

## SPRING CROP ORGANIC MELONS



**Organic Melons** are moderately ramping up with fruit out of Mexico. Quality on this early crop is looking outstanding.

Most of the **Organic Cantaloupe** volume will be on 9ct for mid-May, and 6ct for **Organic Honeydews**.

**Organic Mini Seedless Watermelons** are steady. Quality out of Mexico is excellent and supplies remain steady.

**Organic Seedless Watermelons** are tightening up. Mexico acreage is down significantly this season and supplies should be limited. Quality on what is available has been very nice.



### OG BROCCOLI & CAULIFLOWER

**GOOD NEWS!** **Organic Broccoli** from the East Coast is experiencing excellent volume in mid-May. Look for promotional opportunities as Memorial Day approaches. California production remain steady, but prices are elevated compared to the East Coast.

**Organic Cauliflower** production is rapidly improving. Look for opportunities with improved pricing and supply in mid-May. However, conditions are expected to be unstable throughout May and early June so take advantage strong supply when available.



### OG BERRIES

**GOOD NEWS!** **Organic Blueberries** are steady with promotable volume available. California fruit is coming on, as well Georgia. Quality has been excellent.

**GOOD NEWS!** **Organic Strawberry** prices remain fairly promotable as both the Baja and California regions still produce good numbers. Baja should begin finishing up soon, but California will remain promotable. Quality has been nice from both regions.

**Organic Blackberry** prices continue to come down as supplies ramp up out of Mexico. The California season is just beginning and supplies are slowly coming along. Quality has been excellent.

**Organic Raspberries** will remain tight. The California season is late after all the flooding rains and all the other areas remain short. Quality has been nice with really big fruit, but pro-rates and limits continue.



### OG LOCAL LETTUCE & GREENS

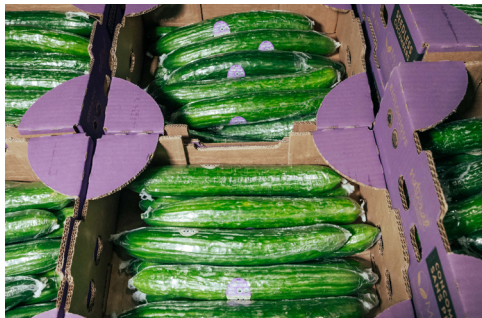
**LOCAL!** Locally grown **Organic Leaf** and **Romaine Lettuces** are beginning! Product from New Jersey and Pennsylvania are currently being harvested, as Lady Moon Farms' Georgia season concludes. Lady Moon will begin their local Pennsylvania season in mid-May!

**Organic Romaine Hearts** and **Iceberg Lettuce** are in good availability as product from California and Georgia.

**LOCAL!** Local New Jersey and Pennsylvania will have **Organic Lettuce** availability in mid to late June.

**LOCAL!** Local **Organic Baby Bok Choy** is now being sourced from Pennsylvania and New Jersey. Quality is excellent and supplies are steady.





## OG CUCUMBERS

**Organic Euro Seedless Cucumbers** will be cleaning up and will increase in price into the end of May with product out of Canada and Mexico. The main flush of product seems to be coming to an end.



## OG ASPARAGUS

There is nice USA **Organic Asparagus** that is coming out of California and Washington, as well as **LOCAL** product from New Jersey. Quality is outstanding.

**Organic Asparagus** fields in Mexico have transitioned and new fields have shown some promising quality.

There is also **Organic Asparagus** that is coming out of California and Washington, as well as local product from New Jersey. Quality is outstanding.



White Spring Onions



Red Spring Onions



Yellow Spring Onions

## OG ONIONS

California desert-grown "short-day" **Organic Onions** from Peri & Sons are in full swing! We have made the transition over to California on **Organic Yellow, White, and Red Onions**.

**NOTE:** **Organic Shallots** from Peri & Sons now done for the season and will gap for the next couple of months.



## OG STONE FRUIT

The first "Kylese" **Organic Apricots** are due around 5/15 in limited supplies. There will be gaps between varieties. Expect prices to remain high until June.

