

APRIL 21 - APRIL 28, 2023

ORGANIC TROPICALS FOR SPRING



GOOD NEWS! Supplies have been good on Fair Trade **Organic Royal Star Papayas** from Mexico. Fruit sizing will remain a little larger than normal and much of the fruit is coming in with higher color - great for impulse sales. Eating quality has been excellent.

Organic Pineapple supplies from Costa Rica have been decent. Quality has been excellent. Fruit should be readily available for the rest of April.

GOOD NEWS! Continue to promote **Organic Ataulfo Honey Mangos** from Mexico while they're in the peak of season into May.

NOTE: Mexican **Organic Round Mangos** remain more limited than usual for this time of the season. Supplies are expected to improve in May headed towards June.

NEW! Crespo **Organic Dried Mangos** and **Organic Dried Ataulfo Mangos** are now available at Four Seasons Produce in 4oz pouch bags!

Organic Hass Avocado pricing is firm overall. 48ct fruit availability will be strong for the rest of the month. 60ct fruit has been more limited but still available.

Organic Dragon Fruit is coming back into availability for the week of 4/24. The fruit will be pink skin/white flesh.



OG BERRIES

Organic Strawberry prices are improving as the Santa Maria, CA region has begun harvests. Quality has looked excellent and supplies are improving daily. Baja, Mexico fruit continues to be harvested and supplies are steady. Some shippers are tighter than others.

Organic Blueberry prices will start easing off as the domestic production has started. Harvests will begin increasing weekly and expected to see some promotable volume and pricing early May out of GA. Quality has been excellent on the first arrivals of GA fruit. CA production is slowly increasing as well.

Organic Blackberries are steady. Prices remain on the higher side and volume is lower. Some days, the harvests are good and other days they're very short. Quality has been very nice.

Organic Raspberry prices will remain steady to short out of Baja. Central Mexico production is all but finished and fruit is very tight. CA fruit is delayed.



OG PEPPERS

Lady Moon Farms continues in season with their **Organic Shishito Peppers** retail packs and bulk **Organic Jalapeños**.

Organic Color Bell Peppers are in steady supply with excellent quality. Growing region transition time can often be tricky to navigate, however this has been a smooth one. Look for promotional opportunities in late April.

Israeli production has finished in early April, while product from Holland will gap until May. Fortunately, Mexican production has remained consistent throughout the month, while Canadian production has begun with reliable volumes and competitive prices.

Organic Green Bell Peppers are being sourced from Mexico. Supplies have stabilized throughout the month, but prices remain elevated due to the overall limitations of the market.



OG LETTUCES

East Coast **Organic Romaine**, **Green Leaf**, and **Red Leaf Lettuce** are currently being harvested by Lady Moon Farms out of their Bainbridge, Georgia operation with strong steady volume.

Supply volume in California for the **Organic Lettuc**es has improved during mid-April after limitations throughout early April. Expect costs to decrease as May approaches and steady availability.

Local Pennsylvania and New Jersey **Organic Lettuc**es are expected to begin in early to mid-May.

Organic Romaine Hearts and **Iceberg Lettuc**es are showing signs of improvement from California growers. **Organic Romaine Hearts** have remained steady throughout April as supplies never tightened to anticipated levels, plus Lady Moon has product from Georgia.

Pricing for **Romaine Hearts** has remained consistent. **Organic Iceberg Lettuce** costs will remain elevated as supply volume increases.



OG WARM VEG

GOOD NEWS! Florida grown **Organic Eggplant**, **Zucchini**, and **Cucumbers** are available from Lady Moon Farms. **Organic Eggplant** supply volume is plentiful.

Organic Zucchini and **Cucumbers** are beginning to grow in volume. Expect steady supply volume on all commodities in early May.

Organic Yellow Squash remains in steady supply from Mexico in late April.



OG ASPARAGUS

Organic Asparagus fields in Mexico are in transition. Weather has been extremely warm and product is starting to cross with seeding/spreading. Availability has started to decline.

There is now domestic **Organic Asparagus** that has started. Pricing will be at a higher level than Mexico's season. Sourcing will transition to **Organic Asparagus** out of California, as well as a little bit of local Eastern Fresh **Organic Asparagus** out of New Jersey as we head into the end of April.



