



# ORGANIC MARKET NEWS



APRIL 12 - APRIL 19, 2024

## LADY MOON FARMS GEORGIA ORGANIC VEG



**Organic Baby Bok Choy, Kales, and Collards** from Lady Moon Farms have moved north from their Florida farm to their fields in Bainbridge, Georgia. Supply volumes remain high. April will provide plenty of promotional opportunities for **Organic Greens!**

Lady Moon Farms in Georgia has also begun to harvest good volumes of new crop **Organic Romaine, Green Leaf, and Red Leaf Lettuces**. Expect steady availability and excellent quality from Lady Moon Farms on East Coast **Organic Lettuces**.

The PA Lady Moon Farms **LOCAL** season in the Northeast is expected to start in late April or early May.

### STILL AVAILABLE OUT OF FLORIDA:

Lady Moon Farms **Organic Tomatoes, Eggplant, and Peppers** will not be transitioned to Georgia until the middle of May, pending weather conditions. There will be excellent volume and quality for the remainder of April.

**Organic Cabbage** will continue to be available until the end of the Florida season, but will not resume for Lady Moon until the **LOCAL** season in PA.



### OG BERRIES

**Organic Blackberries** remain steady out of Mexico, with pricing and quality holding steady at very nice levels.

**Organic Raspberry** production has tightened up out of Mexico and California. Stronger demand and slower harvests have limited availability, but expect stable pricing and slight increases. The quality remains very nice.

**Organic Strawberries** have been tight out of California due to rain and cool temperatures in Baja, limiting their availability. Quality has remained nice, and pricing is on the rise. Greenhouse-grown **Organic Strawberries** are available out of Ohio with pricing expected to decrease as production increases.

**ALERT! Organic Blueberries** continue to be extremely limited overall. Growers are in the midst of significant transitions, and late containers of Peruvian and Chilean fruit constitute the bulk of available stock. California production will commence in mid-April to early May, along with some Southeast production. We can anticipate relief in late April or early May.



### OG TOMATOES

**GOOD NEWS! Organic Cluster Tomatoes** from Savoura are arriving with outstanding quality and will be promotable through the month of April, with plenty of volume coming down the pipeline. This is causing market prices to fall. Promote!

**Organic Grape Tomatoes** will be promotable through the end of April, with lots of deals available for stores looking to build satellite displays.

**Organic Medley, Cherry, Cocktails,** and other **Snacking Tomato** varieties are all starting to see significant yields and volume coming into the market, causing this pricing to fall rapidly.

**Organic Beefsteak Tomatoes** from Savoura are a smaller size, but it is steady. Quality is fantastic. Expect the size to get larger by the end of April.

**Organic Roma Tomatoes** have become tight, but with no real change in volume, expect this market to stay steady. By the end of April, Mexico, and Florida should have more volume, just in time for Cinco de Mayo.



### OG ASPARAGUS, BRUSSELS, & BEANS

**Organic Asparagus** continues out of Mexico, but pricing has risen as supplies have slowed down.

Harvests in California of **Organic Asparagus** has begun in a very light manner, while **LOCAL** New Jersey expects to start in mid-April with very light supplies. Acreage is down in New Jersey this season, so expect very limited availability.

Mid-April is still a great time to promote Mexican **Organic Green Beans and Brussels Sprouts**, as supplies are plentiful and prices are competitive. However, as the month progresses, the outlook for both commodities will start to change due to a decline in supply volume, resulting in price increases.



## OG MELONS

**Organic Cantaloupes** and **Honeydew** are expected from Mexico around mid to late April. They will be available in May from California through October!

**Organic Mini Seedless Watermelon** harvests are expected to increase out of Mexico. Pricing should start to ease off in late April, with better availability arriving just in time for warmer weather.



## OG WARM VEG

**Organic Warm Vegetables (Eggplant, Cucumbers, Squash, Peppers, Cabbage)** are arriving with great quality from Mexico and Florida.

We're seeing a lot of volume and availability coming out of Florida right now, which is creating a smaller market for this category. We already have some **LOCAL** items available from Flaim Farm in New Jersey.