The first **Organic Cherries** out of California continue to be delayed and now are not expected until closer to Memorial Day. The volume of **Organic Cherries** is not shrinking, so there will be plenty of product, they are just late.



## OG WARM VEG

**Organic Eggplant, Cucumbers, and Zucchini** have steady availability from Lady Moon Farms in Florida and Georgia. **Organic Cucumbers** are in shorter supply than the other commodities, but Georgia's yields are increasing.

**Organic Yellow Squash** will be sourced from South Carolina beginning in mid-May. Quality is expected to be excellent.



## OG TROPICALS

Supplies have been good on **Organic Royal Star Papayas** from Mexico. Overall quality has been good.

**Organic Jackfruit** will be available for the middle of May.

**Organic Pineapple** supplies from Costa Rica have been good. Quality has been excellent. Fruit should be in good supply for the middle of May.



## OG APPLES

**Organic Gala and Granny Smith Apples** out of Washington have become limited especially large sizes, but first arrivals out of Chile and Argentina are expected in mid-May to fill the gap.

**NOTE:** **Organic Honeycrisp Apples** are limited. Expect gaps and prices rising through the roof. Some new crop 271b imports are due in early June with even higher prices.



## OG AVOCADOS

**GOOD NEWS!** **Organic Hass Avocado** volume is strong for the middle of May. Expect promotable pricing and good supplies.

Equal Exchange **Fair Trade Organic Hass Avocados** will be limited as they are in the final weeks of their Mexican season. Expect rich, high oil content fruit to close the season!



## OG GRAPES

**NOTE:** **Organic Grapes** are in a gap but will start up again mid-May out of the Sonora, Mexico region with **Greens** to lead the way and **Reds** to follow on new crop fruit.





## OG CELERY

**NOTE:** **Organic Celery** and **Celery Hearts** costs continue to rise as availability remains weak. Conditions are expected to remain difficult through the entire month. There could be occasional supply gaps.



## OG ARTICHOKES

**Organic Artichokes** are back in good availability from California. Expect strong quality and improved costs during May.



## OG SQUASH

Expect **Organic Butternut Squash** to become more and more available in mid-May, which will bring this pricing down to a more reasonable level.



## OG PEAS

**Organic Sugar Snap Peas** from California are now in strong supply! Compostable Trays from Coke Farms offer a great "grab and go" option while highlighting earth-friendly initiative. Bulk supply will also be available.

**NEW!** Coming in mid-May - **Organic Purple Snow** and **Purple Snap Peas!**



## OG TOMATOES

SavouraBio greenhouse **Organic Cluster, Beefsteak, Cocktail, and Cherry-on-the-Vine Tomatoes** are in good supply and excellent quality for May.

**Organic Cherry** and **Rainbow Cherry Tomatoes** from Lady Moon Farms in Florida are finished. Expect Lady Moon to transition to their GA crop by the end of May. In the meantime, product from Wholesum Organics and A&A Organics will be available.

**Organic Roma Tomato** prices are expected to increase slightly into the end of May. Quality is outstanding, and availability will be steady out of Mexico.



## OG MANGOS

**GOOD NEWS!** Mexican **Organic Mango** volumes are finally ready to go. Get ready to promote the Tommy Atkins variety for the middle of May and continuing into the summer months!

8/6ct Family Pack **Organic Mangos** case will be available for mid-May.

**GOOD NEWS!** Continue to look to promote **Organic Ataulfo Honey Mangos**. 18ct fruit will be the most promotable with fruit sizing smaller for the rest of the month of May.

**ALERT!** Unfortunately, there will be no **Organic Haitian Mango** season this year arriving from Haiti. Excessive civil unrest has prohibited USDA/APHIS employees from safely entering the country to inspect the fruit and clear them for importing into the United States.





