

ORGANIC MARKET NEWS

APRIL 9 - APRIL 16, 2021

ORGANIC HAITIAN MANGO SEASON COMING!



Organic Fair Trade Haitian Mangos are scheduled to arrive for the last week of April.

These Francique variety mangos are some of the most juicy and delicious you will taste all year! The skins are light green and the flesh is a deep orange, with distinct notes of caramel sweetness.

Four Seasons is proud to support this important Fair Trade program that has made such a difference to many small farmers across the country of Haiti. Stay tuned for more details on how you can join in support!

From Mexico... Supplies on **Organic Tommy Atkins Mangos** are starting to slowly pick up steam. They will be more promotable at the end of the month as we head towards Cinco de Mayo.

Organic Ataulfo Honey Mangos had a dip in supply during early April. Four Seasons will offer a 14ct, along with a 16/18ct pack to keep steady inventories to meet the strong demand. Quality should be excellent.

IMPACTS OF FAIR TRADE ON HAITIAN FARMERS

Provides essential income to farmers	Creates water wells to give communities access to clean water	Long-term investments in nurseries to increase # of productive mango trees	Improvements to Infrastructure	Helps provide food, pay for school fees, and buy chickens & pigs
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OG PEPPERS

Organic Red, Orange, and Yellow Bell Peppers are now in season from Canada, joining Mexico and Israel. The Israeli season will wind down throughout the month of April as importers will ramp up on their Holland season. Expect pricing to inch up in mid-April as the old regions end and we transition fully into new crop.

Organic Mini Sweet Peppers from Mexico remain stable in pricing and availability. Although pricing is not as promotable as mid-March, displays should remain large as pricing is still aggressive and quality is outstanding!

Organic Green Peppers remain in steady supplies from Mexico as Lady Moon Farms has concluded their season. Expect stable supplies and pricing to improve slightly in mid-April.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts remain plentiful in supply. Expect continued excellent quality and promotable pricing during mid-April.

The **Organic Brussels Sprouts** market is poised to turn around at the end of April as growers will transition into newer regions with less volume than we have seen earlier in the spring.

Promote now while supplies are still plentiful! Quality is expected to remain strong throughout the month.

Starting the week of 4/11, Four Seasons will be offering a new **Organic Brussels Sprouts** pack with UPC tag. This will be a 12/11lb mesh bag, and should offer an even better value than current packaged options.



OG LETTUCE

Organic Romaine Hearts and **Iceberg Lettuce** are continuing steady harvest yields for mid-April.

Both items remain stable in pricing after shippers completed their transition northern growing regions. **Organic Romaine Hearts** are a pretty good value!

Organic Iceberg Lettuce has a few less shippers growing it, which is keeping pricing steadier as demand is solid.

Expect consistent supplies and excellent quality on **Organic Romaine Hearts** and **Iceberg Lettuce** for the remainder of the month with promotional opportunities arising on **Romaine Hearts**!



OG APPLES

Organic Apples are set to transition from Washington storage crop to import fresh crop fruit beginning by the beginning of May. Expect an excellent crop of imports. The first varieties expected to arrive are **Organic Braeburn, Diva, Gala,** and **Granny Smith Apples** from New Zealand.



OG CUCUMBERS

Organic Mini Seedless Cucumbers are promotable out of Canada. Quality has been excellent.

ALERT! **Organic Cucumbers** from Mexico remain light in supplies during April. Expect light volumes or possibly gaps with elevated pricing through mid-April. Quality has remained strong even with light supplies.



OG CAULIFLOWER

Organic Cauliflower supplies remain steady as April moves along. Less than ideal quality was seen across many shippers in early April due to growing conditions, as it is more susceptible to defect. Quality has made great strides as mid-April approaches and is expected to remain strong.

Pricing should remain stable in mid-April, and as more volume is harvested, it to improve throughout the month.



OG EGGPLANT

Organic Eggplant from Lady Moon Farms in Florida continues to have excellent yields. Look for strong quality and promotional pricing.

Combine warm vegetable items, like Zucchini and Eggplant, on display as weather improves and capitalize on early grilling season!



OG CELERY

Organic Celery and **Celery Hearts** remain in strong supplies with promotable pricing again in mid-April. For over a month, **Organic Celery** has yielded an abundance of supplies, driving the pricing down and creating promotional opportunities.

Continue to keep large displays intact and pair with other promotional products to drive additional sales.



OG GREEN BEANS

Organic Green Beans continue to yield strong supplies as mid-April approaches. Mexican supplies have seen a dip in production, but Florida **Organic Green Beans** continue to flourish.

