

MARKET NEWS ORGANIC OUTLOOK

SPRING PEAK SEASON ORGANIC BLUEBERRIES



Get ready to promote spring crop **Organic Blueberries** for late April and May!

Driscoll's **Organic Blueberries** are in much better supply from Mexico. The only thing that may create problems is the border crossings. We should see prices ease down heading into early May on 6oz and pint packs.

Many other growers out of Mexico, California, and Florida are now beginning their new crop peak season too. Expect excellent supplies with prices coming down to promotable levels on all pack sizes.



OG BERRIES

Organic Strawberry supplies continue to be excellent out of Mexico and California with reasonable pricing.

Organic Blackberries out of Mexico are improving each week, but border challenges continue and are creating havoc, causing late arrivals and loading issues. Expect steady prices but sporadic in-and-outs due to the loading issues.

Driscoll's **Organic Raspberry** supplies have opened up. Expect significant price decreases over the next couple of weeks. Other brands continue to gap.



OG MANGOS

Organic Fair-Trade Haitian Mangos will be available in late-April! The season will start off with light supplies and will ramp up in May.

Logistically, almost everything in Haiti proves to be a major challenge, with pitfalls, and obstacles that make getting the fruit to the United States a major undertaking. The good that this program does in the small villages all over the country make it so worth it, and the fruit tastes delicious!

Organic Tommy Atkins Mangos from Mexico are in better supply. Delays at the border have affected mangos over the past few weeks.

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



OG TOMATOES

Organic Cluster and Beefsteak Tomatoes will be promotable this week as Canadian hothouses are flushing. Some local hothouses are starting in a small way as way, we will get them when available.

Organic Heirloom Tomatoes from Fair-Trade grower, Covilli, and local grower, Toigo Farms, are very promotable this week. Markets are lower with great quality. Sell away!

ALERT! Organic Roma Tomato prices are high for late April with lighter volume. Delays at the Mexican border have negatively impacted quality and availability.

Organic Campari Tomatoes are available this week. Product and pricing should be very promotable, while supplies last!



OG BROCCOLI & CAULIFLOWER

Organic Broccoli is in excellent supply out of Yuma, AZ and Salinas, CA. Both areas are overlapping at this time, and this is causing some nice promotable opportunities on 14 ct bunch for mid-April.

ALERT! **Organic Broccoli Crowns** are still on the tighter side.

Organic Cauliflower is in good supply for Easter, but this market is expected to get very tight once again. **ALERT!** Look for another gap in supply from CA and pricing to move higher over the next week.



OG WATERMELONS

Organic Mini Watermelons are very promotable from Mexico. Quality has been outstanding with high sugar and great color. With the warmer weather, continue to promote!

Organic Watermelons are available in cartons. Product is from Mexico but is cutting excellent. Bins will be starting in the coming weeks.



OG ASPARAGUS

Organic Asparagus remains promotable this week. We will begin to transition into all domestic crop from Huron, California as the Mexican season is just about finished up.

Prices will go up some while supplies remain strong. Quality continues to be excellent.



OG PEPPERS

ALERT! **Organic Green Peppers** will remain extremely tight this week. We will not get into better volume until growers in Coachella, CA begin in late April. Look for pricing to remain much higher than usual until more volume is harvested.

Organic Red and **Yellow Peppers** are in steady supply from Holland. **Orange Peppers** will be much more limited this week, but supplies should begin to improve over the next couple weeks.



OG PEARS

Argentinean **Organic Green** and **Red Bartlett Pears** continue with excellent quality and supply. There are some significant promotional opportunities on green of all sizes.

Argentinean **Organic Abate Fetel** and **Anjou Pears** have arrived. Expect good, steady supplies!

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 May.



OG HASS AVOCADOS

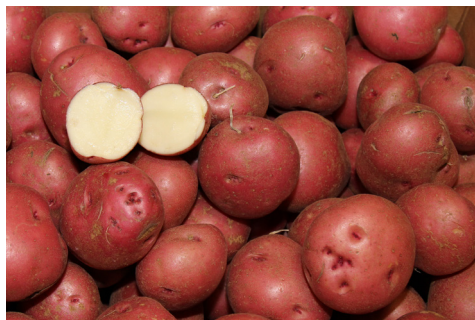
ALERT! **Organic Hass Avocado** volumes are lower in Mexico, and although pricing is remaining steady, supplies from Mexico will be increasingly tough to get. Expect Cinco de Mayo to drive prices up a bit in late April.

