

MARKET NEWS ORGANIC OUTLOOK

PROMOTABLE ORGANIC STRAWBERRIES



GOOD NEWS! **Organic Strawberries** will be very promotable now through May. At the end of April, there are still good volumes coming out of Baja, Mexico, plus new crop in Oxnard and Santa Maria, CA. Time to expand your berry sets!

DRISCOLL'S ORGANIC BERRIES: Driscoll's **Organic Blackberries, Blueberries, Raspberries,** and **Strawberries** are in excellent supply to kick off May! Expect great flavor across these peak season berries.

Talk to your sales rep or merchandiser about our first ever **Driscoll's Berries/Four Seasons Produce Display Contest!**

OTHER ORGANIC BERRY BRANDS: **Organic Blackberries** are in good, steady supply from Mexico, though sizing has been running smaller.

Organic Blueberries out of Mexico, California, and Florida are now in bountiful supply with prices coming down for May promos.

Organic Strawberry supplies are increasing from shippers like Cal-Giant and others with nice quality.



OG WATERMELONS

Lady Moon Farms will begin some **Organic Watermelon** and **Organic Seeded Sugar Baby Watermelons** as well the late end of April from Florida. Mid-May is peak season for them.

Organic Watermelons are available in cartons, and product from Mexico is cutting excellently. Bins will be starting in May.

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!



OG MANGOS

NEW: Francisque variety **Haitian Organic Mangos** will be available for the first week of May in limited supplies! This is a FAIR-TRADE program!

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. Be sure to ask your sales associate how you can be a part of this program!

Organic Tommy Atkins Mangos from Mexico are in good supply, with prices beginning to drop just a bit. Delays at the border continue to affect **Organic Mangos** over the past few weeks.

Organic Honey (Ataulfo) Mangos will remain in good availability for late April and early May.



OG PEPPERS

Organic Red Peppers are in excellent supply from Holland, and quality has been beautiful. Now is a great time to promote all import **Organic Peppers**.

Organic Rainbow Peppers are back! We will have growers in Canada and Holland packing this 8/3ct pack for us at source. The delay in getting this back in supply simply revolved around the limited availability of **Organic Orange Peppers**.

ALERT! **Organic Green Peppers** will continue to be tight for late April. We will have some Canadian grown hothouse 11lb **Organic Green Peppers** arriving this week to fill this gap. Growing areas in California are still 7-10 days away from harvest.



OG BROCCOLI & CAULIFLOWER

ALERT! Organic Broccoli and Cauliflower will be much tighter in supply from California to kick off May.

This gap was created due to weather issues at the time of planting. Growers couldn't get in the field, and now we're gapping between plantings. We're trying to source both items from multiple growers and areas, but May experience heavy prorates and higher prices for late April and early May.



OG ASPARAGUS

Organic Asparagus remains promotable this week. We will begin to transition into all domestic new crop California grown.

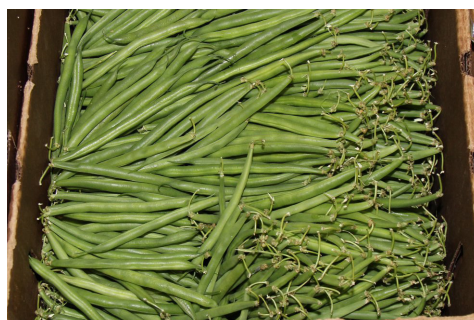
Prices will go up some while supplies remain decent. Quality continues to be excellent!



OG HASS AVOCADOS

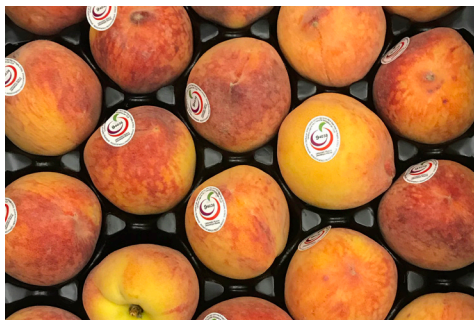
Organic Hass Avocado volumes coming into the United States from Mexico were down after losing a few days in Mexico to the Easter holiday. Availability should rebound before Cinco de Mayo, but pricing remains higher.

