



ORGANIC MARKET NEWS



APRIL 19 - APRIL 26, 2024

PROMOTABLE ORGANIC TOMATOES



GOOD NEWS! Lady Moon Farms premium **Organic Grape Tomatoes** will be promotable into the beginning of May with excellent quality and a flush of product in the pipeline from their Southeast farms.

Organic Medley, Cherry, Cocktails, and other **Snacking Tomato** varieties are all starting to see some significant yields and volume coming into the market, causing this market to fall rapidly. Expect lower prices and occasional spot buys!

Organic Cluster Tomatoes from Quebec are arriving with outstanding quality and will be promotable heading into May with plenty of volume coming down the pipeline. Market pricing is dropping due to the increased volume. Mexico has a lot of volume and looking to push product.

Organic Beefsteak Tomatoes from greenhouse growers are sizing on the smaller side but is steady, and quality is fantastic. We can expect sizing to get larger by the beginning of May.

Organic Roma Tomatoes are see better pricing with more availability out of Mexico. By the end of April, Florida should have more volume, just in time for Cinco de Mayo.



OG ONIONS

GOOD NEWS! New crop **Organic Vidalia Sweet Onions** are now in season! Product is looking beautiful this season as growers experience near perfect growing conditions in Vidalia, Georgia. Look for some very attractive pricing and some awesome promotional opportunities as we head into the month of May! **Vidalia Sweet Onions** are GREAT to promote right now!

In mid-April, we are in very good supplies of new crop Texas grown **Organic Red Onions** are good. **NOTE:** In late April, Jumbo **Organic Red Onions** will tighten up and gap for a couple weeks. New crop California **Organic Red Onions** are expected to start around May 12.

NOTE: **Organic White Onions** are now done from Peri & Sons out of Nevada. New crop California **Organic White Onions** are expected will get started the first week of May. **NOTE:** **Organic Yellow Onions** are still rolling along from Nevada. Expect to see a gap on this product. New crop is expected to start from California the first week of May.



OG MELONS

Harvests have started in Mexico on **Organic Cantaloupes**, and will arrive to the East Coast by 4/25.

Organic Cantaloupes and **Honeydews** will be available in May from California through October!

Organic Mini Seedless Watermelon availability is beginning to improve out of Mexico. Harvests were delayed due to weather conditions. Supplies should begin to improve and become steady. Quality has been very nice.

OUTLOOK: **Organic Seedless Watermelons** will begin sometime in early to mid-May out of Mexico.



OG BERRIES

Organic Blackberry supplies and pricing remain steady out of Mexico. Quality has been very nice.

NOTE: **Organic Blueberries** remain tight with high pricing. Georgia farms will start with light volume but will increase in early May. California has limited availability as well. Quality has been good but are expected to improve once new crop plants start producing fruit.

NOTE: **Organic Raspberries** continue to be limited and tight out of California and Mexico. Harvests just remain on the lighter side and demand remains extremely strong. Volume is projected to remain light heading into May.

NOTE: **Organic Strawberry** harvests continue to be lighter than projected out of California. There are pro-rates daily, but harvests are projected to rebound in early May. Quality has been excellent with big berries but expect demand to continue to outweigh supply.



OG AVOCADOS

Organic Hass Avocado supplies are steady, but field pricing is up for the end of the month. Expect larger sizes to be tighter for the remainder of the season.

NOTE: Equal Exchange is working on getting some **Organic Fair Trade Hass Avocados** for the end of the month after a gap in supply. Volumes will be tighter with increased pricing for the remainder of them Mexican season.



OG MANGOS

Organic Mangos are in good supply. **Tommy Atkins** and **Ataulfo Honey** varieties will be in solid supplies on some smaller fruit.

For **Organic Honey Ataulfo Mangos**, 16/18ct sizing will be more favorable to the size curve, leaving 12/14ct fruit extremely limited for the season.



OG CITRUS

GOOD NEWS! **Organic Lemons** are in abundant supply, causing prices to decline on 115ct and larger sizes. **Organic Lemons** are a great lock in promotion for the rest of April.

NOTE: **Organic Navel Oranges** are in tight supply on 56ct and smaller. To stay in stock, Jumbo 40ct or 48ct will be available. Prices will remain elevated for the remainder of the season.



OG APPLES

GOOD NEWS! **Organic Cosmic Crisp Apples** continue in promotable supply. Growers have plenty of volume to move, so this will be ideal for displays, promos, and ads.

Organic Gala Apples are sizing small. Large fruit is very limited with rising prices.