## OG COLOR PEPPERS

**Organic Red, Yellow, and Orange Bell Peppers** will be promoted into May with products from Canada and Mexico.

Israeli products will be finished by the middle of April, and then product will be coming from Holland.



## OG ONIONS

The **Organic Red Onion** season in South Texas will finish up in mid-April. After that, we could possibly see a gap in **Organic Red Onion** supply again until early May.

**Organic Yellow** and **White Onions** are still rolling along from Peri out of Nevada, and we expect to bridge the gap to new crop El Centro, at least on the **Organic Yellows**. We anticipate the start of the **Yellows** on 4/22, and the **Whites** in the desert around 4/29 the following week.



## OG MANGOS

**Organic Round Mangos** from Crespo are in good supply. Look for lower pricing and greater availability by the end of April. Expect future promotional opportunities for Cinco de Mayo.

We have limited **Organic Ataulfo Honey Mangos** available. We expected the volume to have rebounded and stabilized by now, but the increase has not yet materialized.



## OG STONE FRUIT

It's time to get excited for **Organic Stone Fruit!** In early May, we will start with California **Organic Apricots, Cherries, Yellow & White Peaches, and Yellow Nectarines**. By the 2nd or 3rd week of May, we should have promotional volumes of all of them. Get ready to line up your promotions!



## OG HASS AVOCADOS

**Organic Hass Avocado** prices were down slightly in mid-April, with overall supplies steady at 48 ct. fruit. We expect the 60 ct fruit shortage to persist for a few weeks.

Equal Exchange, is experiencing a mid-April **Organic Hass Avocado** supply gap. Fruit will return by the end of the month.



## OG CITRUS

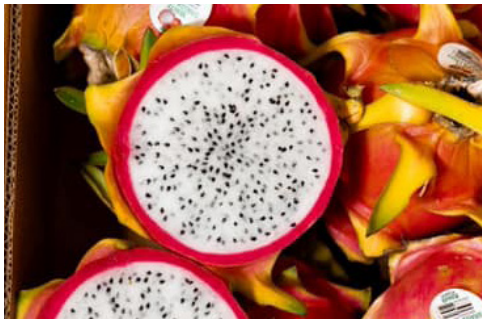
There are still plenty of **Organic Lemons** from various growers, making it a good time to promote or push **Organic Lemons** for the month of April.

**NOTE: Organic Navel Orange** supplies are very tight, leading to high markets. **Organic Valencia Oranges** are also tight, unable to bridge the gap seen from California.



## OG CELERY

**NOTE: As transition season draws near, Organic Celery** is still challenging, with prices rising steadily throughout April, and are expected to continue rising as supply volume diminishes. Expect high prices and mediocre quality for the remainder of April.



### OG DRAGON FRUIT

**Organic White Flesh Dragon Fruit** will be available in mid-April in limited supplies.

There will be no **Organic Yellow Pitahaya Dragon Fruit** available until mid-April.



### OG SPECIALTY FRUIT

Several organically grown specialty items are now available from Florida! **Organic Mamey, Sapodilla, and Caimito**, also known as “Star Apples,” are available in limited quantities.



### OG GRAPES

**ALERT!** **Organic Green Grapes** have finished until Mexico starts up in May.

**Organic Red Grapes** will finish up by late April.



### OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** has finished its northward migration to Salinas, California, and is still consistently available. Although prices have gone up, they are still reasonable in mid-April.

Compared to bunched products, the cost of **Organic Broccoli Crowns** has increased more quickly. An excellent alternative will soon be available, with East Coast production from North Carolina starting in late April.

April has seen a slight improvement in the availability of **Organic Cauliflower**, but prices are still elevated. Since moved to Salinas, the quality has been excellent. We anticipate that conditions will improve throughout April.



### OG HARD SQUASH

**Organic Hard Squash** is transitioning between growing regions in Mexico.

**Organic Acorn** and **Spaghetti Squash** have become slightly more limited, causing market pricing to increase a bit. With loading starting today, we should see better supply going forward.

**Organic Butternut Squash** is in very good supply as we transition into new crop regions this mid-April, with steady supply and pricing.