# MEMORIAL Day MERCHANDISING TIPS

## MEMORIAL DAY IS MONDAY, MAY 29

### MERCHANDISING ACTIONS

- **Timing!** Your fruit counters should be reset with fresh **crop Stone Fruit, Soft Fruit, Grapes, and Melons** by Thursday, May 25. Cut back on apples, pears, and citrus. Don't play catch-up through the holiday weekend, especially on the seasonal product.
- **Expand your berry sections.** Full variety is available on organic and conventional berries during the spring peak!
- Your **vegetable counters** also need to have some adjustments made. Cut back the spacing on the hard cooking vegetables such as turnips, winter squashes, parsnips, etc. Key items to expand: **Corn, Lettuces, Tomatoes, Celery, Cabbage & Slaw Mix, Green & Colored Peppers, Cucumbers, Radishes, Scallions, Portabella Mushroom Caps & Slices, Sweet Onions, and New Potatoes.**
- **Drive sales and margin through melon displays.** Fine sharp price points for whole melons and also build large refrigerated or ice displays of cuts and halves, sold at higher per pound prices. This extra margin on cuts will provide nice profit mix and options for shoppers.



### POPULAR DISPLAY THEMES

#### VEGGIE GRILLING:

Try a display that includes: **Vidalia Onions, Colored Peppers, Asparagus, Portabella Mushroom Caps & Slices, Eggplant, Count Russet Potatoes, and Green & Yellow Squash.**

You might even want to try a combination of these items at a common price per pound. Tie in **“Garlic Expressions”** and other marinades, and minced garlic.

#### CORN CRAZY:

Build a large, secondary display of **Sweet Corn**, using a bin dummied up to control your display quantities. Position a clean trashcan at the display for your customers to shuck their corn. To make very good margin, trim, strip, and tray-pack 5 ears of **Sweet Corn** and get premium retail for the added value and convenience.

#### TOMATO PATCH:

Create mass displays using **Grape, Vine Ripe, Beefsteak, Cocktail, Heirlooms, Mixed Cherry, and Cluster Tomatoes.** Be sure to add **Basil** to these displays.





## DELIVERIES & PLANNING

- Order your **hard goods** and **semi-perishables** to hit your store early - by Tuesday, May 23 or Wednesday, May 24. Get 'em in and load up the department. These are items that you don't want to be fooling with come the weekend: **Salad Dressings, Dips, Salsa, Juices, Croutons, Fruit Dips, Nuts, etc.** Have your evening associates pack out these sections at night. Avoid that congestion in your aisle during business hours.

- Bring in your **hard vegetables** and **fruit** by Thursday, May 26. These lines and items include: **Potatoes, Onions, Carrots, Mini Carrots, Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pineapples, and bin Watermelons.**

- There is no need to be overly cautious with bin **Watermelons**. This is only the beginning of the summer picnic season. Your risk is low even if you have a few extra melons after the holiday. Store Watermelons at room temperature.

- Bring in your **Sweet Corn** by the pallet and try to have it in by Thursday, May 25, and Friday, May 26, and keep it watered or iced down. 42 cases per pallet.



# FOUR SEASONS MEMORIAL DAY SCHEDULE

## SATURDAY 5/27:

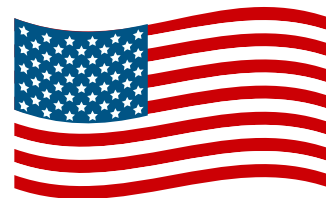
Normal office and delivery schedule.

## SUNDAY 5/28:

Normal office and delivery schedule.

## MONDAY 5/29:

Normal delivery schedule, office open 8:30am - 12:00pm taking orders for Tuesday 5/30 delivery.



Please contact your sales representative with any questions.

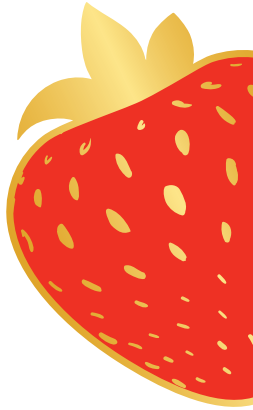
***Have a happy and safe Memorial Day!***



**Driscoll's**  
Only the Finest Berries™

# ≡ Sweetest Batch™ ≡

Driscoll's Sweetest Batch™ berries are a specialty berry segment grown from proprietary varieties selected for their consumer-validated, extra-sweet and juicy flavor profiles to create special, memorable moments of happy indulgence.