OG ONIONS

The first of the season Georgia-grown **Organic Vidalia Sweet Onions** are here and ready for display builds!

Organic Red, Yellow, and White Premium Onions from Peri & Sons are winding down out of Yerington, Nevada. New crop El Centro grown **Organic Onions** should be ready to get started shipping toward the end of that first week of May – so it might be a little tight as we get to the start of El Centro but we won't see any major gaps.



OG CABBAGE

NOTE: The **Organic Green** and **Red Cabbage** season from Lady Moon Farms in Punta Gorda, Florida will be ending in late April. Expect availability to tighten and costs to increase as May approaches.



OG HARD SQUASH

ALERT! We will see a small supply gap on **Organic Kabocha Squash** as we get started out of a new growing region.

ALERT! **Organic Butternut Squash** is expected to gap for late April until new growing regions start up.



OG LOCAL VEG

LOCAL! Local **Organic Vegetable** season seems to begin earlier each year, and with a mild winter season, Pennsylvania and New Jersey produce is beginning to gear up!

Organic Arugula, Spinach, Radishes, Dandelions, Kale, Parsley, and Cilantro are all now available in some capacity and will increase with time.



OG BOK CHOY

GOOD NEWS! Georgia grown **Organic Baby Bok Choy** is yielding abundant supply volume from Lady Moon Farms with outstanding quality. Pricing will be promotable for late April.

Organic Bok Choy and **Red Baby Bok Choy** will also be available in steady volume from Lady Moon Farms.



OG BROCCOLI & CAULIFLOWER

ALERT! **Organic Broccoli** and **Cauliflower** volume has improved from California in late April, but remains limited. Costs will be elevated for the rest of April, and mediocre quality should be expected.

Organic Broccoli from North Carolina will begin harvest in late April.



OG BEANS & BRUSSELS

Organic Green Beans and **Brussels Sprouts** from Mexico remain in steady supply. However, supply volume will become limited as May approaches. Quality will remain nice, but cost increases should be expected.

GOOD NEWS! **Organic Purple Brussels Sprouts** will be available in late April with strong availability and promotable pricing.



OG RHUBARB

New crop **Organic Rhubarb** out of Washington is expected to arrive in good supply during the last week of April.



OG MELONS

Organic Seedless and **Mini Seedless Watermelons** are still slow to begin harvests out of Mexico. More **Organic Mini Seedless Watermelons** arrive 4/27, and we should see steadier supplies by mid-May.

New crop **Organic Honeydew** from Mexico will be available around 4/25.



OG EURO CUCUMBERS

GOOD NEWS! **Organic Euro Seedless Cucumbers** will be promotable into May with product out of Canada. Quality is outstanding.



OG APPLES

Organic Honeycrisp Apples continue to tighten in supply. Washington doesn't expect to run out until July but production will be very limited.

Organic Gala and **Granny Smith Apple** supplies are getting tighter by the day with high and rising prices. Imports are expected to arrive in mid-May, taking the pressure off and offering a fresh apple with value pricing over domestic.

Organic Ambrosia Apples are expected to finish for the season the first week of May.

Ask your rep about occasional spot buys on **Organic Bagged Apples**.



OG CITRUS

Organic Mandarins are still in good shape for April out of California, and the "Cuties" brand is in stock now. Starting in May, harvest volumes will begin to drop. Supplies shouldn't completely run out until late May but we will most likely see prices increase and some sporadic arrivals.

Organic Lemons prices out of California are starting to increase as some shippers are finishing for the season. We expect some Argentina and Mexican fruit as we get into the Summer months, We are not expecting a gap this summer.

Organic Blood Orange supplies are almost done out of California and will completely finish in mid-May.

Organic Cara Cara and **Navel Orange** supplies are also nearing the end expect market increases and small gaps before completely finishing mid to late May.

ALERT! Mexican **Organic Lime** prices are ever so slightly coming down each week. Small sizing prevails. Expect some seasonal quality due to recent rains.

OTHER STORIES

- **ALERT!** **Organic Red** and **Gold Beets**, both bunched and bulk, remain limited. Inconsistent availability should be expected. Bulk **Organic Red Beets** are the only consistent product from the commodity group with steady storage volume from Vermont.