We will have California fruit for the first time this year in late April. Pricing is up a couple of dollars per case than the Mexican fruit.



OG CELERY

ALERT! **Organic Celery** will continue to be extremely tight and expensive for late April and into May. We have steady supplies coming from Mexico at the current time on both 24 and 30ct sleeved. We continue to work closely with California shippers, but supplies are very limited.



OG POTATOES

We will see new crop **Organic Red** and **Gold Potatoes** in full swing this week out of the desert of California. More shippers are starting to bring their potatoes to market which will cause some price relief, but we will see fairly elevated prices in comparison to old crop pricing we had been seeing a few weeks ago.



OG ROMAINE HEARTS

Organic Romaine Hearts are extremely promotable right now and should continue to be over heading into May.

Growers will be harvesting in Salinas and Santa Maria, CA, and the quality has been beautiful.



OG BOK CHOY

Organic Baby Bok Choy and **Red Baby Bok Choy** will start this week from Lady Moon in Bainbridge, GA. Look for excellent quality as we kick off this next growing region.



OG EGGPLANT

Organic Eggplant is in good supply from Lady Moon Farms with their new crop out of Georgia.



OG PEARS

The first Mexican **Organic Peaches** of the season are available. Good supplies are expected until California begins in a few weeks.



OG CITRUS

Organic Mandarins, Cara Cara, and Golden Nuggets are available in bulk and pouch bags. Expect the seasons to wrap up in May.

Organic Blood Oranges continue in firm supply and are expected to finish for the season in May.

Organic Navel Oranges out of California have gotten much tighter with the end of the season just a few weeks away. Expect a smooth transition to **Valencia Oranges**.

Minneola Tangelo are done for the season

Mexican **Organic Valencia Orange** supplies are excellent with promotional opportunities available.



OG GRAPES

South African **Organic Red "Sweet Celebration" Seedless Grapes** have finished for the season and **Black "Melody" Seedless Grapes** will follow in late April.

Peruvian **Organic Red Seedless Grapes** have surprised with additional arrivals but will finish up over the next couple of weeks and then we will gap till Mexico begins.

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



OG ONIONS

We will see new crop **Organic Vidalia Sweet Onions** arrive around 4/26. We will transition out of the Texas **Sweet Onions**.

Organic Red Onions are really starting to wind down fast out of the Pacific Northwest and we are still a couple weeks away from California starting.

Organic Yellow Onions are still going strong out of Washington and quality has continued to be pretty strong.



OG RHUBARB

Organic Rhubarb from the Pacific Northwest is now in season and will be in stock for the week of 4/22.

OTHER STORIES

- **Organic Butternut Squash** is in a bit of a gap but should be in better supply in late April.
- **Organic Pineapple** quality is excellent. Supplies going forward should be steady with availability from Mexico and Costa Rica.
- **Organic Green and Red Cabbage** are both in very short supply. Lady Moon Farms is transitioning from Florida to Georgia, so it'll be until late April for volumes to improve. California shippers are also in the middle of transition, but supplies will gradually improve heading into May.
- California **Organic Grapefruit** continues in excellent supply with promotional opportunities available.
- **Organic Lemons** out of California and Mexico continue tightening with markets on the rise

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

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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



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@fsproduce.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!

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 (**Deep Roots**) and/or conventional (**Generation Farms**) 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.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



MARKET NEWS

CONVENTIONAL OUTLOOK

VIDALIA SWEET ONION SEASON BEGINS

The **Vidalia Sweet Onion** season will get started this week, and Four Seasons will begin delivering on 4/26! Call your sales rep to lock in some promotional pricing and work with your team to build grilling and picnic themed displays.

The first of the season **Vidalia Sweet Onions** in April tend to be a little softer and have more skin flaking than the peak season during May and June.

We are promoting a **Vidalia Sweet Onion** display contest for the month of May, so talk to your sales rep and merchandiser today!



