

ORGANIC MARKET NEWS



APRIL 17 - APRIL 24, 2020

ORGANIC BERRIES OUTLOOK



Fresh crop **Organic Blueberries** are in excellent supply out of both Mexico and the US in both 6oz and pints.

Driscoll's Organic Blueberries proprietary varieties are in much better supply for April too with prices coming down significantly and promotional opportunities available. Get ready!

Driscoll's Organic Raspberries out of Mexico and California are in good, steady supply with reasonable pricing for April.

Organic Blackberries out of Mexico are improving with the better weather, so promotions will resume for April.

Organic Strawberries have been somewhat limited but continue to improve in both quality and supply with pricing expected to come down headed towards May, and some big promotional opportunities coming as we move into mid-May.



OG CUCUMBERS

Organic Cucumbers from Mexico are in peak production. Look for great quality, and affordable pricing.

Greenhouse **Organic Euro Cucumbers** and **Mini Cucumbers** also remain in excellent supplies and sharp pricing. These are great items for consumers that are looking for packaged options.



OG CITRUS

California **Organic Navel Orange** supplies are tightening as the season gets to the latter parts. Expect higher prices but with the onset of spring/summer crop **Organic Valencia Oranges** over the next couple of weeks, expect some back pressure on pricing.

Imported **Organic Moroccan Mandarins** are available packed in Candy Mandy Bags. Limited sporadic supply is expected for April.

California **Organic Golden Nugget Mandarins** are in good, steady supply. These pebbly-skin fruit are very sweet!

California **Organic Cara Cara Oranges** are going to wrap up for the season during late April.

California **Organic Blood Oranges** and **Minneola Tangelos** are finished for the season.



OG MANGOS

Organic Fair Trade Haitian Mangos (Francique variety) are here! This program is very near and dear to our hearts here at Four Seasons. It is amazing to see the tangible ways it gives back to the people of Haiti who participate in it!

The Francique variety is one of the most juicy, sweet and flavorful mangoes we have access to on the western hemisphere. It has a deep orange flesh that is slightly fibrous. Combine that with the feeling of knowing you personally are making a difference to help one of the most impoverished countries in the world and nothing could be sweeter.

Tommy Atkins Round and **Ataulfo/Honey Yellow Organic Mangos** continue in peak season from Mexico.



OG GRAPES

ALERT! Organic Grapes from Peru and South Africa are winding down the season, and the last arrivals will sell out the week of 4/19.

OUTLOOK: The Mexican Organic Grape season is expected to get started in mid-May with excellent quality and supplies expected.



OG APPLES

We continue to see strong demand for **Bagged Organic Apples**. This week we are adding some 5lb bags from Stemilt's Artisan Organics.

Organic Apples from Washington are in somewhat erratic at best due to a combination of tightening markets, sporadic packing, and COVID-19 demand and staffing.



OG ROMAINE HEARTS

Organic Romaine Hearts are seeing steady supplies in late April. Look for level pricing and steady supplies as we close the month.



OG TOMATOES

Organic Cocktail Tomatoes are now in season and available.

Organic Beefsteak Tomatoes will be very promotable this week. Volume out of Canada is extremely strong and Quality is outstanding. Continue to promote with Confidence.

Organic Cluster Tomato prices are coming off some this week as more volume out of Canada is expected. Quality has looked very nice.



OG GREEN BEANS

Organic Green Beans from Florida continue to see steady supplies in April, as Mexican product starts to see a dip in harvest yields. Expect pricing and availability to remain steady into late April.

As consumers search for more pre-packaged product, be sure to try our 12oz fresh **Organic Green Bean** bags.



OG POTATOES & SWEET POTATOES

We will see **Organic Red & Gold Potatoes** continue out of Canada until the end of April. At that point we will begin to see new crop **Red & Gold Potatoes** out of California which will be much higher priced.

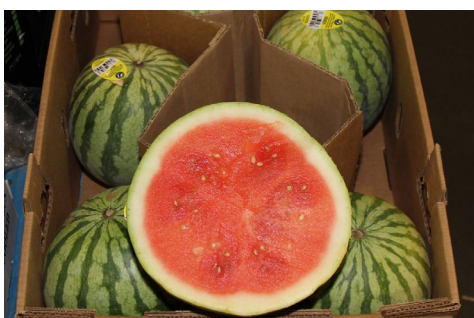
Organic Russet Potatoes continue to be in tight supply out of all regions.