- **ALERT!** **Organic Grapes** will gap until mid-May with **Greens** starting first, then **Reds** following out of Mexico.

- **Organic Celery** availability remains stable during late April, but as May approaches, supply volume is expected to decrease. Prepare for increasing costs. These conditions are expected affect the entirety of May.

- **Organic Green Kiwifruit** from Italy is tightening, and the season is winding down more quickly than expected. Pricing is rising quickly. Chile and New Zealand are the next growing regions.



OG TOMATOES

GOOD NEWS! **Organic Grape Tomatoes** from Lady Moon Farms will be a promotable for the end of April. Quality has been great, and there is plenty of product to grab.

Organic Cherry and **Rainbow Cherry Tomatoes** from Lady Moon Farms are starting to slow down in volume out of Florida. We can expect Lady Moon to transition to their GA crop in early May. In the meantime, we will look to fill the gap with product from other shippers.

Organic Roma Tomato markets are getting active and prices will rise for the end of April. This is caused by field transitions in Mexico and a gap in product crossing into the US, so demand is driving the price. Quality is outstanding and availability will be steady.

GOOD NEWS! **Organic Cluster Tomatoes** are in excellent supplies for April with some attractive in-store pricing available.

- **ALERT!** **Organic Baby Greens** for **Packaged Salads** are transitioning growing regions from the south to the north out west in California. The greater Salinas Valley received a ton of rain during March. There are now insect pressures hampering production, particularly on **Organic Baby Arugula** and **Baby Kale** for April. Expect prorates and occasional out-of-stocks on these items.



VIDALIA SWEET ONIONS DISPLAY CONTEST

May 1 - May 28, 2023

Do your customers have a sweet tooth? Are you looking for a surefire way to "sweeten" your profits! Well then, we have the answer for you to satisfy both of those "sugar" cravings! Vidalia Sweet Onions from Georgia are here, and we are going to kick off the season in style!

Four Seasons Produce has again partnered up with Stanley Farms (Richter Produce) to bring you another super exciting display contest for the month of May! The long awaited, highly anticipated Vidalia Onion season is upon us and your customers will definitely be looking for these precious gems from the south. Vidalia's add great sales opportunities and potential impulse sales for your produce department so be sure to jump in on the fun!



CONTEST CRITERIA:

- Build an amazing display of organic and/or conventional Vidalia Sweet Onions. ****Product must be purchased only from Four Seasons Produce.**
 - 4105 - CV Onions Sweet Jumbo 40 lb Vidalia
 - 4166 - CV Onions Sweet 16/3lb Vidalia Bag
 - 41541 - OG Onions Sweet 40 lb Vidalia
 - 41540 - OG Onions Sweet 16/3lb Vidalia Bag
 - 230952 - POS Vidalia Display Box
- Participants must order at least **8 cases** of product throughout the contest period.
- Vidalia Onion point of sale signage must be included on or by your displays. Use of Vidalia Onion boxes would qualify for this criteria.
- Email all contest photos to contests@fsproduce.com by Thursday 6/1.
****While not a requirement to qualify, the use of social media presence is strongly encouraged.**

PRIZES:



FIRST PLACE:
Grill



Two other winners will each receive a \$100 Visa gift card!



One store will receive a \$100 Visa gift card for use of the most creative Vidalia Onion signage.
Every qualifying entry will receive a Stanley Farms hat just for entering!

MERCHANDISING & HANDLING TIPS:

- Vidalia Sweet Onions are a lower risk display commodity. Go BIG with your displays in high traffic areas and get them seen!
- There are so many items that Vidalia Sweet Onions can be paired with! Corn, peppers, tomatoes, zucchini to name a few but any grilling type vegetable (or fruit!) will add potential impulse sales to the basket! Cross merchandise and build into your displays from grocery departments, balsamic, hot sauces, lime juice and olive oils; the list goes on. Build your basket size, build your sales!
- Store Vidalia Onions in a cool, dry area. Keep away from any moisture or humid storage areas.
- Add some recipe cards onto your display for quick meal ideas for your customers.
- Cross merchandise a basket or two in your meat department for quick impulse sales and a nice grilling addition to those burgers!



Now its time to build some "sweet" displays with these sweet onions sure to indeed "sweeten" those sales!