Expect great quality with promotable pricing and volumes, perfect for expanding displays at store level to capitalize with extra sales!



OG BOK CHOY

Organic Baby Bok Choy is beginning to see volumes grow from California, which should help ease the recent high pricing. Expect quality to be strong and steady supplies in mid-April.



OG VIDALIA ONIONS

We will see **Organic Vidalia Sweet Onions** get started in mid-April, with the first loads arriving around 4/22. Get ready for grilling season!



OG ASPARAGUS

NOTE: **Organic Asparagus** prices are rising as the Mexico season starts to finish up. California grown product is beginning very lightly, and we will make the switch into new crop CA by the end of April as supplies improve. Quality has been excellent.



OG BROCCOLI

Organic Broccoli continues to experience steady supplies in April. With a smooth transition to northern growing regions in California, conditions are expected to remain consistent with excellent quality. Promotional opportunities will arise throughout mid-April.

Organic Sweet Baby Broccoli conditions are improving in mid-April as supply volume has begun. Though pricing remains high on **Organic Sweet Baby Broccoli**, it is expected to improve throughout the month.



OG WATERMELONS

Organic Mini Seedless Watermelons are available out of Mexico. Quality has been very nice, but harvests are limited, causing higher markets.

Organic Seedless Watermelons are coming into season for early April, but prices are extremely high as there is very little supply around. Quality looks good out of Mexico. Prices are expected to ease off towards the end of April as more volumes are harvested.



OG SQUASH

Premium USA grown **Organic Zucchini** from Lady Moon Farms is in full stride in mid-April on their Florida crop. Expect consistent pricing, steady supplies, and superb quality throughout their season!

Mexican grown **Organic Zucchini** continues to be available at a value price point.

Organic Yellow Squash from Mexico is back in steady supplies in mid-April. Look for improved pricing and quality with opportunities to promote.



OG BERRIES

Organic Raspberries and **Strawberries** are still not abundant, but supplies are expected to improve slightly each week during April with prices following suit.

ALERT! **Organic Blackberries** remain in extremely limited supply and this is not expected to improve until sometime in May. The huge volumes that growers were expecting for April were damaged by rain, cool, and disease.

NOTE: New crop **Organic Blueberries** are available from Mexico and California, however volumes are very limited.

With the Chile crop done for the season, **Organic Blueberry** supplies are expected to remain very tight until late April or early May when California is expected to ramp up and allow for more promotable pricing.



OG TOMATOES

Organic Grape Tomatoes will be promotable as Lady Moon Farms in Florida continues to flush with great quality product. All of our **Organic Grape Tomatoes** are coming from Florida and quality is excellent.

Organic Cherry and **Rainbow Cherry Tomatoes** continue to be promotable from Lady Moon Farms. Quality has been amazing. We are also offering **Organic Gold Grape Tomatoes** from Lady Moon Farms.

Organic Beefsteak and **Cluster Tomatoes** continue to be promotable. Canadian greenhouses are in peak season, and quality is excellent.

ALERT! **Organic Darkloom** and **Mixed Heirloom** will be unavailable as both harvests experience gaps in production.



OG TROPICALS

Organic Raw Drink & Eat Coconuts from Thailand will be in good supply for the middle of April.

Organic Young Thai Coconuts will be in steadier volumes headed into mid-April.

Organic Formosa Papayas continue with great April promotional pricing available. Quality has been excellent!

Organic Hass Avocado pricing was down just a bit and Four Seasons was able to procure some good volume for the middle of April. Look for some relatively aggressive pricing.

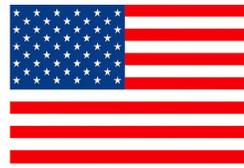
Organic Yellow Pitahaya Dragonfruit is in stock for mid-April. Get some of this cool specialty fruit from Ecuador while it is available.



NEW!

ORGANIC USA GRASSFED BEEF

Vermont Country Farms delivers a standard of excellence, defined over three generations of family butchers. The Organic Premium Beef is raised humanely on open pastures. All of the beef is domestic and packed in VT. This product line is an excellent value for your meat sets.



CODE	DESCRIPTION	UPC
227616	OG Beef Ground 80/20 Grassfed Domestic	8-25819-10351-9
227620	OG Beef NY Strip Grassfed Domestic	8-25819-33311-4
227621	OG Beef Ribeye Grassfed Domestic	8-25819-50321-0
227622	OG Beef Tenderloin Grassfed Domestic	8-25819-41251-2
227623	OG Beef Top Sirloin Grassfed Domestic	8-25819-25181-4
227624	CV Beef Ground 90/10 Grassfed Domestic Natural Antibiotic Free	8-25819-10348-9

IN STOCK NOW!