ALERT! We will continue to see out-of-stocks on the **Organic Sweet Potato** 12/2ct trays, 18/1lb Baby Mix trays, and 48ct wrapped Jewels through April.



OG ASPARAGUS

Organic Asparagus will be available this week. Most harvests are coming out of California right now as Mexico has slowed production. Quality looks excellent.



OG WATERMELONS

Organic Seedless Watermelons from Mexico have started coming in. Volume is expected pick up in the coming weeks as we will see more promotable markets.

Organic Mini Seedless Watermelons are now in season and available.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico continue to see steady supplies and pricing. Expect quality to remain excellent and promotion opportunities to arise in late April.



OG EGGPLANT

Organic Eggplant from Lady Moon Farms in Florida continues to see steady supplies and pricing in mid to late April. Look for quality to remain outstanding.



OG CELERY

NOTE: **Organic Celery** continues to see plentiful supplies in mid-April; however, quality has been a struggle. Expect to see stable pricing and supplies, however quality is expected to be subpar in mid to late April.



OG LADY MOON GREENS

Good news, **Organic Greens** and **Leaf Lettuces** from Lady Moon Farms's Georgia operation are now in season will have their full line-up up and running in late April!



OG GARLIC & GINGER

ALERT! **Organic Garlic** will be extremely tight, with little to none available for late April. **Organic Peeled Garlic** options will be available for the time being. Not much relief will be in sight until May when the Mexican Organic season should begin to help with supply demands. Pricing has elevated significantly.

ALERT! **Organic Ginger** is extremely limited for next week. Peru is in between crops and Mexico Organic supply cannot keep up with demand. Cost has gone up as expected, as demand exceeds supply.



OG BROCCOLI & CAULIFLOWER

NOTE: **Organic Broccoli** has seen elevated pricing for the last few weeks due to suppliers' transitional time, less than ideal weather conditions in new growing regions, and extra demand. Look for promotional opportunities in late April and early May as yields begin to improve again.

NOTE: **Organic Sweet Baby Broccoli** is also becoming available again after a brief gap in supplies. Look for supplies to increase in the coming weeks.

ALERT! **Organic Cauliflower** remains extremely limited from California and pricing has remained elevated. This is a result of suppliers' transitional time, less than ideal weather conditions in new growing regions, and extra demand. As weather improves and more product is able to be harvested, both availability and pricing will improve.



OG SQUASH

Organic Green Squash from Lady Moon Farms in Florida is seeing booming supplies in mid to late April. With excellent quality, great supplies, and aggressive pricing, this is a great item to promote.

Organic Yellow Squash from Mexico is flushing in supplies. Look for promotional opportunities as we head toward late April with great supplies and aggressive pricing.

OTHER STORIES

- **Organic Cabbage** from Lady Moon Farms in Florida has concluded for the season. Expect to see supplies from both East and West coast shippers in late April and early May. **Organic Napa** and **Savoy Cabbage** will be in steady supplies and pricing from California.

- **California Organic Grapefruit** is in very firm supplies with steady markets.

- California **Organic Lemons** are in good supply with steady prices. We expect to see Mexico begin over the next by mid-May, with good supplies and better quality expected this season.

- Mexican **Organic Limes** are leveling out with some sporadic supply and stronger markets should be expected

- Argentinean **Organic Abate, Anjou, Green Bartlett, Red Bartlett,** and **Bosc Pears** continue in good supply.

- **Organic Hass Avocados** from Mexico are getting back on track with crossings daily from Mexico following the Easter break in Mexico.

FAIR TRADE ORGANIC MANGOES

IN SEASON NOW!
SUPPLIES WILL
VARY BY WEEK!

WHAT IS FAIR TRADE?

Fair Trade is a sustainability certification that provides retailers, traders, and consumers with an assurance that their product comes from farms with the best social and environmental practices, as well as an opportunity to give back to the farming communities that grow their products.

WHY FAIR TRADE?