For more information, display tips and ideas, contact your Four Seasons Sales Rep or Merchandiser.



1.800.422.8384

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About 60 of them, mostly in Kalona, Iowa but a few in Bloomfield, Missouri and Illinois. These small farms with an average of 35 cows per herd are owned mostly by Amish and Mennonite families for generations.

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To be certified organic, cows must be grazed on pasture for a minimum of 120 days per year. Our farmers go beyond this organic standard.

Even in winter, cows continue to be grass-fed, eating organic grasses, forage and vegetables grown on their families' or community members' organic farms.

This is good for the health of our animals and your family.



CODE	DESCRIPTION	PK/SZ	UPC
231851	OG Kefir Plain	6/32 oz Kalona Supernatural	8-81245-20332-2
232145	OG Kefir Vanilla	6/32 oz Kalona Supernatural	8-81245-21332-1
231853	OG Butter Salted	8/16 oz Kalona Supernatural	8-81245-13016-1
231854	OG Butter Unsalted	8/16 oz Kalona Supernatural	8-81245-13516-6
231855	OG Cheese Cottage Cheese Whole	6/16 oz Kalona Supernatural	8-81245-15116-6
231856	OG Cheese Cottage Cheese 2%	6/16 oz Kalona Supernatural	8-81245-15016-0
231857	OG Sour Cream	6/16 oz Kalona Supernatural	8-81245-26016-5
231858	OG Dip French Onion	6/12 oz Kalona Supernatural	8-81245-26512-2
231859	OG Buttermilk	8/16 oz Kalona Supernatural	8-81245-11516-8
232845	OG Cream Whipping	8/16 oz Kalona Supernatural	8-81245-11201-6
232843	OG Cream Whipping	6/32 oz Kalona Supernatural	8-81245-11203-2
232158	OG Milk Whole	4/128 oz Kalona Supernatural	8-81245-10370-7
232588	OG Milk Chocolate	6/32 oz Kalona Supernatural	8-81245-10532-9
232593	OG Milk Chocolate	8/16 oz Kalona Supernatural	8-81245-10516-0

COMING SOON!

235106	OG Yogurt Cream Top Plain	6/24 oz Kalona Supernatural	7-50088-70105-3
235107	OG Yogurt Cream Top Vanilla	6/24 oz Kalona Supernatural	7-50088-70110-7
235108	OG Yogurt Cream Top Honey	6/24 oz Kalona Supernatural	8-81245-20124-3



COMING SOON!



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CONVENTIONAL MARKET NEWS

APRIL 21 - APRIL 28, 2023

FLORIDA SWEET CORN SEASON



GOOD NEWS! Florida **Sweet Corn** is in peak season for spring, and quality is outstanding!

Four Seasons' offerings will include branded **Packaged Sweet Corn**, "clear wrap" **Tray Pack Sweet Corn** for in-store stickering to add your store branding, and bulk ECO crates of **White, Yellow, and Bi-Color Sweet Corn**.

"It's Corn!"



CV BERRIES

GOOD NEWS! **Blueberry** prices are beginning to ease up tremendously as Georgia farms are really coming on with volume daily. Florida fields are still being harvested as well, and the Carolinas are starting to trickle in with volume expected to increase. Early May is expected to have very promotable pricing with strong supplies.

Blackberries overall are steady. Supplies are keeping up as demand has softened up. Product is still coming out of Mexico with nice quality. USA fields are expected to start in late May.

Strawberries continue to chug along. There is some fruit flushing out of Baja, Mexico, but quality is weak, so we are sticking with California fruit, which remains on the shorter side. The Santa Maria, CA area did start in mid-April, which is helping supplies, however not seeing the strong numbers as temps are cooler. With the cooler temps, fruit has been sizing up and eating excellent.

NOTE: Raspberries remain short overall out of Mexico. California fields are delayed with cool temps and rains that hit. Quality is nice but expect higher priced markets to continue.



CV TOMATOES

GOOD NEWS! **Cluster and Beefsteak Tomatoes** are promotable for the end of April! Quality has been excellent and there is still product out of Mexico, Canada, and USA.