CV ASPARAGUS

Asparagus remains promotable for the week of 4/22 as Mexico is finishing up their season and making deals to close out product. We will begin to transition to higher priced domestic product at the end of April from Baja, California.

New Jersey new crop local **Asparagus** will also start to slowly trickle in late April, so be on the lookout!



CV WATERMELONS

Watermelon prices are starting to come off slowly as more growers begin to harvest fruit. Product from Mexico and Florida has been cutting excellent. Promote your cuts as the weather begins to heat up.

Mini Watermelon markets are firm this week. Product is still tight, however cutting excellent from Mexico. Texas crop should start up in the beginning of May.



CV SWEET CORN

Sweet Corn will be very promotable this week. Supplies and quality have been excellent.

White, Yellow, and Bi-Color Sweet Corn should all be steady through the week.



CV BLUEBERRIES

Blueberries will be in excellent supply from Florida and Georgia. The season has kicked off with excellent volume. It looks like we'll be able to begin promoting domestic pints right away. Quality is excellent on all new crop **Blueberries**.



CV CAULIFLOWER

Cauliflower will be steady this week out of Salinas, CA. Not all growers have started, but supplies are very good. Quality is very sharp on all newly harvested **Cauliflower**.



CV BROCCOLI

Broccoli is in good supply from Salinas and Santa Maria, CA, as well as from Mexico.

Eastern **Broccoli Crowns** grown in Georgia will be in good supply this upcoming week as well as they begin to harvest for the season. Overall, now is a great time to promote **Broccoli**!



CV HASS AVOCADOS

ALERT! The **Hass Avocado** market is in a state of pause today. High FOB and delivered quotes have resulted in many pulling or canceling ads, promotions normally meant to drive unit sales on avocados for Cinco de Mayo.

Daily crossings continue to make their way across the U.S. border; however, this week Mexico's production will slow due to Holy Week. Next week will be a strong shipping week for the industry, as customers will begin taking possession of their product intended for regular business, including that of Cinco de Mayo.



CV BERRIES

Strawberries will be in excellent supply this week from California. We're loading in Oxnard and Santa Maria, CA, and the quality on all new crop fruit has been beautiful. Now is the time to promote Strawberries! We will also be carrying some 4/2 lb. clamshells as well.

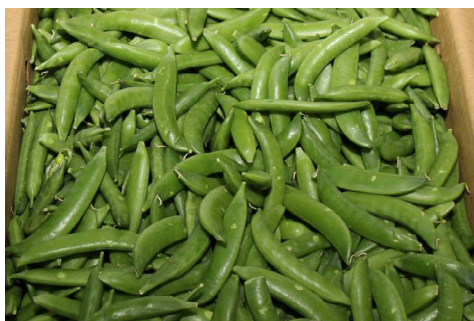
Blackberries and **Raspberries** are in good supply this week from Mexico. Border crossings have definitely caused some disruption in the supply chain, but we're still able to get fruit rolling this way. Look for opportunities on large size 12 oz. clamshells on both items.



CV LIMES

The **Limes** market is on fire! A combination of fruit getting across the border very slowly and it being Holy Week in Mexico with growers not picking through Easter, prices took drastic gains over the past few days. The biggest gains are on the larger sizes of which there is little of because of being new crop.

We probably will not see the market normalize and come back down until after Cinco de Mayo. Demand is expected to be high going into May, and growers having short inventories coming out of Holy Week. The spot market could go even higher.



CV SNAP PEAS

ALERT! **Snap Peas** remain extremely limited this week. Harvests continue to be slow from Guatemala. Prices are high.



CV BRUSSELS SPROUTS

ALERT! **Brussels Sprouts** are very limited out of Mexico. Quality is solid but look for pricing to remain much higher than usual.



CV GREEN BEANS

Green Bean prices will be promotable for late April. Prices will be steady as areas from Florida and Georgia are harvesting crops. Quality has been excellent.



CV CUCUMBERS

Seedless Euro Cucumbers continue to be promotable from Canada this week. Markets will start to rise as the flush is finishing up.

Cucumbers from Florida and Georgia will be steady this week. Product has been excellent so far. Areas all over Florida and Georgia are keeping low markets. Mexico is still crossing product as well.



