



# ORGANIC MARKET NEWS



MAY 17 - MAY 24, 2024

## ABUNDANT ORGANIC BERRIES



**Organic Berry** Season is here!

**GOOD NEWS!** **Organic Blueberries** remain promotable out of the Southeast, and quality has been excellent. Continue to look for promotable deals through May!

**GOOD NEWS!** **Organic Blackberries** remain fairly promotable out of Mexico. Quality has been excellent, and supplies remain plentiful.

**Organic "Sweet Karoline" Blackberry** are in peak season and promotable! This is a higher-flavor varietal from Hippie Organics.

**GOOD NEWS!** **Organic Strawberries** will remain fairly promotable as the mega harvest flush slows down. Pricing will remain favorable as supplies are still strong. Quality out of Watsonville/Salinas, CA has been excellent. Make sure your shoppers know it is peak season for **Organic Strawberries**.

**Organic Raspberry** production has increased out of Mexico and California. Pricing will ease off as there is more availability. Quality has been excellent.



### OG STONE FRUIT

The first South Carolina **Organic Peaches** are now available, and new this season is that they are Fair Trade Certified. Bulk and bags are available.

**Organic White Peaches** from California are in a supply gap but should return the first week of June. California **Organic Yellow Peaches** are starting to show better sizing.

**Organic Nectarines** have been in sporadic supply to start. After Memorial Day, fruit is expected to be in promotable volume through July.

California **Organic Apricots** are in excellent supply. Look for promotions in June on bulk and packs.

**Organic Cherries** have been limited due to cooler temps, but as we move closer to Memorial Day, expect steady supplies, and more promotability in June and July.



### OG ONIONS

**GOOD NEWS!** **Organic Vidalia Sweet Onions** are plentiful out of Georgia and continue to be great to promote!

We are back in stock with new crop **Organic Red Onions** from Peri & Sons out of the desert in California in 16/3lb bags, and jumbo and medium bulk.

Prices are easing down and supplies are now fully transitioned over to new crop California "short day" onions in all organic lines – **Red, White,** and **Yellow.**



### OG MELONS

**GOOD NEWS!** Full-size **Organic Seedless Watermelons** are available out of Mexico. Quality has been excellent, and fruit has been eating great.

**GOOD NEWS!** **Organic Mini Seedless Watermelons** are in season from Mexico. Supplies should be strong, and quality has been excellent for the Memorial Day holiday. California production is also starting.

**Organic Cantaloupes** are sizing small, causing large supplies of 12ct. This will be the most available size for the rest of May.

**ALERT!** **Organic Honeydew** are extremely tight following an early flush. Growers are now waiting on new plantings.



### OG KIWIFRUIT

**GOOD NEWS!** Zespri **Organic SunGold Kiwifruit** from New Zealand are now in season and available in both 13lb bulk and 8/1lb clamshells.

**ALERT!** **Organic Green Kiwifruit** is now done on both coasts and will likely gap until Zespri gets started in June.



### OG BANANAS

**ALERT!** Dole is in very low production on **Organic Banded** and **Bagged Bananas** through early June. Dole will be pro-rating and cutting orders.

**NOTE:** Four Seasons will source other brands and origins of **Organic Bananas** in an effort to keep customers in supply during this time.

Equal Exchange **Fair Trade Organic Banana** supplies are steady.



### OG LETTUCE

Starting in late May, New Jersey will start to offer **LOCAL Organic Romaine, Green Leaf, and Red Leaf Lettuce**. Pennsylvania will follow shortly after. In late May and early June, when the weather is nice, expect great supply and quality.

**NOTE:** Though supply volume has grown, prices for **Organic Romaine Hearts** remain high.

Price and availability of **Organic Iceberg Lettuce** are stable, and in June, **LOCAL** supplies will start in New Jersey.



### OG PINEAPPLES

**ALERT!** **Organic Pineapples** continue to be in limited supply on all sizes and are expected to remain this way through early June.



### OG TOMATOES

**GOOD NEWS!** Greenhouse **Organic Beefsteak and Cluster Tomatoes** from Savoura in Quebec will be promotable into June with a lot of volume coming with fantastic quality.



### OG POTATOES

**GOOD NEWS!** Tasteful Selections **Organic Baby 1-Bite Gold Potatoes** and **Sunrise Medley Potatoes** are now back in stock. This best-selling line should be in better supply moving forward.



### OG CELERY

**ALERT!** California **Organic Celery** supply is still scarce, quality has been poor, and the Mexican supply is running out. While the quality is starting to somewhat improve, there is still a shortage of supplies and exceedingly high prices for May.



### OG ASPARAGUS

**LOCAL Organic Asparagus** will be available from New Jersey and Delaware. Michigan farms are starting too. New Jersey production is slowing down, so Michigan/Canada will help fill the voids. Quality has been very nice.



### OG RHUBARB

**LOCAL Pennsylvania Organic Rhubarb** is in a supply gap due to rain and cooler weather, but good supplies of Pacific Northwest **Organic Rhubarb** are available.

Although early reports on the Salinas, CA supply are encouraging, harvesting will not start until June.



## OG GRAPES

New crop **Organic Green Grapes** from Mexico have started with the "Prime" variety.