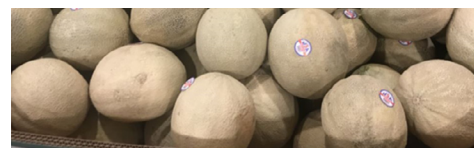
Looking ahead to May and June, growers are advising to be careful with ad promotions since there will be less field product out west, causing more demand for hothouse product.

GOOD NEWS! **Heirloom Tomatoes** will be promotable with Canadian greenhouse product through the end of April.

GOOD NEWS! **Cherry Tomatoes** and **Rainbow Snacking Tomatoes** will be special-buy promo items for the last week of April. Ask your rep for more info.

Vine Ripe Round Tomato prices will start to rise for the end of April. We will continue with 2-layers out of Mexico but have transitioned to 25lb packs out of Florida. Quality will be excellent from both regions. We can expect this to be a steady increase from now until May. The weather in California will affect pricing for May and June.

Roma Tomato prices have started to rise due to fields finishing up, product getting dumped, and growers wanting the pricing off the floor. This will drive the rounds and beefsteak price. There is product out of Mexico and Florida, and quality is fantastic.



CV MELONS

Florida **Athena-style Cantaloupes** are available in 120ct bins and 9ct cartons. These Eastern **Cantaloupes** are known for their fragrant aroma as they ripen and soft juicy flesh.

Cantaloupes and **Honeydews** continue to show peak quality out of Guatemala. Look for Mexico to start up in early May.

We will continue to push **Specialty Melons**. Currently in house are **Dino, Galia, and MAGs**.

Bin Seedless Watermelons are tighter overall as Florida had a few straight days of rain in mid-April. 45ct larger-sized fruit is still readily available. 60ct smaller fruit is very limited and tight. Fruit continues to size up nicely, leaving less of the smaller fruit to harvest.

Mini Seedless Watermelons should be readily available as Mexico and the Guatemala and Honduras deal continues to come in. Quality has been excellent.



CV BROCCOLI

California grown **Broccoli** has transitioned to Salinas from the desert growing regions but remains limited with elevated prices. **Broccoli** is being harvested in a few regions during late April, causing a range in availability and cost.

Mexican **Broccoli** is experiencing lighter supplies, but price continues to hold steady.

On the East Coast, **Broccoli** production has transitioned from Florida to Georgia and has steady availability and pricing.



CV APPLES & PEARS

Gold Delicious Apples are getting very limited. Expect prices to rise until we finish for the season on the east coast in early May and on the West Coast in August.

Kiku Apples will finish in late April. **Rome Apples** are done for the season.

Domestic storage crop **Bartlett Pears** are done for the season, and we are now fully transitioned into good supplies of new crop **Bartlett Pears** from Argentina.

NOTE: **Bosc Pears** are expected to finish for the season in mid-May. Imports will be very limited.



CV STONE FRUIT

OUTLOOK: All California **Stone Fruit** has been delayed due to the cold weather and all commodities are expected to start 2 weeks later than normal.

The first California **Apricots** to arrive to the East Coast are expected by Mother's Day, followed by **Cherries** that same week or the week after. In mid to late May, **White Peaches**, followed by **Yellow Peaches**, **White Nectarines**, and **Yellow Nectarines** will get started.

Import **Black Plums** are tightening up fast, prices are on the rise, and will have a gap towards the end of May before California is expected to begin around the first week of June.



CV GRAPES

NOTE: **Grape** prices continue to go up with both **Reds** and **Greens** spiking, but **Reds** are becoming harder to procure until import vessels clear USDA protocols. Stay away from promoting **Grapes** for the remainder of April. Mexico new crop will ramp up in mid to late May.



CV CELERY

GOOD NEWS! **Celery** volume from the West Coast remains abundant in late April. Strong availability and quality have given way to promotional opportunities.

Continue to push additional sales while product volume remains strong as May is expected to see supplies tighten.



CV LETTUCE

NOTE: The **Lettuce** category from California remains unstable in late April. Availability has improved as harvested increased in Huron, but production is far from plentiful.

A steadiness in pricing has followed the slightly improved volume in mid-April, but the outlook for May remains uncertain as availability will be expected to be unstable.



CV ASPARAGUS

LOCAL! Local **Asparagus** out of Delaware and New Jersey has started, and is outstanding!