Plenty of new crop California Organic Hass Avocados are available for May to make up for the lighter supply from Mexico.



OG GREEN BEANS

Organic Green Beans will be in a small gap from Florida this upcoming week. We will need to shift to Mexican Organic Green Beans until Florida is back in good supply. This gap should only last until early May.



OG PEACHES

Mexican Organic Yellow Peaches continue in steady supply. Flavor has been nice.

California new crop Organic Peaches, Nectarines, Apricots, and Cherries are expected to start during mid-May.



OG CUCUMBERS

Lady Moon Farms has Organic Cucumbers from their Georgia farms. Organic Cucumbers are in an absolute flush this week from Mexico. Look for promotable opportunities this week on all 36 ct Organic Cucumbers. Quality has been excellent.



OG GREENS

Organic Greens are in solid supply from Lady Moon Farms right now. They just kicked off harvesting in Georgia over the past week, so all Organic Chards, Collards, and Kales will be in excellent supply.



OG CELERY

ALERT! Organic Celery will remain unchanged this week. Supplies continue to be limited, and pricing much higher than usual. All growers are estimating a mid-May to early-June time period until we see better supplies and lower pricing.



OG MINT

Local Organic Bunched Mint will begin this week from our grower in NJ, and supplies will be excellent going forward. Perfect timing for the Kentucky Derby!



OG DRAGONFRUIT

Organic Yellow Pitaya Dragonfruit are available from Ecuador for the first week of May! This yellow-skinned, white-flesh piece of fruit, is the sweetest of all varieties of **Dragonfruit!**



OG TOMATOES

Organic Beefsteak Tomatoes continue to be promotable with great color and quality from Canada. Prices may start to rise in early May as the flush slows down some. Continue to promote with confidence.

Organic Cluster Tomatoes will also be promotable in late April and early May. Some local PA hothouses are starting in a small way as well - we will get them when available.

Organic Heirloom Tomatoes from local PA grower, Toigo Farms, are very promotable here in late April! Prices are lower with great quality. Sell away!

Organic Roma Tomato prices are high this week with tight availability.

Organic Grape Tomato prices remain steady this week. Quality has been great. Lady Moon Farms will begin to transition into Georgia. Expect small gaps in supply while making the transition. Florida fields are closing, and Georgia crop has yet to begin harvests.



OG ARTICHOKE

Organic Artichokes will be in good supply this week. Sizes are peaking on 12's and 18's, and all **Organic Artichokes** are frost-free going forward. Quality has been excellent.



OG CITRUS

Organic Mandarins and **Golden Nuggets** are available in both bulk and pouch bags. They are expected to wrap up for the season in May.

Organic Navel Oranges out of California have become much tighter with the end of the season just a few weeks away. Expect a smooth transition to **Organic Valencia Oranges**. **Organic Valencia Orange** supplies out of Mexico are in excellent supply with promotional opportunities available in both bulk and bagged fruit.

Organic Blood Oranges continue in firm supply and are expected to finish up for the season in early May. **Organic Cara Cara Oranges** will finish up here in late April.

Organic Grapefruit have become a little tighter in supply this week as we transition growing areas. Expect more scarring.



OG BROCCOLI RABE

Andy Boy **Organic Broccoli Rabe** will be in excellent supply this week from D 'Arrigo. The current plantings in Salinas, CA are producing excellent yields, and pricing is very promotable.



OG ONIONS & POTATOES

Organic Vidalia Sweet Onions are now available from Georgia. These are a great item to promote!

Organic Red Onions are now getting started out of Texas, but new crop out of California is expected for early May.

Organic Yellow Onions are still going strong out of Washington state and we will see the first of the California product start shipping in early May.