Although **Organic Kabocha** sizing has been somewhat small, we anticipate steady supply and pricing.

**Organic Delicata Squash** will get started again with the product ready to load, so expect to be back in stock by late April.

### OTHER STORIES

- **Organic Rhubarb** is expected to get started in about mid-April.

- **Organic Pineapples** are very limited for mid- and late-April.

- **Organic Iceberg Lettuce** and **Romaine Hearts** are being sourced out of the Salinas Valley of California. While pricing and quality have both improved, overall costs are still higher than average. Expect gradual improvements as April progresses.

- Washington **Organic Lady Alice** and **SugarBee Apples** will finish the season over the start of May.

Washington **Organic Anjou Pears** will finish in mid-April and transition to an excellent crop of imports without a gap.



## 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: [issuu.com/fourseasonsproduce/docs/the\\_four\\_seasonal\\_q2\\_2024\\_final](https://issuu.com/fourseasonsproduce/docs/the_four_seasonal_q2_2024_final)



# 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](http://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)



# CONVENTIONAL MARKET NEWS

APRIL 12 - APRIL 19, 2024

## TOMATO OUTLOOK FOR LATE APRIL



**GOOD NEWS!** **Grape Tomatoes** are promotable as we head into the end of April. We are starting to see some better pricing and volumes with products out of Canada on **Cherry, Medley** and other **Snacking Tomato varieties**.

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

**NOTE:** **Round Tomatoes** jumped up in price with low volume still showing out of Mexico and Florida. Florida will start to ramp up in mid-April and help drive the price down by the end of the month.

**NOTE:** **Roma Tomatoes** have become tight, but with no real change in volume, we can expect this market to stay steady as we head into the middle of April. By the end of April, Mexico and Florida should have more volume, just in time for Cinco de Mayo.



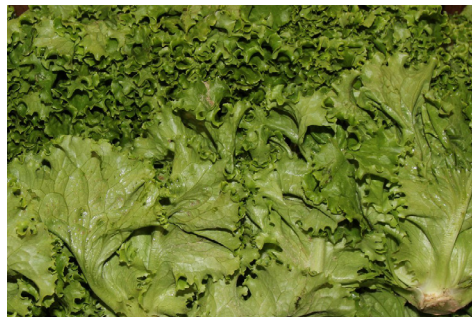
### CV BERRIES

**Blackberries** remain steady out of Mexico, with harvests and pricing holding firm. Quality is very nice.

Outside of Florida and Mexico, **Blueberries** remain relatively tight overall. Production in Georgia will start very lightly, but we expect pricing to remain high until the end of April. The quality has been exceptional.

**ALERT!** **Raspberry** supplies are extremely tight, with strong demand and light harvests outside of Mexico. Pricing will continue to remain high.

**ALERT!** **Strawberries** continue to be extremely tight out of California due to cool temperatures and rain in Baja and California, leaving harvests very light and limited. The weather is expected to clear up in the coming months, which will hopefully bring better supplies and availability. Overall, California quality has been very good.



### CV GREENS & LETTUCES

**GOOD NEWS!** Mid-April marks the beginning of the **LOCAL Veg** season in the northeast, with a variety of products like **Dandelion, Green Kale,** and **Chards** becoming available. If the beautiful weather persists, more products will become available!

After a rough transitional phase, the **Lettuce** category is getting back to business as usual. **Iceberg, Red Leaf,** and **Green Leaf Lettuce** prices will all drop significantly. Northern growing regions have demonstrated strong quality, and availability has remained consistent.

While **Romaine** and **Romaine Hearts** are starting to see price decreases, **Romaine** still costs a little more than the other **Lettuce** varieties.



### CV CITRUS

**GOOD NEWS!** **Mandarins** are in excellent supply and even better quality make them a great item to push or promote, especially as we are in the "Tango" variety, known for excellent flavor.

Continue to promote large **Navel Oranges**, as they have great quality and solid brix, with an abundance of fruit in the industry.

**Grapefruit** has transitioned into "Star Ruby" from California, with excellent supply and quality!

**Limes** are unstable with inconsistent pricing, but they are dropping. Columbia, Peru, and Mexico are all experiencing less demand, causing pricing to decrease.