**IN STOCK AT FOUR SEASONS - LATE SPRING & EARLY SUMMER**



Sweetest Batch™ Strawberry 10 oz Clamshell



Sweetest Batch™ Blueberry 11 oz Clamshell



Berry Big Strawberries 16 oz Clamshell



Sweetest Batch™ Strawberry 14 oz Clamshell



Sweetest Batch™ Raspberry 6 oz Clamshell



Sweetest Batch™ Blackberry 10 oz Clamshell



Tropical Bliss 9oz Clamshell



Rosé Berries™ Strawberry 14 oz Clamshell



Rosé Berries™ Raspberry 6 oz Clamshell





# SPECIALTY MELONS ARE COMING BACK INTO SEASON!

\*Sugar Kiss and Summer Kiss will be available later in the season\*

**Golden Kiss** – A Galia/Charentais cross that tastes similar to a cantaloupe, with a firm texture, bright orange flesh, and dense sweet meat



**Honey Kiss** – Oblong Chinese Golden Hami melon is unique in its flavor and shape. Its crisp, refreshing flesh holds hints of honey and pear



**Tuscan-Style Extra Sweet Cantaloupe** – Always ripe and ready to eat. Great flavor, creamy, with melt-in-your-mouth flavor







# CONVENTIONAL MARKET NEWS

MAY 12 - MAY 19, 2023

## CALIFORNIA STONE FRUIT SEASONS BEGINS



First of the season California **Apricots** should finally be available the week of 5/15 in limited supply and at high prices to start. Some shippers have been delayed due to a lack of color. The overall crop is projecting to be smaller than expected and some gaps between varieties should be anticipated. June will be better than May for volume.

California **Cherries** have started but here at the beginning are limited. Hot weather in the forecast is giving growers hope that harvests will ramp up since there are good supplies on the trees. Expect pricing to remain on the high side through Memorial Day, and then promotions can start as we move into June when volume is good.

**Peaches** out of California have started in a limited way. Volumes will ramp up during May, and **White Flesh Peaches** will be the next to arrive.

South Carolina has surprised us with a nice shot of 2-1/4" Eastern **Peaches** that look and eat fantastic. There are gaps expected between varieties but once we move north into New Jersey in late June and early July, they are predicting a great local crop.



### CV BERRIES

**LOCAL** Delaware-grown **Strawberries** are available now! This is typically a short season, but promotable while supplies last!

California **Strawberry** prices are steady. Cold and rain in early May has limited harvests and demand was up due to Mother's Day. Supplies should remain steady out California, and supplies are still expected to pick up as May goes on. Quality has been outstanding.

**Blueberry** prices will rise a bit and volumes will shorten up some. There is a gap in between varieties, and North Carolina is still a little slow to harvest due to cool overnight temps. Quality remains outstanding.

**Blackberries** will remain promotable overall. Harvests out of Mexico are strong and quality has been nice.

**NOTE:** **Raspberry** prices remain higher and shorter in supply. The California season is still delayed and Central Mexico seems to be all but finished limiting supplies. Quality has been nice.



### CV ASPARAGUS

**LOCAL** **Asparagus** out of Delaware and New Jersey is rolling in and quality is outstanding! Peak season will be through the month of May and volume is ramping up which will cause the price to continue to step down. By the end of May, there will also be **Asparagus** available in Michigan.

We will see prices fall into the end of the month with great weather in increased volume coming out of the field.

**Asparagus** prices are staying steady with demand decreasing and new fields starting out of Mexico.

**ALERT!** **White Asparagus** will not be available for the month of May in any large quantity. The crop suffered a lot of damage due to the weather they had so we can expect to not see **White Asparagus** from Peru again around early June.