Organic Gold Delicious Apples have abruptly come to an end and are finished for the season. **Organic SugarBee Apples** will finish for the season in late April.



OG PEPPERS

GOOD NEWS! **Organic Red, Yellow, and Orange Bell Peppers** will be promotable into May with product out of Canada and Mexico. Israel product has finished and all new inbounds of import **Organic Color Bell Peppers** will be from the Netherlands.



OG WARM VEG

GOOD NEWS! **Organic Cucumbers, Squash, Peppers, and Cabbage** are arriving with great quality from Mexico and Florida. We are seeing a lot of volume and availability coming out of Florida right now which is creating the decreasing market for this category.

We already have some **LOCAL** items available out of New Jersey with Flaim Farm.



OG BEANS & BRUSSELS

April is still a great time to market **Organic Green Beans** and **Brussels Sprouts** from Mexico. There is still an abundance of supply, the quality is superb, and the price is favorable for promotions!

As May draws near, things should change in terms of volume and price.



OG CELERY

NOTE: As the transition season approaches, **Organic Celery** remains a challenge. April has seen a consistent increase in prices, and this trend will continue as supply becomes scarcer. Expect expensive prices and average quality for the remainder of April; however, May should see improvements.



OG TROPICALS

Organic Royal Star Papayas are in good supply for the end of April. Quality has been good.

Organic White Flesh Dragon Fruit will be available again in limited supply for late April.

Organic Lemon Grass is back in stock from Florida.

Organic Pineapples will be limited from Costa Rica for the end of April.



OG EGGPLANT

GOOD NEWS! Lady Moon Farms **Organic Eggplant** will continue with promotable volume for the end of April with outstanding quality.



OG RHUBARB

Organic Rhubarb from Washington is in season! Supplies will be firm for late April, followed by a steady supply in May.



OG GRAPES

ALERT! **Organic Grapes** have finished from Peru and South Africa. We will gap until Mexico and Coachella, California start new crop in mid-May.



OG BROCCOLI & CAULIFLOWER

The primary source of production for **Organic Broccoli** in April is still California. As the month has gone on, and the volume of supply has become scarcer, driving up costs.

North Carolina **Organic Broccoli** production is expected to pick up steam in the last week of April. Volume is rapidly increasing and will become the primary source of production in May, with some support from the West Coast. In early May, look forward to promotional opportunities!

NOTE: April has seen a continued scarcity of **Organic Cauliflower** due to high prices. The quality has been outstanding since relocating to Salinas, California, but volume has continued to be difficult. Things should improve as May draws near.



OG STONE FRUIT

California **Organic Cherries** are expected to arrive late the first week in May, barring any weather events.

OUTLOOK: California **Organic Apricots** are looking to start the second week of May due to a little delay because of cold weather. The good news is that no fruit appears to have been lost.

California **Organic Yellow Peaches, White Peaches,** and **Yellow Nectarines** are still expected to arrive sometime between the 2nd and 3rd week of May.

Organic Plums from California are expected to begin around the first week in June.



OG LETTUCE

GOOD NEWS! Lady Moon Farms in Bainbridge, Georgia continues to have an abundant supply of **Organic Leaf** and **Romaine Lettuce** with great quality and affordable prices. Take advantage of late-April promotional opportunities!

NOTE: Though prices are still high, **Organic Romaine Hearts** and **Iceberg Lettuce** are still widely accessible. The cost and availability of **Organic Iceberg Lettuce** have improved somewhat, but **Organic Romaine Hearts** still face difficulties in these areas because of the pressure of the disease. **ALERT!** Anticipate higher prices for **Organic Romaine Hearts** through the beginning of May.



EARTHBOUND BRANDING CHANGE

Earthbound Farm Organic Salads' graphics are getting a refresh. They are doing this to modernize and increase relevance in 2024, as well as maintain brand equity, elevating both Earthbound Farm and organic.

This will be a soft roll transition throughout April, May, and June. There is no change to tray size or UPC information.



2024 SUSTAINABILITY REPORT



In 2023, **1,360,432 kWh** were produced by our solar array.

In the spring of 2024, a new **1,700,000 kWh solar array** was commissioned, bringing solar electricity to 35% of facility needs and allowing energy to be sold back into the grid on sunny days.



1,234,450 lbs of Corrugated Cardboard recycled in 2023 to be turned into other cardboard and paper products



Four Seasons Family of Companies **donated over 4 million lbs of surplus fresh food** to Blessings of Hope in 2023. There, the food is sorted and redistributed to food pantries and non-profits or put into community food boxes.