### CV PEPPERS

**Red, Yellow, and Orange Bell Peppers** will be promotable through the month of April with products from Mexico and Canada. We plan to finish the Israeli products by the middle of April, then they will be imported from Holland.

**Green Peppers** will be steady throughout the month of April, with product coming from Florida and Mexico. Florida is holding the abundance of the **Pepper** supply, but quality is solid all around.



### CV BROCCOLI

**Broccoli** is still reasonably priced and widely accessible, with Mexico and West Coast supplies available, albeit at a higher cost.

The East Coast **Broccoli**, with Georgia regions starting in addition to Florida, will provide the majority of the supply. Quality is excellent, and costs will begin to fall in mid-April, with promotional opportunities available.

Mid-April marks the return of **Sweet Baby Broccoli** to normal after weeks of scarcity and high prices. Production will keep rising this month, and the quality will be exceptional.



### CV ASPARAGUS & BRUSSELS

Mid-April **Brussels Sprouts** are still widely available from Mexico with exceptional quality.

**LOCAL Asparagus** will begin out of Delaware and New Jersey production in mid to late April, in perfect time as Caborca finishes up. Pricing will rise as **LOCAL** costs increase and seasons shorten, but quality should be excellent.



### CV HASS AVOCADOS

Overall, **Hass Avocado** supplies rebounded, and as expected, market pricing dropped slightly. We anticipate a surge in pricing by the end of April and beyond due to Mexico's supply during this period.



### CV GRAPES

Even though there had been an abundance of **Green Grape** arrivals in early April helping supply volumes, it wasn't enough to move the market.

**NOTE: Red Grapes** are still in tight supply with elevated markets. We expect an increase in supply in Jalisco, Mexico, but not enough to significantly shift prices until Sonora begins operations.



### CV VIDALIA SWEET ONIONS

The start of the **Vidalia Sweet Onion** season will begin before late April. We should see a nice, smooth transition over to the new crop. Pricing should be strong out of the gate, landing in a similar to current pricing, but we expect this market price to ease off as we progress into the first few weeks of the season.



### CV EGGPLANT

**Eggplant** will be steady through the month of April. There seems to be more product in Florida than there is in Mexico right now, but Mexico still offers the highest quality available at this time.



### CV CAULIFLOWER

**Cauliflower** is still widely available and reasonably priced. Since returning to Salinas, California, quality has been excellent. In April, keep an eye out for small windows of promotional opportunity!



### CV SWEET CORN

**Bi-color, White, and Yellow Sweet Corn** out of Florida continues to be excellent, with steady pricing and supplies.



## CV MELONS

**GOOD NEWS!** Cantaloupes are in strong supply and of excellent quality, making them a great item to promote as the weather warms up.

**Honeydew** supply will be short in all regions as the Honduran crop battles viruses. Expect offshore supplies to last for another six months until full transition into Yuma, Arizona.

**Dino Melons** continue in peak season.



## CV APPLES & PEARS

Plenty of Eastern and Western **Apples** continue to be in excellent supply.

Eastern **Granny Smith Apples** will finally be coming to an end of the season before the end of April.

Domestic **Forelle Pears** will wrap up for the season and transition to imports in May, which will be in limited supply.



## CV CABBAGE

**Cabbages** will continue to be steady and promotable through the month of April. Quality products are available both out West and on the East Coast. We can also expect to see the full lineup of **Cabbage** in Georgia by the middle or end of April.



## CV SQUASH

**Green** and **Yellow Squash** will continue to be available throughout April and into May. Southern Florida is seeing more choice products with scratches and marks. We can expect some products to be available in Georgia by mid-April.



## CV MANGOS

Volumes continue to be steady on the **Red Round Mango** varieties, primarily from Mexico.

**Ataulfo Honey Mangos** have remained tighter following Easter, and larger sizes have been especially tight.

**“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).



## CV STONE FRUIT

A surprise arrival of import **Nectarines** and **Peaches** is available but will soon be gone. Then, expect a gap for a few days until the first California fruit in late April. In the last week of April, pricing will be very strong out of California. We expect excellent supplies to ramp up out of California about the second week of May, including promotional supplies.