### CV MELONS

**Cantaloupes** and **Honeydew** are showing premier quality out of Guatemala, but larger sizes are becoming tight as Mexican supply is minimal and new crop Yuma, AZ is not quite ready.

Mid to late May will be a great time to promote new crop **Specialty Melons**! We will have 9 & 12ct **MAG Melons** from Del Monte, and **Tuscans, Honey Kiss, and Golden Kiss Melons** from Pacific Trellis/Dulcinea arriving the week of 5/15.

**NOTE:** **Bin Cantaloupes** will be tight for the end of May heading into early June until new crop Georgia starts up.

**Watermelons** remain snug and higher priced out of Florida. Mexico's acreage is down, Florida fields were hurt due to storms in late April, and new fields haven't started. Demand to the Northeast and Midwest remains strong from Florida. Expect prices to continue to be strong through Memorial Day Holiday.

**Mini Seedless Watermelons** are promotable as the off-shore program flushes before it finishes up. Mexico continues to harvest decent numbers leading to very promotable supplies overall. Quality has been outstanding.





## CEA SALADS/LETTUCE

**ALERT!** Bright Farms Salads will not be able to ship any product to us until after Memorial Day as they recalibrate their greenhouses to address some production challenges they're having.

We're advising retailers carrying Bright Farms to fill that shelf space with Little Leaf brand (produced in McAdoo, PA) or Bowery brand (produced in Bethlehem, PA) in order to stay in stock in this growing category of Controlled Environment Ag.



## CV KIWIFRUIT

Zespri **SunGold Kiwifruit** from New Zealand will be starting around 5/18! Bulk volume-filled and 8/1lb clamshells will be available.

California grown "Mighties" **Green Kiwifruit** 16/1lb clamshells will be available in good supply.

We are approaching the later stage of **Green Kiwifruit** supplies from Italy and Greece. Price increases will take place over as fruit begins to transition to Chile and then to New Zealand.



## CV POMEGRANATES

Imported **Pomegranate Arils** will be steady in the Sun Belle label.

**Pomegranates** are in stock. Fruit will be from Peru in a 10ct single layer pack.



## LETTUCES

**LOCAL** Leaf, Romaine, and Boston Lettuces from New Jersey has started and has been arriving beautiful. They are trying to stay competitive with CA pricing. Quebec, Canada is expected to start harvesting **Lettuce** in mid to late June.

California has a big push on **Lettuces**, and pricing is falling off each day. Quality is starting to improve and weights are getting back to 40lbs on **Iceberg Lettuce**.



## CV TROPICALS

**GOOD NEWS!** Hass Avocado supplies are in good shape for the middle of May. Expect pricing to remain steady for the next few weeks with supplies expected to be solid through the month.

**NOTE:** Pineapple supplies remain in tighter supply and pricing will be steady for the middle of the month.

It is time to start promoting **Round Mangos!** Tommy Atkins fruit from Mexico is ready to go and growers are needing to get fruit moving.

Keep looking to promote "**Champagne**" **Ataulfo Honey Mangos** while they are in peak season.



## CV ARTISAN LETTUCES

Tanimura & Antle brand **Artisan Lettuces** are selling well. These products are bread for culinary flavors and textures for home use.

- Code 2954: Artisan Lettuce 12/4ct clamshell
- Code 230098: Artisan Sweet Gem 12/3ct bag



## CV BROCCOLI & CAULIFLOWER

California continues to push **Broccoli Crowns** but expects to come to a halt with harvesting and pricing to spike back up out West. Georgia has been putting out some beautiful **Broccoli Crowns** and have been staying competitive with the California push. North Carolina has also started.

**Cauliflower** pricing continues to come off. Quality has been hit or miss. Similar to broccoli, this is expected to come to an end and spike back up in pricing.



## CV GRAPES

**ALERT!** Grapes are very sparse and exceedingly high in price as Chile ended 2 weeks early and new crop Mexico (Sonora region) is running 2 weeks late. Harvests will begin in Sonora the week of 5/15, so relief is on the way closer to Memorial Day.