2024 SUSTAINABILITY REPORT



95,210 lbs of Shrink Wrap and Plastic sent to Trex in 2023, and turned into composite decking and composite outdoor furniture



1,410,000 lbs of Surplus Produce No Longer for Consumption sent to a local composting operation in 2023



129,125 lbs of Waxed Cardboard in 2023 sent to Enviro-Log and turned into fireplace logs

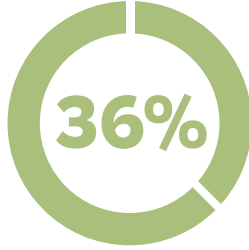


2024 SUSTAINABILITY REPORT

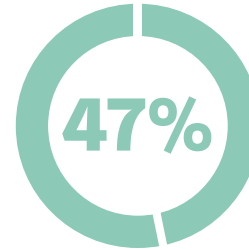
ENERGY PERCENTAGE REDUCTIONS



60% ELECTRIC COSTS
SINCE 2005



36% WATER USAGE
SINCE 2016



47% ENERGY USE
(KWH) PER SQ FT
SINCE 2018

FLEET PROGRAM INITIATIVES

Recycled in 2023:

- 385 gallons of used anti-freeze
- 202 truck batteries
- (20) 55 gallon drums of used filters
- 150 tires
- 66,338 pounds of scrap metal
- 2,946 gallons of waste oil (to heat truck shop)

SmartWay Certified
since 2009

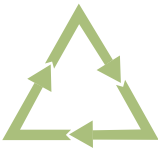
98.8%
Preventative Maintenance Rate

Driver Incentive Program for MPG:
MPG increased from **7.66** in 2022 to **7.75** in 2023



80%

reduction in waste per throughput case
from highest 12-month period



6.1 MILLION

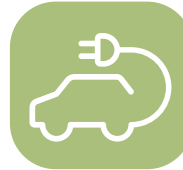
pounds of waste recycled or produced
into energy - 91% diversion rate in 2023



300,000+

cases of produce donated to local Food
Banks in 2023

3 MW SOLAR ARRAY
AT WABASH RD FACILITY



**12 ON-SITE ELECTRIC CAR
CHARGER PLUG-INS**
FREE FOR ASSOCIATES & CUSTOMERS

**OVER 2 MILLION GALLON
REDUCTION IN ANNUAL
WATER USE 15% REDUCTION
FROM PEAK USE IN 2008**



ACHIEVEMENTS

- First warehouse in the country to be awarded the ENERGY STAR
- "Ethics in Business" Awards by Lancaster Chamber of Commerce
- Featured in DC Velocity Summer High Performing Buildings & Thriving magazines
- 2017: First facility to achieve the 50001 Ready designation from the US department of Energy
- 2018: Recognition from PPL Electric Utilities Excellence in Energy Efficiency Program to be a Gold Level Energy Efficient Business
- 2022: Building Fresh for the Future - Lancaster Chamber's Thriving Magazine





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.



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





CONVENTIONAL MARKET NEWS

APRIL 19 - APRIL 26, 2024

VIDALIA SWEET ONIONS SEASON BEGINS



GOOD NEWS! New crop **Vidalia Sweet Onions** are now in season! Product is looking beautiful this season as growers experience near perfect growing conditions in Vidalia, Georgia.

Look for some attractive pricing and some awesome promotional opportunities as we head into the month of May!

Vidalia Sweet Onions are GREAT to promote right now! Plan your displays and set your shoppers thinking about grilling season.



CV LOCAL VEG

LOCAL Asparagus growers have started harvests out of Delaware and New Jersey. Quality has looked excellent on the first arrivals of 28lb boxes. Pricing is higher on local product as growing costs are higher than in Mexico.

LOCAL produce from New Jersey is becoming increasingly available in the Northeast by late April. **LOCAL Dandelion, Green Kale, and Chards** are available.

Now, there will also be regular supplies of **LOCAL Spinach, Radishes, Leeks, Cilantro, Mint, and Parsleys**. The availability will continue to increase as May draws near.



CV MELONS

GOOD NEWS! **Seedless Watermelon** pricing will finally drop substantially from the recent high levels. More growers in Florida and Mexico have started, leading to more supply. Expect much better availability. Quality continues to be excellent out of Florida!

As the weather warms, increase your visibility of whole **Watermelons**, as well as cuts for convenience.

Demand has increased for **Melons** as warmer weather approaches. **Cantaloupes** are in great supply and **Honeydews** are gaining volume while Mexico has begun harvest as well now.