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NEW BRUSSELS SPROUTS PACK REPLACING SPRING LEAF

We are also replacing our Spring Leaf 8/1lb clamshell Organic Brussels Sprouts with the 12/1lb mesh bag from Queen Victoria Organic.

Discontinued:

40517 - OG Brussels Sprouts 8/1 lb Spring Leaf Clamshell UPC: 8-20402-40517-9

REPLACED WITH:

227760 - OG Brussels Sprouts 12/1 lb Mesh Bag UPC: 0-60556-60211-0



NEW GREENHOUSE ORGANIC TOMATO PACKS

We are replacing Spring Leaf Organic Tomato packs with Organic packs from our Quebec greenhouse partner, SavouraBio. These items will be on compostable trays, will have a minimum weight listed on the package, and are UPC'd for stores that are worried about getting the right ring at the register. These products should provide a better value-per-pound price point.

Discontinued:

49662 - OG Tomatoes Vine Ripe 6/12oz Spring Leaf

REPLACED WITH:

227745 - OG Tomatoes Beefsteak 12/16oz (2-3ct range) SavouraBio

UPC: 8-59812-00015-6

Discontinued:

49676 - OG Tomatoes Clusters 6/14oz Spring Leaf

REPLACED WITH:

227746 - OG Tomatoes Cluster Saladio 9/16.5oz SavouraBio

UPC: 8-11594-0050-1



ASK US ABOUT OUR WEEKLY PLANTS PREORDER PROGRAMS FROM LEHIGH VALLEY, PA GROWER DAN SCHANTZ!



Mangoes! Get your mangoes here! Heading into April we have the Cadillac of mangoes primed and ready for your counters and displays! Ciruli Brothers Champagne Mangoes are here and the eating quality of the fruit is **OUTSTANDING!**

CODE: 17646



MANGO MERCHANDISING TIPS

- ALWAYS display riper fruit first.
- Place displays in high traffic and high visibility areas.
- BIG displays mean BIG movement! Don't be afraid to go large on your displays to maximize sales potential.
- Having great recipe ideas printed out and on display is an awesome way to drive sales.

Email your display photos to stephf@fsproduce.com for a chance to be randomly entered into a drawing for some **FREE Champagne Mango swag!**

**FOR MORE MANGO MERCHANDISING TIPS, TALK TO YOUR FOUR SEASONS SALES REP OR MERCHANDISER!
 CALL YOUR SALES REP FOR PRICING INFORMATION!**

CONVENTIONAL MARKET NEWS

APRIL 9 - APRIL 16, 2021

SNACKING TOMATO SEASON



“NatureSweet” brand Snacking Tomatoes are back in good supply after a tough start to 2021. Volumes were hampered due to cold temps and rough growing conditions in Mexico, slowing harvests and preventing maturation. NatureSweet has high standards and will not ship a less than premium product just to fill orders. The good news is that all items are back in steady supplies and will see promotional opportunities the rest of this year!

Also, look for NatureSweet’s seasonal branded **Constellation** packs coming in late-June. There will be holiday themed packs for Summer, Fall/Thanksgiving, and Winter/Holiday Season at the end of the year. These packs will have color themed packages related to each season and offer a different mix in each package.

Grape Tomatoes continue to be promotable as Florida and Mexico harvest great supplies. Quality has been excellent out of Florida. We also have beautiful **Gold Grape Tomatoes** grown in Florida available at promotable prices to add color to displays.

Campari Cocktail Tomatoes will continue to be promotable. These prices could change very quickly as Canada is battling another wave of Covid cases. Labor continues to be a challenge for Canadian shippers.



CV BERRIES

Raspberries and **Blackberries** are finally showing signs of better supplies coming. It’s been a tough road during March and early April, but availability will gradually get better as we head into May. Quality on both has been very nice.

NOTE: **Strawberries** will still be in tighter supply heading into the week of 4/12, but volumes are gradually getting better. Shippers are saying that harvests will be excellent going into the last week of April. Quality has been very nice on all California fruit.

ALERT! **Blueberries** continue to be extremely tight from both Mexico and Florida. The expectation was to have more availability this for the beginning of April, but it seems like it’ll still be short heading into the week of 4/12. We have shifted to more 12/6oz **Blueberries** in the meantime just to stay somewhat in stock. Expect higher pricing once again.



CV STONE FRUIT OUTLOOK

The summer **Stone Fruit** season from California is currently projected to be about a week later than “normal”.

Peach and **Nectarine** volumes appear to be normal, and the **Plums**, **Plumcot**, and **Aprium** might be a little light, but vary by variety.