Domestic **Plums** are expected to get started by about the first week of June, and these too are expected to be an excellent crop this season.

Import **Red** and **Black Plums** continue in a firm, sporadic supply, and should be going forward into May.

## OTHER STORIES

- **Cucumbers** will be steady through the month of April, with product coming from Florida and Mexico. Georgia is expected to have **Cucumbers** by the middle of May as the product starts to move up the East Coast.

- **Eggplant, Cucumbers, and Peppers** are arriving with great quality from Mexico and Florida. We're seeing a lot of volume and availability coming out of Florida right now, which is creating a smaller market for this category.

- **Pomegranates** are in stock from Peru, with single-layer 8-ct boxes available now! **Pomegranate Arils** are steady from Peru.

- **NOTE: Pineapple** supplies are very tight for the middle of April. Volume should get close to returning to normal for the end of the month on smaller sizing, but larger fruit like 5 and 6ct will be tight.

- A new crop of **Rhubarb** out of the Pacific Northwest is expected to arrive in late April. Supplies are expected to be steady, with some small gaps due to logistics.

- **Watermelon** pricing will begin to ease off as more growers start up out of Nogales, Arizona. There is some light offshore production available, as well as light Florida production. Overall, the quality has been very good for what is available.

# Sunkist



## SUNKIST CITRUS DISPLAY CONTEST WINNERS

FEBRUARY 26 - MARCH 31, 2024

### MOST CREATIVE DISPLAY



**KENNIE'S MARKETS**  
Gettysburg, PA



**KIMBERTON WHOLE FOODS**  
Wyomissing, PA



**WEAVER'S FARM MARKET**  
Pittsgrove, NJ

### BEST SMALL STORE DISPLAY



**GREENBELT CO-OP SUPERMARKET**  
Greenbelt, MD



**JERRY'S GREAT VALU**  
Red Lion, PA



**KENNIE'S MARKETS**  
Littlestown, PA

### BEST ALL ORGANIC DISPLAY



**SOULBERRY NATURAL MARKET**  
New Hope, PA



**HEALTHY LIVING MARKET**  
South Burlington, VT



**HEALTHY LIVING MARKET**  
Saratoga Springs, NY



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APRIL 12 - APRIL 13, 2024

# ORGANIC CUTIES AND CV VINTAGE SWEETS NAVEL DISPLAY CONTEST WINNERS

FEBRUARY 4 - FEBRUARY 25, 2024



## CUTIES WINNERS



**WEAVER MARKETS**  
Denver, PA



**LEG UP FARMERS MARKET**  
York, PA



**KIMBERTON WHOLE FOODS**  
Wyomissing, PA



**DAWSON'S MARKET**  
Rockville, MD



**HEALTHY LIVING MARKET**  
Saratoga Springs, NY

## HONORABLE MENTION:



**G&E INC.**  
Bethany Beach, DE



**KIMBERTON WHOLE FOODS**  
Douglassville, PA



**KIMBERTON WHOLE FOODS**  
Collegeville, PA



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# NORTHWEST PEAR

## DISPLAY CONTEST WINNERS

February 5 - March 4 2024



### BEST SMALL STORE DISPLAY:



**FRIENDLY CITY FOOD CO-OP**  
Harrisonburg, VA



**KIMBERTON WHOLE FOODS**  
Ottsville, PA



**KIMBERTON WHOLE FOODS**  
Douglassville, PA

### MOST CREATIVE DISPLAY:



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



**BRATTLEBORO FOOD CO-OP**  
Brattleboro, VT



**KIMBERTON WHOLE FOODS**  
Collegeville, PA

### BEST ORGANIC DISPLAY:



**KIMBERTON WHOLE FOODS**  
Wyomissing, PA

### HONORABLE MENTION DISPLAY:



**GREENBELT CO-OP SUPERMARKET**  
Greenbelt, MD

### HIGHEST % OF INCREASE YOY:



**RIVER VALLEY CO-OP**  
Easthampton, MA



**HEALTHY LIVING MARKET**  
South Burlington, VT



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