For added variety, **MAG Melon Cantaloupes, Galia Melons, and Dino Melons** are available to promote.



CV BERRIES

Strawberry prices have come down from an early April spike as California production begins to crank up. Quality has been very nice, and fruit is very big. Expect pricing to ease off as more fruit becomes available.

Blackberry supplies and demand remain steady out of Mexico. Quality has been excellent with some tasty fruit available.

Blueberries out of Georgia have started lightly, and harvests are expected to ramp up quickly. Weather has improved and fruit should be ready to come off the bushes in good supply. Expect pricing to ease off during late April. Mexico fruit will be available and pricing should be competitive.

NOTE: Raspberries continue to be limited out of Mexico. Pricing remains high with the limited availability. Quality is nice.

Driscoll's Sweetest Batch Raspberries are available. Quality is fantastic with big fruit.



CV CITRUS

Supplies and quality are great on **Mandarins** from both California and Morocco. If looking for value, push imported fruit as it's very promotable.

It's a great time to promote Jumbo and XL **Navel** and **Cara Cara Oranges** as we head into May. Smaller fruit is available but priced extremely high.

Limes markets are unstable and inconsistent. Demand will increase with the Cinco De Mayo holiday.



CV AVOCADOS

Overall, **Hass Avocado** quality has been good with oil content in fruit at some of the highest of the season.

This provides a rich and creamy ripened avocado. The market was in flux coming out of an early Easter, and with the Cinco De Mayo holiday approaching, prices are expected to increase, especially on larger sized fruit, which is limited. The size curve for the rest of the season will favor smaller fruit.



CV MANGOS

Mexico is seeing less **Mangos** on trees than most years. Despite these challenges, Four Seasons will have good supplies of fruit for Cinco De Mayo display builds. **Ataulfo Honey Mangos** will also be available, but will be more limited in availability.

After a brief gap, **Mingolo Mangos** from the Dominican Republic will be available in limited supplies for the end of April.



CV BROCCOLI

GOOD NEWS! In late April, **Broccoli Crowns** are in good supply and priced fairly. The bulk of the supply will come from the East Coast, which includes Georgia regions in addition to Florida. There is still West Coast supply available in addition to Mexican supply. Promotions are encouraged in late April and the quality is outstanding.

GOOD NEWS! **Broccoli Rabe** and **Sweet Baby Broccoli** are both readily available at reasonable prices and of good quality.



CV TOMATOES

GOOD NEWS! **Snacking Tomatoes** are promotable with plenty of deals for displays. **Grape Tomatoes**, **Rainbow Mini Tomatoes**, and more will present spot buys in April.

Vine Ripe Round Tomatoes will see better pricing for the end of April. Florida is starting to ramp up and help drive the price down by beginning of May.



CV PEPPERS

GOOD NEWS! **Red, Yellow, and Orange Bell Peppers** will be promotable and great prices through the end April with product from Mexico and Canada.

Expect pricing to inch up slowly by the beginning of May, with most of the big flushes of product done for most growers.



CV BRUSSELS SPROUTS

In late April, there is still a strong supply of excellent-quality **Brussels Sprouts** coming from Mexico. To stimulate higher sales, keep promoting at competitive prices.



CV CAULIFLOWER

In April, **Cauliflower** production is still steady, but prices are starting to rise because of some lower yields. While quality is still strong, make sure to raise prices in line with rising costs.



CV CELERY

NOTE: With the end of the southern growing regions, **Celery** volume has started to decrease. Changes in supply volumes will cause costs to continue rising even though quality is still favorable. Expect reduced volume and higher costs for the remainder of April and into May.



CV PINEAPPLES

ALERT! Pineapple supplies have been disrupted with container delays and limited fruit is available for Week 17. Larger sized fruit is especially tight. This will last through April and into the beginning of May.



CV GRAPES

NOTE: Grape prices are still elevated, and supply is strong, for now. Prices will remain consistent, and then supply will tighten up until we get into new crop Mexico Grapes in mid- May.



CV KIWIFRUIT

NOTE: Green Kiwifruit pricing is up as supplies are limited from Europe, particularly out of Italy.

OUTLOOK:

Zespri has announced that they expect to have new crop SunGold Kiwifruit from New Zealand for the middle of May.



CV STONE FRUIT

OUTLOOK: The first California Apricots are expected to arrive sometime around the first or second week of May. Some rain and cooler weather slowed them down a bit, but an excellent crop of good size fruit should be expected.