- Fair Trade USA Supports Key UN Sustainable Development Goals: **No Poverty, Gender Equality, Clean Water and Sanitation, Decent Work and Economic Growth, Responsible Consumption and Production**
- In 2019, over **397 Million pounds** of Fair Trade produce was sold, giving back over **\$11 Million dollars** in Fair Trade Premium funds to produce growers and workers and their communities.
- Four Season's Produce has contributed **\$5,960** to the communities growing Fair Trade Certified mangos in Haiti since 2017, **\$3,230** in 2019 alone!
- Fair Trade Certified Francique Mangos come from Haiti, where **496 Small Producer Groups** work together to grow high quality mangos and build the community using the Fair Trade Premium.
- In 2019, the Fair Trade Premium contributed to school scholarships for **56 students, road repairs throughout the growing communities, well building and improved access to potable water and support for the infrastructure of the collection, storage and distribution of the mangos.**
- For some Haitians, Mango sales and premium earned is what **helps their kids go to school, water to be more accessible, and roads to be more passable during the rain and flood season.**
- Despite multiple natural disasters and conflict in Haiti over the years, the mangos are still able to grow thanks to the Fair Trade premium, which helps to boost communities in difficult times.



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





BOXED UP
by Four Seasons Produce

Need help with a curbside grab & go box that's pre-packed for you and your consumer?

Four Seasons is pleased to introduce "BOXED UP", a new contactless mixed produce box program. Retailers can take pre-orders from their shoppers or offer it via online ordering. Four Seasons packs the boxes to order and delivers them to your store.

Contact your rep or merchandiser to learn how you can launch this program in your store.



FRUIT MIXED BOX
CODE: 224254



ORGANIC FRUIT MIXED BOX
CODE: 224251



SALAD MIXED BOX
CODE: 224255



ORGANIC SALAD MIXED BOX
CODE: 224252



COOKING VEG/SOUP MIXED BOX
CODE: 224256



ORGANIC COOKING VEG/SOUP MIXED BOX
CODE: 224253



SALAD PLEASER BOX
CODE: 224352



ORGANIC SALAD PLEASER BOX
CODE: 224351



MIXED STAPLES BOX
CODE: 224354



ORGANIC MIXED STAPLES BOX
CODE: 224353

CONVENTIONAL MARKET NEWS

APRIL 17 - APRIL 24, 2020

VIDALIA SWEET ONION SEASON BEGINS



Vidalia Sweet Onions from Georgia will get started this week with our first arrival expected in on Sunday 4/19.

Pricing will be a bit higher than we have seen out of other growing regions, but quality reports are that the crop is looking very nice. Expect pricing to be pretty steady for the first few weeks.

We'll be carrying 40lb Jumbo bulk cases and 16/3lb bags. We expect the bags to sell better this year as consumer behaviors during the pandemic have been leaning more towards bag options.



CV FIELD GROWN VEG

New this week... We will be offering a pre-packaged line of **Peppers, Cucumbers, and Squash**. This will be a convenient solution to some labor challenges and also help customers feel safer buying fresh produce.

NOTE: Green Pepper prices will be tight and rising this week as harvests are in a transition. Quality has look good still as fields are ending and new regions are not quite ready yet to harvest.

Super Cucumber prices remain steady this week. Quality from Florida and Mexico has been very nice.



CV GREENHOUSE VEG

New this week... We will also be offering **CuteCumber Peppers** in a clamshell, **Cluster Tomatoes** in random weight bags, and a **Tri-color Tomato** pack. Contact your sales rep about the whole line.

Cluster and Campari Cocktail Tomatoes remain promotable this week. Quality has continued to look outstanding from Canada and the US.

Beefsteak Tomato prices are rising some due to demand. Product out of Canada and US greenhouses has looked outstanding.

Seedless Cucumber and **Mini Seedless Cucumbers** remain promotable this week. Quality out of Canada looks great and volume is still heavy.

11lb **Orange** and **Yellow Bell Pepper** prices remain steady this week. Quality has looked great out of Canada. 11lb **Red Pepper** prices are rising but still remain promotable. Quality has looked outstanding.



CV BERRIES

Raspberries and **Blackberries** are in excellent supply, and now is the time to promote! Look for very aggressive pricing this week as growers are looking to move volume. Quality is excellent on both.

Blueberries are in a harvest flush from Florida and Mexico, and believe it or not, Georgia is now picking. Expect good volumes on all pints, and pricing will be promotable going forward. Quality on the Florida and Mexican **Blueberries** is excellent.

Strawberries will be in better supply for the rest of April out of California. The rain this past week definitely had an impact availability here in the Northeast. Growers simply couldn't harvest for days, and significant prorates were put in place.

Strawberry volumes will improve going forward, and pricing will remain at promotable levels. Fruit continues to look beautiful, and most clamshells are counting 12-14.



