/> Artichokes | <input type="checkbox"/> Escarole |
| <input type="checkbox"/> Asparagus & Asparagus Tips | <input type="checkbox"/> Fennel (Anise) |
| <input type="checkbox"/> Baby Peeled Carrots | <input type="checkbox"/> Garlic |
| <input type="checkbox"/> Beets | <input type="checkbox"/> Green Beans |
| <input type="checkbox"/> Broccoli | <input type="checkbox"/> Herbs (especially parsleys) |
| <input type="checkbox"/> Broccoli Rabe | <input type="checkbox"/> Leeks |
| <input type="checkbox"/> Brussels Sprouts | <input type="checkbox"/> Lettuce (Romaine & Leaf) |
| <input type="checkbox"/> Cabbage (Red, Green, Savoy) | <input type="checkbox"/> Mushrooms |
| <input type="checkbox"/> Cauliflower | <input type="checkbox"/> Parsley Root |
| <input type="checkbox"/> Celery & Celery Root | <input type="checkbox"/> Peas (Snow & Sugar Snap) |
| <input type="checkbox"/> Cole Slaw Kits | <input type="checkbox"/> Peppers (all colors) |
| <input type="checkbox"/> Collard Greens | <input type="checkbox"/> Radishes (bunched) |
| <input type="checkbox"/> Cucumbers (Field Grown & Euro) | <input type="checkbox"/> Salad Mixes |
| <input type="checkbox"/> Eggplant | <input type="checkbox"/> Shallots |



TRADITIONAL “MUST-HAVES” CHECKLIST (CONTINUED):

FRUIT

- Berries (all varieties)
- Cantaloupes
- Grapes (red & green seedless)
- Honeydew
- Kiwifruit
- Lemons & Limes (*essential for all seafood dishes that will be consumed through Easter*)
- Mandarins
- Navel Oranges (CA)
- Pineapples
- Watermelons (regular & mini seedless)

HARD GOODS

- New crop Red & Yellow Potatoes
- White & Russet Potatoes
- Sweet Potatoes

BAKING

- In-shell Nuts & Nut Meats
- Pine-nuts
- Dates
- Figs
- Raisins
- Prunes
- Coconuts

MISCELLANEOUS

- Potted Bulbs & Flowers
- Fresh-Cut Flowers
- Palm Crosses



2019 EASTER SCHEDULE

SATURDAY 4/20:

Standard delivery schedule.

Sales office open 8:30 am to 1:00 pm - taking orders for Monday delivery.

EASTER SUNDAY 4/21:

Standard delivery schedule. Offices **CLOSED**.

PASSOVER

Passover begins April 19, starting at sundown, and runs through April 27.

All foods consumed during this period must be Kosher

IMPORTANT PASSOVER HOLIDAY ITEMS:

Bitter Herbs are very important for the Sedar Plate - Horseradish, Dill, Endive, Escarole, Romaine Leeks, Onions, Ginger, and Soup Mix.

Take orders now for 50lb Horseradish, 25 lb Turnips, Beets & Parsnips, Full Case Dill, Root Parsley & Leeks.

VEGETABLES:

Beets, Carrots, Parsley & Parsley Root, Kirby & Euro Cucumbers, Green & Colored Peppers, Celery & Celery Root, Scallions, Spinach, Green Vegetables (No Beans), Red Cabbage, Turnips, Parsnips, Fennel, Garlic, Rosemary, Basil, Thyme, and Oregano.

FRUITS:

Pineapple, Peaches, Apricots, Nectarines, Apples, Oranges, All Berries, Melons, and Grapes

OTHER GOODS:

Sweet Potatoes & Yams, White, Gold, and Red Potatoes, Walnuts (in-shell & meats) Kosher for Pass-over dried fruits & honey

CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS?

Dole - **YES**

Attitude/Veg Pro - **NO**

Taylor Farms/Green Giant - **YES**

Fresh Express - **YES**

Olivia's State Garden - **NO**

organicgirl - **YES**

Earthbound - **NO**



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HELP US MAKE A DIFFERENCE!

SUPPORT SUSTAINABLE AGRICULTURE



Four Seasons Produce will once again be donating to **PASA (Pennsylvania Association for Sustainable Agriculture)**!

A portion of every case of organic produce & dairy products sold through **Earth Week April 22 - April 28** will be donated to PASA.

EARTH WEEK DONATION PARTICIPANTS:



For more information on PASA, check out their website www.pasafarming.org and follow Four Seasons Produce on social for fun & informational posts!

www.fsproduce.com

 @fourseasonsproduce

 @fourseasonsproduce

 @fsproduce

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

Melissa Cipollone

Communications Strategist
Pennsylvania Association for Sustainable Agriculture (PASA)
melissa@pasafarming.org
814.349.9856 x708



MARKET NEWS

CONVENTIONAL OUTLOOK

PROMOTABLE BERRY PATCH

Raspberries and **Blackberries** are in excellent supply right now, and this should continue through May. Quality is excellent at this time. We will also have larger 12 oz. clamshells available as well.

Strawberries are now in excellent volume from Oxnard and Santa Maria, California. Look for supplies to increase again after Easter, and pricing to become more promotable. We're heading into an excellent time to promote new crop California **Strawberries**. Quality has been solid on all California fruit.

Blueberries are in much better supply this week out of Mexico and Florida. Look for volumes to increase after Easter and pricing to drop. Quality has been very nice on all 6 oz. and pints.



CV ASPARAGUS

Asparagus prices remain promotable this week. Product continues to be excellent, so continue to promote with confidence going into the Easter holiday.