Things that will affect the markets are the lack of rain with low water tables. This will affect the timing of how the fruit comes on and sizes up. The labor situation is likely to be like the last few years and continue to be very tight.

Expected California harvest start dates:
Yellow Peaches – 5/12
Yellow Nectarines – 5/16
Black Plums – 5/29
Red Plums – 6/5
White Peaches – 5/16
White Nectarines – 5/29



Southern Peach growers are still assessing damage from early April when they had freezing temperatures of 31 and 32 degrees in South Carolina. It did not stay cold very long but still could have done some damage in some areas.

South Carolina **Peach** growers will be looking at a start date around 5/15.

California **Cherries** are just around the corner! Growers could be picking some fruit in mid-April. Supplies will be light and prices high until the volume picks up around early May.



CV PEPPERS

11lb **Red, Orange, and Yellow Bell Peppers** remain very promotable, especially on the **Red**. Mexican and Canadian greenhouses continue to flush with product and quality has been excellent.

Green Pepper prices are on the rise as big sizes slow down out of Florida. Quality has been excellent. Mexico has very little **Green Peppers** available and California has just started.



CV TOMATOES

Beefsteak and Cluster Tomato prices will remain promotable. Quality from USA and Canadian greenhouses has been excellent, and harvests continue to flush.

Roma and Vine Ripe Tomatoes out of Florida continue to be promotable with excellent quality. The Vine Ripes are in crown picks, and the sizing will be outstanding.



CV GRAPES

The market on good quality **Green Grapes** is strong, as there are a lot of problems with the remaining import **Greens**. New crop is just starting out of Mexico.

Red Seedless Grapes, on the other hand, are plentiful and have been arriving very nice.

Black Seedless and Red Globe Grapes are still available.

There have been a few **Grapes** crossing from Mexico, but supplies are sporadic. They will not really ramp up for another until late April. There should be no gaps in supply.



CV BROCCOLI

Broccoli is in plentiful supply! Pricing is coming down as Salinas, CA's harvest gains momentum. Sizing may vary.



CV CAULIFLOWER

Cauliflower remains readily available. Prices are coming off as we return to Salinas, CA.



CV LETTUCE

Iceberg, Red & Green Leaf, Romaine, and Romaine Hearts continue the transition fully up into northern growing regions like Salinas, CA. Overall, pricing is steady and reasonable.



CV CUCUMBERS

Euro Seedless Cucumber prices will start to come off some but remain higher than normal for this time of year. Demand has been strong, and a spell of cloudy weather is leaving harvests limited.

Super Select Cucumber prices remain higher. Mexico continues to see short supplies and Florida demand has been strong keeping prices higher. Quality has been excellent from both regions.



CV WATERMELONS

Watermelon prices will start coming off slightly as more volume is expected to start out of Florida.

Pricing will still remain high though as not much product is available. Freezes in early February are causing a late start to Florida, and Texas will not start until mid-May.



CV CANTALOUPE

Import **Cantaloupes** will run through early May. Quality and supplies have been good, and prices are steady.

OUTLOOK: Florida has started in a small way on new crop bin **Athena-style Cantaloupes**. Four Seasons will bring some in during late April when the sizing gets bigger and they're more affordable, since prices on the early fruit are very high.



CV ASPARAGUS

Asparagus prices are starting to rise as Mexico begins to slow down on their season. Supplies are expected to be much lighter starting for mid-April. The local NJ and DE season should begin in mid to end of April depending on weather.



CV GREEN BEANS

Green Bean prices should continue to be promotable as quality has been excellent out of Florida. Expect the transition from FL to GA at the end of April to create price increases.



CV SWEET CORN

Sweet Corn prices are continuing to fall as more harvests continue to come on. Promotable markets are set to start as early the week of 4/12. Quality has been fantastic out of Florida.



CV TROPICALS

Maradol/Tainung Papayas from Mexico will be promotable from Mexico. Look for good prices and supplies through the month of April.

Pineapple supplies will be very short for early to mid-April as many growers took off Easter week from harvesting. The week on container ships sets us up for a shorter supply week for the following.



CV MANGOS

Tommy Atkins Mangos from Mexico are starting to come on in 6ct, 10ct, and 12ct sizing.

“Champagne” brand **Ataulfo Honey Mangos** from Mexico will be steady for mid-April.

Haitian “**Francique**” Mangos will be available in limited supplies. Price is down just a bit for the week of 5/12.



CV HASS AVOCADOS

Hass Avocado prices remained pretty steady with supplies down just a bit. There should be good availability heading into mid-April. This market is poised to ease down.