Organic Russet Potatoes continue to be steady on price this week. Quality has been looking nice out of all shipping regions.

New crop Cal-O **Organic Red and Yellow Potatoes** are now available out of California, and quality is outstanding!

OTHER STORIES

- The New Zealand Zespri **Organic Kiwifruit** crop is expected to get started in May, as usual. Right now, a good crop is expected.

- Argentinean **Organic Green Bartlett, Red Bartlett, Anjou, and Abate Fetel Pears** are in steady supply. Washington **Organic Red Anjou, Green Anjou, and Bosc Pears** are in steady supply this week with the season expected to wrap up for good in early May.

- **Organic Red Bunched Carrots** from Cal-O are now finished until the fall. Thanks for your support on this unique, beautiful pack.

- **Organic Red Cabbage** is very limited this week, and this shortage could last another couple weeks. **Organic Green Cabbage** is in steady supply out of California.

- **Organic Pineapple** quality is excellent, but supplies tightened a little bit this week as an "actionable insect" was found on organic fruit from a vessel landing on the east coast. This may spike demand and pricing just a bit.

- South African and Peruvian **Organic Grapes** are now finished for the season. New crop Mexico **Organic Grapes** are on schedule to start in mid-May.

- New Zealand new crop **Organic Apples** will begin in early to mid-May.

- Washington **Organic Apples** will be finishing around mid-May. Washington **Organic Gala Apples** continue in excellent supply this week with some promotional opportunities available. We expect a smooth transition into imports in mid-May. Washington **Organic Honeycrisp Apples** are virtually done for the season with just a few cases arriving this week.

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@sproduce.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



NEW OR BACK IN SEASON

ORGANIC

- 43788 OG Watermelons 45 ct 15 lb Bin
- 43806 OG Watermelons 60 ct 11 lb Bin
- 43796 OG Watermelons 60 lb 4 ct Carton
- 43827 OG Watermelons 60 lb 6 ct Carton
- 43220 OG Pears Abate Fetel 22 lb 40/45 ct
- 44318 OG Peaches Yellow MEX 60 sz 18 lb
- 218412 OG Avocados Hass 14/6 ct Bag Lil Cado
- 218496 OG Avocados Hass 15/4 ct Bag I Love Avocados
- 43147 OG Avocados Hass CA 48 ct
- 43148 OG Avocados Hass CA 60 ct
- 216812 OG Dragon Fruit Pitahaya 5.5 lb
- 44174 OG Mangoes Haitian 10/12 ct Fair Trade
- 40484 OG Beets Gold Bunched 24 ct
- 41277 OG Eggplant Graffiti 22 lb
- 41175 OG Lettuce Romaine Red 24 ct
- 219521 OG Peppers Rainbow 8/3 pk
- 40816 OG Rhubarb 15 lb
- 40902 OG Tatsoi 10 lb
- 219490 OG Turmeric White 5 lb
- 41541 OG Onions Sweet Vidalia 40 lb
- 41540 OG Onions Sweet Vidalia 16/3 lb Bag



CONVENTIONAL

- 5827 CV Apples Premier Star NZL 40 lb
- 10157 CV Blackberries 12/12 oz Driscoll's
- 10177 CV Raspberries 6/12 oz Driscoll's
- 15420 CV Nectarines Yellow CA 60 sz 18 lb 2-Layer
- 15721 CV Peaches Yellow CA 54/56 sz 18 lb 2-Layer
- 15614 CV Peaches White 60 sz 18 lb 2-Layer
- 218410 CV Avocados Hass 14/6 ct Bag Lil Cado
- 17615 CV Mangoes Haitian 10/12 ct
- 2170 CV Rhubarb West 20 lb
- 23286 CV Tomatoes Cluster Orange 11 lb
- 23285 CV Tomatoes Cluster Yellow 11 lb
- 23036 CV Tomatoes Vine Ripe JBO 25 lb
- 4105 CV Onions Sweet Vidalia JBO 40 lb
- 4166 CV Onions Sweet Vidalia 16/3 lb Bag