CV MELONS

Cantaloupes tightened up significantly this week with demand far exceeding supplies. Late April could get very dicey until we see fruit crossing out of Mexico. Hopefully that may be the week after Easter or soon after. Domestic Melons won't start until the middle to late May. We may see some gaps in supply.



CV SQUASH

Green and Yellow Squash remain promotable as all regions of Florida are harvesting and Georgia crops are also starting up. Quality has been excellent.



CV MANGOS

Honey Mangos (Ataulfos) are in good supply with excellent quality and flavor. We see strong overall volumes on Honeys for the foreseeable future. Now is the time to promote up through June!

Tommy Atkins Mangos are in better supply with spot buys on smaller-sized fruit.



CV HOTHOUSE TOMATOES

Cluster Tomatoes are very promotable this week as USA and Canadian hothouses continue to flush. Quality remains excellent. Beefsteak Tomatoes are also promotable as prices are coming down. Quality has been excellent on these from USA and Canadian greenhouses.

Campari Tomatoes are also very promotable this week as Canadian hothouses continue to be in peak harvests.

Continue to promote the premium Naturesweet Line of **Snacking Tomatoes** as well!



CV FIELD TOMATOES

Grape Tomato prices remain promotable. Quality out of Florida continues to be strong.

Roma Tomato prices are steady. Quality and pricing are very promotable out of Florida and Mexico. Round Tomatoes are also promotable. Quality is great while bigger size fruit is more available now.



CV LETTUCE

Cello Iceberg Lettuce is in good supply from Salinas and Santa Maria, CA, but look for smaller than normal head size. Since it's the first of the season, the heads aren't as mature. Quality is very nice, but box weights will be between 40-42 lbs.



CV CELERY

ALERT! Celery will be extremely limited this week from California. We're trying to source from other growers in Mexico, but in general, we're projecting that we'll see this market remain high until mid-May.



CV PEPPERS

Green Peppers remain promotable this week as markets are weak. Quality has been excellent as crops are coming on strong from Florida and Georgia.



CV LOCAL VEG

Kale from New Jersey is here in promotable volume. Early crop has been excellent from Flaim Farms.

Bunched Spinach from New Jersey is also here in promotable volume. Quality has been excellent.



CV CACTUS PEARS

Effective immediately D' Arrigo California will cease operations and product lines associated with the **Cactus Pear** program (nopalitos, puree, etc).

Moving forward, the company hopes to reset their focus and growth strategies within Andy Boy specialty items like fennel, broccoli rabe, and artichokes, in addition to their row crop vegetables.



CV RHUBARB

Fresh **Rhubarb** from the Pacific Northwest is in season and available. Quality is very nice.

Local **Rhubarb** is running behind this spring. Not much will be available until mid-May.

THE UPCOMING GRAPE AND STONE FRUIT APPROXIMATE START DATES FOR THE 2019 SEASON:

CALIFORNIA APRICOTS

Apache Variety – Start Dates May 6th
Lorna Cot Variety – Start Date May 20th
Patterson Variety – Start Date May 28th
Of course there are few others in the mix that will carry May 1st to end the June!!

CALIFORNIA TREE FRUIT

Black Plums – look to be starting May 25th
Red Plums – looks to be starting May 15th
Yellow Peach – starting April 29th
Yellow Nectarine – starting April 25th
White Peach – starting April 25th
White Nectarine – starting May 5th
Pluots – starting May 24th

HERMASILLO, MX

Perlette Green Seedless – Start Date May 4/5th
Flame Red Seedless – Start Date May 5/6th
Superior Green Seedless – Start Date May 12/13th
Red Globe Red Seeded – Start Date June 3/4th

CABORCA, MX

Perlette Green Seedless – Start Date May 30/31st
Flame Red Seedless – Start Date June 3/4th
Superior Green Seedless – Start Date June 7/8th
Red Globe Red Seeded – Start Date 13/14th

COACHELLA TABLE GRAPES

Flame Red Seedless – Start Date May 9-10th
Superior Green Seedless – Start Date May 15/16th

CALIFORNIA TABLE GRAPES

Flame Red Seedless – Start Date July 8th
Summer Royal Black Seedless – Start Date July 15th
Ivory Green Seedless – Start Date July 22nd