Purple and **White Asparagus** is also available to add some variety to displays.



CV HOTHOUSE TOMATOES

Hothouse Beefsteak Tomato markets will be on the rise a bit this week. Quality remains excellent from US and Canadian Hothouses, causing more demand.

Cluster Tomato prices remain steady this week. US and Canadian growers continue to have excellent quality with good yields, leading to promotable pricing and product. Continue to promote!

Campari Tomatoes remain very promotable. Quality has been outstanding.



CV FIELD TOMATOES

Round Tomato prices will be more promotable this week as Florida growers start to see bigger sizing. Look for bigger fruit to be available. Quality has been great.

Roma Tomato prices will be rising this week. Due to less product crossing from Mexico, more customers are relying on product from Florida. Quality remains excellent.

Grape Tomatoes still remain very promotable. Quality and availability remain outstanding out of Florida.



CV PINEAPPLES

Pineapple prices are strong as we get into the big push for Easter ads next week. Demand exceeds supply and what little fruit that does become available, vendors are taking advantage of the higher spot market.



CV MANGOS

Mexico is in full swing on **Mangos**. Peaking on the smaller sizes, 12ct and smaller, that's where the deals are with 10ct getting a dollar premium, and the bigger sizes even more. Quality is very good.



CV RHUBARB

Local PA **Rhubarb** growers will begin to harvest in early May.

Washington growers have started and should begin before Easter.



CV CHERRIES

Cherries are now clearly available in the earliest growing districts. Weather is expected to allow fruit to size over the next few weeks. Recent rain has not had any negative impact but could be a concern from mid-April going forward.

The early varieties look to have strong crops and later crops show great potential. This may be a very promotable **Cherry** crop this season in May and June.



CV BROCCOLI

Promotional volume on **Broccoli Crowns** is expected for late April in Salinas, CA. All growers report excellent quality. Volume in Mexico is more limited, but there are some spot deals available.

Eastern **Broccoli Crowns** are starting in FL and GA, but these will be overwintered crowns and quality is questionable.



CV SWEET CORN

Sweet Corn markets remain on the tighter side through the Easter holiday. Demand has increased on **Yellow, White, and Bi-Color Sweet Corn**, causing the tight availability.

Quality remains excellent and supplies will improve as the harvests continue.



CV CELERY

ALERT! Celery markets remain extremely active. Availability in Oxnard, CA is very limited on all sizes and shippers are prorating heavily.

Growers are also fighting quality issues, particularly seeder. There are sporadic shots of Mexican **Celery** available, but only naked 24ct is crossing the border – and issues with border crossings have only made this option more unpredictable.

Markets are at historic highs and no relief is expected until Salinas, CA starts in late May or early June.



CV WATERMELONS

Watermelons prices are still very high out of Florida. Texas fields are not yet ready to harvest. Mexico is slow crossing product and limited in production with cooler weather this season and the off-shore (Guatemala and Honduras) deal is slowly coming to an end. More product will be available in the coming weeks, and pricing will begin to drop.

Mini Watermelon markets also remain very tight. Texas is still not ready to harvest fields and Mexico is also very short on product crossings.



CV PEPPERS

Colored Bell Pepper markets are active. Canadian volume is decent, but Mexican shippers are struggling.

Florida **Green Bell Pepper** prices remain high as these Mexican shippers continue to buy heavily in Florida to cover weak production and quality. Acreage in Florida is down significantly compared to previous years, which will also keep markets elevated.



CV ARTICHOKE

Artichoke volume and quality is steady out of in Salinas and Castroville, CA. Larger sizes (12ct, 18ct) are readily available and smaller sizes are more limited. Starting this week, we will be into frost-free **Artichokes**.



CV CUCUMBERS

The Florida **Cucumber** deal is off and running with great volume and quality.

Canadian **European Seedless Cucumbers** will be up slightly this week, but pricing is still ad-friendly.

Tray pack **Mini Seedless Cucumbers** are steady this week.



CV GREEN BEANS

Florida **Green Beans** are at peak quality. We expect excellent supply and quality in Florida to continue through the end of April.



CV HASS AVOCADOS

The **Hass Avocado** market stalled and dropped back down a few dollars here in mid-April. It will hover around this level until early May, and possibly gain strength again going into Cinco de Mayo.

With Holy Week beginning the week before Easter, Mexico will stop picking and close Thursday (4/18) through Easter and interrupt supplies. Then, they will ramp up after that, expecting high demand going into May.



CV POTATOES

Florida **Potato** pricing continues to inch up this week, but quality has looked very nice.

Russet Potatoes are in good supply and very promotable pricing (especially on bags) out of Idaho.

New York **White Potatoes** will wind down this week in the Elba label. We should continue value priced **White Potatoes** out of PA for the next couple weeks, finishing those supplies up around the second week of May, as long as quality holds up.



CV ONIONS

The **Onion** market is all over the board—shippers are quoting a wide range of prices due to sporadic demand, all while trying to meet their individual needs to move product.

Yellow Onion prices, in particular, have fallen as demand hasn't been strong. Those prices were destined to fall after the surge in pricing of an inflated market a few weeks ago. We will switch over to new crop Texas product towards the end of next week as that pricing has come down a bit in the last two weeks.



CV LETTUCE

Leaf Lettuce is in good supply in Salinas and Santa Maria, CA, but **Romaine Lettuce** will remain firmer this week.

Iceberg Lettuce is off and running in Huron and Castroville, CA, and will start in Salinas in late April. Quality is improving.