ORGANIC

- 219525 OG Herb Mint NJ 12 ct Bunch PLU 94896
- 41358 OG Tomatoes Heirloom PA 10 lb Toigo Farms

CONVENTIONAL

- 219497 CV Arugula NJ 12 ct
- 357 CV Asparagus NJ 28 lb
- 1362 CV Chard Green NJ 12 ct
- 1170 CV Dandelion Bunch NJ 12 ct
- 1315 CV Greens Kale NJ 18 lb
- 1475 CV Leeks Bunched NJ 12 ct
- 2200 CV Spinach Bunched NJ 24 ct
- 3130 CV Radishes Red Bunched NJ 24 ct
- 2165 CV Rhubarb Local PA 20 lb (5/3/19)
- 1200 CV Herb Dill NJ 24 ct
- 1510 CV Herb Mint NJ 12 ct Box



MARKET NEWS

CONVENTIONAL OUTLOOK

SPRING CALIFORNIA ARTICHOKES

Artichokes have been absolutely beautiful! Quality will continue to be very nice going forward through the early summer. Now is a great time to promote as growers are flushing on jumbo 12 ct cartons.

Artichokes cross-merchandise well with lemons and garlic. They can be incorporated into grilling themes too.



CV EASTERN PEACHES

It's looking like it could be a good volume year for South Carolina and Georgia **Peaches**!

Growers are expecting to harvest the week of May 6th, with mostly 2 1/2" **Peaches** to start off. This looks to be the first season in a while where the volume will be somewhat normal.



CV CA STONE FRUIT

New crop California **Cherries** are shipping for the start of May, and by 5/6, volume will increase slowly, with ideal volume by 5/13 for the Memorial Day ad pulls.

Apricots are just around the corner, and we could be loading some the first week of May. Expectations are a very good crop this year!

Nectarines are harvesting in the Arvin/Bakersfield, CA area this week and we should see some for the beginning of May.

Yellow and **White Peaches** have started this week. Fruit will be 60/64 sz for 18lb 2-layer to start.

Red Plums look to be starting by mid-May, and **Black Plums** by the end of May. Imports will remain available until then.



CV BERRIES

Strawberries are in an abundant supply to start off May out of California. Now is the time to promote all 1 lb. and 2 lb. options. Quality has been outstanding out of Santa Maria and Oxnard, CA.

We will have good supply of **Stem Strawberries** loading this week - getting ready for Mother's Day! Be sure to pre-book yours now!

Raspberries and **Blackberries** will be in steady supply this week from Mexico. Pricing will remain steady for May. In terms of **Blackberries**, we're in the peak season for supply and flavor!

Blueberries are in an absolute flush this week from Florida and Georgia. Growers just continue to harvest, and pricing continues to drop. We'll have excellent volume and promotable pricing all week on domestic blues.



CV CUCUMBERS

European Seedless Cucumbers continue to be promotable from Canada this week. Prices will rise a bit this week as the flush is slow. Quality has been great.

Cucumbers from Florida and Georgia will be steady this week. Expect a rise as Florida fields begin closing while Georgia is just starting up.



CV LETTUICES

All **Green and Red Leaf Lettuces** have been absolutely beautiful from Salinas, CA. Look for excellent quality on all new crop **Lettuces**.

Romaine Lettuce will be in steady supply this week, and quality has been solid from Salinas, CA. We will have nice opportunities to promote both 24 count liner, along with 12/3 **Romaine Hearts**. Get ready to promote **Romaine!**

Flaim Farms will start their "Panther" brand New Jersey **Local Lettuces** headed into the first week of May.



CV 2019 EASTERN APPLES

Bloom is in the air, and the **Apple** trees are as happy as can be. The weather this week looks promising! The photos below capture the orchard from here in late April. The trees are located at orchards in Pennsylvania.