June will be a great month to promote new crop **Grapes** from Mexico and later from Coachella, CA.



## CV BOK CHOY & CABBAGE

**LOCAL** Baby Bok Choy, Bok Choy, and Napa Cabbage are coming in with first crop out of New Jersey.

**LOCAL** We are expected to see more local veg products at the end of May with **Green** and **Red Cabbages** to follow, including from Pennsylvania.





## CV SWEET CORN

**Sweet Corn** continues out of Florida with outstanding quality. **Sweet Corn** is expected to start in Georgia around the middle of May.



## CV ARTICHOKE

**Super Select Cucumbers** will be promotable into the end of May with flushes out of Mexico and GA.

After lots of April volume and cheap pricing, **Euro Seedless Cucumbers** will be increasing heading into the end of May. Quality is outstanding.



## CV RHUBARB

It's **Rhubarb** time! **Rhubarb** is plentiful out of Washington.



## CV PEPPERS

15lb **Elongated Sweet Red Peppers** are in good supply.

11lb **Hothouse Color Bell Peppers** are steady. We will have some promotable opportunities on **Red, Orange, and Yellow Peppers** in June, from one of our grower partners.

**Mini Mix Sweet Peppers** will be in transition into different regions in Mexico by the beginning of May and beginning of June. We will be receiving plenty of product and be able to promote in an uncertain market.

**Jumbo Green Bell Peppers** are increasing out of Florida and Mexico. Quality is good both out of Mexico and Florida. The weather that California saw this year is expected to cause issues with high pricing towards the end of May and through June. It is recommended to be cautious of promoting during this time.



## CV TOMATOES

**GOOD NEWS!** **Cluster** and **Beefsteak Tomatoes** are promotable heading into the end of May.

**Heirloom Tomatoes** will remain promotable with Canadian product. Availability is steady and quality is outstanding.

**Vine Ripe Round Tomato** prices will continue to rise with fields winding down, pulls picking up as we head to summer, and demand rises before local product begins. We will continue with 2-layers out of Mexico but have transitioned our 25lb packs to product out of Florida. Quality will be excellent from both regions, and we can expect this to be a steady increase from now until the end of May. The weather in California will affect pricing for June expected.

**Snacking Tomatoes** are starting to tighten up slightly and market pricing is increasing out of Canada and Florida. Mexico is still bringing the cheapest product with great quality at this time.



## CV CITRUS

**Mandarins** from California are diminishing with large fruit as there looks to be a flush on smaller fruit to end this deal. Import **Mandarins** from Morocco are showing impressive quality, Peru's first shot of "Primosoles" **Mandarins** arrived on the East Coast, and Chile is on schedule too.

**Grapefruit** crop (Star Rubies) are showing great internal appearance but with more than normal yellowing externally. Import **Grapefruits** have just started for folks looking for more of a value in this sub-category.

**Lemons** are in great shape on supply as the crop continues to peak on larger choice fruit. Reach out for deals on large Lemons from different growers!

**Limes** continue to drop in price as yields are presenting great volume increase. This market should stable out in mid-May.

**Navel Oranges** have increased in price as some folks are switching to late variety **Navels**.

**Cara Cara Oranges** remain promotable with superb quality. Some shippers have finished up early.

## OTHER STORIES

- **NOTE:** **Celery** pricing jumped higher and availability continues to be more limited each week. Celery Hearts are still more promotable in comparison to stalks but are rising in price as well.

- **Green Beans** pricing is starting to fall and will continue into the end of May. This is caused by better weather, availability, and ads finishing.

- **Squash** is in transition from Florida to Georgia and will be promotable into the middle of May. Georgia is showing a great quality crop with their first picks. **LOCAL** Squash is expected to start in early June.

- **NOTE:** **Black Mission Fig** production will come to an end in the middle of May. New crop USA **Figs** are expected to start around the middle of June with some **Green** and **Black Mission Figs** expected.

- **NOTE:** Mexican **Brussels Sprouts** supplies are diminishing and California is delayed. Pricing continues to rise and quality is inconsistent.