CV LETTUCE

Iceberg and Leaf lettuces are in better volumes again. With the rains, you can still expect some discoloration and maybe some inconsistency in sizing. Quality will should start to get better as we get further into the California season again.

Local New Jersey **Leaf** and **Romaine Lettuces** will come into season for early May - stay tuned!



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are coming in beautiful from Mexico, California, and Georgia. You might see a little lighter coloring due to weather.

12ct **Cauliflower** outlook is starting to improve. California is able to start harvesting again. Prices will slowly start to come down. Georgia started to harvest as well in small quantities.



CV MELONS

Good supplies on Central American **Cantaloupes** and **Honeydews** are still available. Mexican melons start the week of 5/20.

The first Arizona **Cantaloupes** should begin around the middle of May, with **Honeydews** following in late May.



CV SOUTHERN PEACHES

OUTLOOK: The South Carolina **Peach** crop is looking like a very good one, unlike last year. We expect to have a full crop and excellent volume beginning in early May and going through mid-summer.



CV STONE FRUIT

OUTLOOK: We are close to the start of the **Cherry** season. Growers should start harvesting in late April in a very small way. By 5/4, volume should ramp up and peak around 5/22.

Like cherries, **Apricots** should see harvesting in late April.



CV CELERY

Celery is readily available and is staying pretty consistent on pricing.

Celery Hearts are still a little limited and a bit higher in price.



CV TROPICALS

Pineapples continue to be VERY promotable with pricing for late April dipping even lower. Look for deals on 7 and 8ct fruit!

Hass Avocados from Mexico are getting back on track with crossings daily from Mexico following the Easter break in Mexico.

Haitian **Françique Mangos** are now in stock to add to our assortment of **Round** and **Honey/Ataulfo Mangos!**



CV TOMATOES

Grape Tomato prices remain stable and steady. Quality from Florida has been consistently good.

NOTE: Roma Tomato prices are rising this week as product is in a transition period. Supplies will be on the tighter side however should remain available.

NOTE: Field grown **Round Tomato** prices are also rising this week as crews transition to new crops in western Florida. Tighter supplies are expected.



CV GRAPES

There are plenty of Chilean **Red Seedless Grapes** and pricing is soft, but only adequate volumes of **Green Seedless Grapes** at high prices.

Small supplies are starting out of Mexico new crop **Grapes** in late April. Most growers won't get started until May 8th on **Green**, and May 12th on **Reds**. Even with Mexico starting in a small way, pricing will remain strong until we get into May.

Mexican Grapes Outlook:
Green Grapes – Start early May
Cotton Candy – Start early May
Red Grapes – Start mid May
Black Grapes – Start late May



CV GREEN BEANS

Green Beans will remain promotable this week. Quality continues to look great out of Florida. Also look for our Pouch Bag Beans as well.



CV BRUSSELS SPROUTS

25lb Brussels Sprouts are readily available but are seeing some water-logging due to the rain. Prices are staying consistent. You should start to see better quality now that fields have had time to dry out.



CV SCALLIONS

Iceless Scallions out of Mexico got a little tight due to rain. Prices will be a little higher.

Iced Scallions will be mainly out of South Carolina with Local New Jersey starting to slowly harvest as well.



CV ASPARAGUS

Asparagus markets are rising significantly this week as Coborcca, Mexico finished up and now Baja is just beginning.

Local New Jersey and Delaware **Asparagus** are coming in slowly. Look for local product to be available for the week of 4/20.



CV EGGPLANT

NOTE: Eggplant prices are rising this week. Crops are in a transition period from South and Central Florida up to Northern Florida fields. Expect tight supplies and higher prices for late April. Quality looks good.



CV SQUASH

Green and Yellow Squash markets remain steady this week. Crops are transitioning into northern Florida and Georgia, but yields remain strong and supplies look good.



CV LOCAL VEG

With the arrival of spring, we are now into some fresh crop **Local Vegetables** from New Jersey.

- Leeks
- Kale
- Parsleys
- Scallions
- Cilantro
- Bunched Radishes



CV MELONS

Fresh crop **Watermelons** are in season from Florida. Supplies are good and pricing is reasonable on bins of 45ct and 60ct fruit.

Mini Seedless Watermelons have been selling very well.



CV SWEET CORN

Sweet Corn from Florida continues to be promotable this week. Quality has looked great so far.