You can see below the "king" bloom, middle flower, and the surrounding flowers. Those beautiful flowers you see will eventually turn into those amazing eastern **Apples** that we love!



CV BROCCOLI

ALERT! Broccoli bunches and crowns are becoming very tight out of California as supplies continue to drop. This shortage will raise prices for early May.

Eastern **Broccoli Crowns** out of Georgia are available in very limited supply with little to load for early May.



CV CAULIFLOWER

ALERT! Cauliflower will be in much shorter supply this week. Pack outs have been very light on 12's with most of the volume being 9ct, but even those will be on the limited side. This gap will be impactful, but is expected to be short-lived.

Colored Cauliflower will be very limited this week.



CV WATERMELONS

Seedless Watermelon prices are coming down this week as more growers are starting harvests. Quality from Florida and Mexico have been great.

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



CV NEW JERSEY VEG

Kale and Bunched Spinach from New Jersey is available in promotable volume. Early crop has been excellent from Flaim Farms.



CV ASPARAGUS

Asparagus prices will rise this week as the fresh New Jersey and Delaware crops are beginning harvests. Quality and volume should be good as the 1st arrivals look fantastic!

The old crop cleanup deals out of Mexico at cheap prices are done. Only California product remains out of the west at higher pricing.



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 CELERY

ALERT! Celery will remain extremely tight and higher priced again this week. More suppliers have started in Salinas with Celery, but pricing hasn't changed.



CV GREEN BEANS

Green Bean prices are rising fast as the gap from Florida to Georgia has started. Quality has been very good, but pricing is up this week.



CV SQUASH

Green and Yellow Squash prices are rising a bit this week as new crop Georgia product is coming on. Florida is finishing up for the season, causing less supply.

No gaps are expected as Mexico still continues to harvest as well. Quality is good from both regions.



CV PEPPERS

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

Varietal Chili Peppers will be available for Cinco de Mayo displays. Quality on **Cubanelle, Jalapeno, Long Hot, Poblano,** and **Habanero** has been nice from Florida and Mexico.

Red and Yellow Greenhouse Bell Peppers are promotable from Mexico and Canada. **Orange Bell Peppers,** on the other hand are in lighter supply. Field-grown elongated **Sweet Red Peppers** are ramping up in supply from new growing regions in Mexico and California.



CV TOMATOES

Hothouse **Cluster** and **Beefsteak Tomatoes** are very promotable this week as USA and Canadian hothouses continue to flush. Quality remains excellent. **Campari Tomatoes** are also very promotable this week as Canadian Hothouses continue to be in peak harvests.

Grape Tomato prices will come up slightly this week, however, 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 very promotable as Florida growers experience a flush. Look for big, jumbo vines available this week. Quality looks amazing.



CV MANDARINS

The California **Mandarin** season will wind down during the month of May.

ALERT! The price of Halos brand will go up the last week of April dramatically with the outlook of being finished by the third week of May.

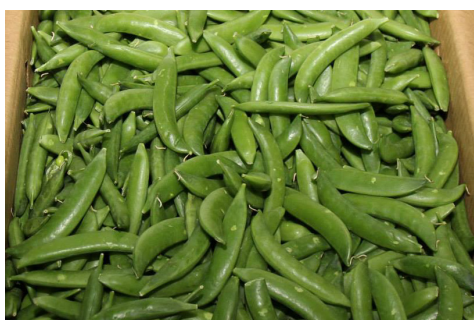
Other growers, like the Sunkist Delites, expect to go through May and into the first week of June on the **Murcott Mandarin** variety at more reasonable prices, and to the end of June with **Gold Nugget Mandarins.**

Mandarins from Peru are already on the market.



CV VIDALIA SWEET ONIONS

Vidalia Sweet Onions are now available! This is a great item to promote. Get ready for the May display contest!



CV SNAP PEAS

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



CV PREMIER STAR APPLES

Fresh crop New Zealand **Premier Star Apples** will be in season for May. This apple is like an extra firm, extra sweet, high color Gala.