Peak season will be through the month of May.



CV BRUSSELS SPROUTS

Brussels Sprouts volume remains below average; however, availability is consistent. After rising prices, mid to late-April settled down as pricing held consistent. Due to availability, pricing will remain unstable as May approaches.



CV CAULIFLOWER

ALERT! **Cauliflower** remains the least available commodity from the West Coast veg program, and pricing is very high. Volume limitations and inconsistent quality will contribute to unstable market conditions into May.



CV ONIONS

GOOD NEWS! The first new crop Georgia-grown **Vidalia Sweet Onions** of the season are here and ready for big display builds!

The **Red, Yellow, and White Onion** market remains elevated across the board but availability is a bit better for late April out of Texas and Mexico.



CV CITRUS

Ojai Pixie Tangerines are coming on strong with excellent flavor and quality while peaking on smaller size fruit.

"Halos" **Mandarins** from California continue to show strong quality but are sizing down (36sz) and expected to increase in price. This crop should go through May, possibly June.

GOOD NEWS! **Import Mandarins** are showing superb quality as well as full range of sizing while being very promotable.

Grapefruit crop (Star Rubies) are showing excellent quality and peaking on 40's out of California. Texas is finished.

Lemons are showing consistent quality as the crop continues to peak on larger choice fruit. Reach out for deals on large **Lemons**!

Navel Orange prices have increased but are in great supply on all sizes and grades for the month of April.

GOOD NEWS! **Cara Cara Oranges** remain the most promotable citrus out of California. All sizes are peaking as there is a flush on fruit. Promote away!

Minneola Tangelos look to finish up in May, as large fruit will end sooner.

NOTE: **Limes** remains inconsistent, however the relief has arrived in time for Cinco de Mayo. Look for this market to drop in price and supply to catch up to demand.



CV LOCAL VEG

LOCAL! **Spinach, Radishes, Dandelions, Mint, and Kale** have all begun harvesting locally from New Jersey! A mild winter has brought on early yields starting in mid-April.



CV PEPPERS

11lb **Hothouse Color Bell Pepper** prices have started to increase with Mexico finishing up, and Canada has finished their harvest flush. **Red Peppers** are getting extremely tight.

15lb **Elongated Sweet Red Peppers** will increase as we head into the end of April out of Mexico. Quality has been excellent. There will be pressure on this item with 11lb red peppers getting tight and prices rising into May.

Jumbo **Green Bell Peppers** are rising out of Florida and Mexico. Mexico still holds a higher price on quality product, but quality is good both out of Mexico and Florida. The weather that California saw this year is expected to cause issues with this market and we can expect to see high pricing through May and June. It is recommended to be cautious of promoting during this time.



CV ARTICHOKES

NOTE: **Artichokes** from California continue to experience limitations in availability during late April. Inconsistent supply availability and increasing costs should be expected into early May.



CV TROPICALS

GOOD NEWS! "Champagne" **Ataulfo Honey Mangos** continue to be steady for April. An 18ct value option on Ataulfos for April will be promotable straight into the beginning of May.

NOTE: **Round Mangos** continue to be limited. This is expected to last for the rest of the month at high prices.

Hass Avocado supplies spent a little time rebounding from a short harvest week of the Easter holiday in Mexico. Fruit is readily available for the rest of the month and growers are predicting good volumes heading into the Cinco de Mayo holiday. 60ct fruit continues to be slightly less promotable than 48ct fruit, and pricing is slightly higher.

Pineapple demand continues to outpace available supplies. Premium high color fruit, **Golden Selection** (Dole) and **HoneyGlow** (Del Monte) are available.

OTHER STORIES

- **Black Mission Fig** production is slowing down from Mexico, and that season will come to an end. Stay tuned for updates on new crop California.

- **Tasteful Selections Mini Potatoes** will be back in full supply by the first week of May as they are into their new crop harvests.

- The first **Rhubarb** is expected the last week of April.

- **Green Bean** prices will continue to rise. A lot of rain hit Florida, and damaged crops did not allow shippers to pick. Prices are rising, and we could see market highs by the end of April.

- **GOOD NEWS!** **Euro Seedless Cucumbers** will be promotable into May with produce out of Canada. Quality is outstanding.



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