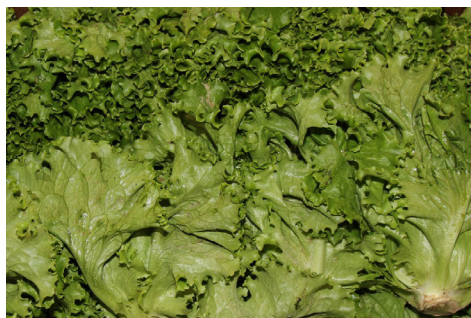
The first California Cherries should be arriving the first week of May. The first week or so will be very limited and then a huge crop is expected to fall as we move into the middle of May and transition flawlessly into Washington around the first or second week of June.

The first California Yellow Peaches should arrive before the end of April. Supplies will be limited with very high prices for the first week or two, and then ramp up pretty fast to an excellent crop with easing prices. They are expected to be joined by Eastern Peaches out of South Carolina and Georgia around the second week of May, and all regions are preliminary reporting excellent expected supplies that should go well into July.

The bloom on the LOCAL Pennsylvania and New Jersey Peach crop is just wrapping up and they are expected to have a nice crop starting in mid-July.

The first California Yellow Nectarines are due to begin about the second week of May with sizing out of the gate on the smaller side, but over the first couple of weeks, they should size up into an excellent crop.

The first California White Nectarines and Peaches are due towards the middle of May. An excellent crop is expected.



CV LETTUCE

NOTE: The supply of Lettuce is starting to become scarcer once again just as the category was finally starting to recover from a challenging transition period.

While Red and Green Leaf Lettuces are still reasonably priced, the cost of Iceberg Lettuce has started to rise once again in the Salinas Valley of California because of its size and quality. Although costs aren't anticipated to reach the extreme levels we saw in the beginning of April, they should rise through the end of the month.

NOTE: Due to the pressure of the disease, Romaine and Romaine Hearts never fully recovered from transition and have grown progressively more limited.



CV APPLES

GOOD NEWS! Cosmic Crisp Apples remain an apple to promote with almost 2/3 of the crop still available.

Gala Apples are sizing very small with large fruit on the more limited and pricey side.

Washington Braeburn Apples are finished for the season. It looks like most shippers will be pulling out most of the Braeburn trees and converting to newer varieties. Next year, there will be little to no Braeburn.

NEW AT FOUR SEASONS PRODUCE!

cafe spice®



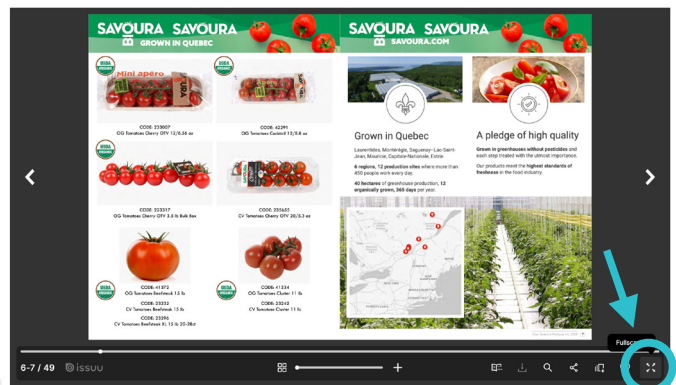
"A new culture of casual dining emerged in the 90s, and my family launched Cafe Spice in New York City. Cafe Spice focused on fun and experimentation, rather than the fancy, sometimes stuffy settings seen in typical Indian restaurants at the time. My father brought the essence of Indian flavors to America; and I want to continue bringing the richness of International cooking to your home. Our Culinary Director is Hari Nayak, one of the most sought after chefs in North America. He brings a new, modern outlook to Global cuisine without abandoning the authentic flavors, wonderful aromas, or rich culinary history. We source only the highest-quality ingredients, so your meals are bold and delicious."
-Sameer Malhotra, CEO & Co-Founder



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)



TIP: For the best flipbook viewing experience, click on the Fullscreen mode to read!

CHANGES FOR SPRING 2024



PACK SIZE CHANGE



14 oz



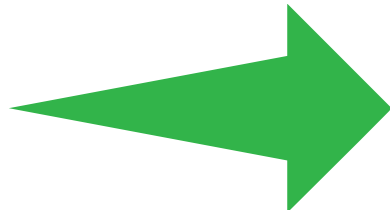
12 oz

Natalie's

ORCHID ISLAND JUICE CO.

NEW 56OZ BOTTLE

64oz



56oz