**Organic Red** and **Black Grapes** will gap until new crop starts in Mexico in late May.



## OG CITRUS

**Organic Mandarin** supplies are tight but are expected to still be available into June in the Cuties and Halos brands.

**Organic Valencia Oranges** have had a solid start to the season. Prices are favorable compared to the past navel markets. **NOTE: Organic Navel Oranges** are finishing for the season.

**Organic Lemon** prices continue to increase as demand is outweighing supply from California.



## OG CARROTS

Expect steady supplies of **Organic Rainbow Carrots** here in mid-May after sizing issues are over and the transition out of the desert.



## OG CAULIFLOWER & BROCCOLI

**GOOD NEWS!** In mid-May, **Organic Cauliflower** swiftly gained momentum. Plan for robust supply, top-notch quality, and affordable prices at the end of the month.

After a short season, North Carolina's **Organic Broccoli** program quickly ended due to weather-related issues. California supplies are available, but they do come at a premium cost. For the rest of May, expect exceptional quality and steady supply at somewhat higher prices.



## OG ARUGULA SALADS

**ALERT!** Suppliers continues to see discoloration and high rates of mildew in the fields on **Organic Arugula**. 5oz, and especially 10oz, and 16oz packs will see prorates and cuts during the rest of May.



## OG WARM VEG

Lady Moon Farms **Organic Cucumbers** have started in out of their Georgia Farm and will continue to arrive with amazing quality.

**GOOD NEWS!** **Organic Eggplant** from Lady Moon will remain promotable through the end of May out of Florida. Continue to sell away with confidence as quality is outstanding!



# ORGANIC Sprouts




- Certified Organic by Maryland Department of Agriculture
- Superfood / High in vitamins, antioxidants, and fiber
- Add crunch and flavor to salads, wraps, sandwiches, and more
- Locally grown in Thurmont, MD



# MEMORIAL *Day* MERCHANDISING TIPS

## MEMORIAL DAY IS MONDAY, MAY 27

### MERCHANDISING ACTIONS

- **Timing!** Your fruit counters should be reset with fresh crop **Stone Fruit, Soft Fruit, Grapes, and Melons** by Thursday, May 23. Cut back on apples, pears, and citrus. Don't play catchup 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 dummed 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 21 or Wednesday, May 22. 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 23. 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 23, and Friday, May 24, and keep it watered or iced down. 42 cases per pallet.



# FOUR SEASONS MEMORIAL DAY SCHEDULE

### SATURDAY 5/25:

Normal office and delivery schedule.

### SUNDAY 5/26:

Normal office and delivery schedule.

### MONDAY 5/27:

Normal delivery schedule, office open 8:00am - 12:00pm taking orders for Tuesday 5/28 delivery.



Please contact your sales representative with any questions.

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



# CONVENTIONAL MARKET NEWS

MAY 17 - MAY 24, 2024

## CALIFORNIA CHERRY SEASON



### GOOD NEWS!

California **Dark Sweet Cherries** are coming into promotional supply for Memorial Day with excellent size options and quality. It's time to promote, and promos will be even better after the holiday.

California **Rainier Cherries** are expected the last week of May in limited supply.

16lb cases random-weight bags will be the primary option, and there will also be set-weight 16/11lb clamshells.



### CV STONE FRUIT

**Yellow Peaches** out of California and South Carolina, and **White Donut Peaches** out of California are full speed ahead with excellent size, quality, and supply! 2-3/4" will be prominent on **Eastern Peaches** 25lb and 56sz on 18lb California 2-layer packs.

California **Nectarines** are sizing up day after day. Expect everything to be 56ct and larger in late May. Supplies should be excellent.

The first California **White Nectarines** have arrived, and they are beautiful. Expect relatively steady supplies on these going forward.

Import **Red and Black Plums** are in excellent supply and will transition to California around the first of June.

California **Apricots** are ramping up in peak season. Bulk and Pouch Bags will be available.



### CV BERRIES

**GOOD NEWS! Blackberries** are very promotable out of Mexico. Driscoll's fruit will be available with an attractive price point. Quality has been excellent.

**GOOD NEWS! Blueberries** continue to be very promotable out of the Southeast. Quality has been nice, and supplies are strong. It's a good time to lower retails and drive sales.

**GOOD NEWS! Strawberry** harvests are cleaning up some as the heaviest harvest flush ends. Pricing will rise off the floor but remain very reasonable. Quality has been excellent, and availability is still very good. Southern California fields are finishing up and transitioning into the Salinas/Watsonville, CA districts. Promote this peak season fruit!

**Raspberry** availability has gotten much better out of Mexico. Harvests have kicked in leading to good supplies. Prices will ease off, and availability should be much better. Quality has been excellent.



### CV MELONS

**Seedless Watermelons** bins remain available out of Florida ahead of Memorial Day. Pricing has eased some, availability is good, and quality is excellent!

Some large-sized **Seeded** and **Sugar Baby Watermelon** varieties are also available.

Offshore **Cantaloupes** and **Honeydew** supply is softening as Mexico supply continues to build up. Mexico is sizing small to start.

New crop **Athena-style Cantaloupes** in bins are coming into season from Florida! 120ct and 140ct will be available ahead of Memorial Day.





**LOCAL**

## CV LETTUCE

The **LOCAL** New Jersey **Leaf Lettuce** season has gotten off to a great start, with consistent supply available.

Although considerable progress has been achieved, the California **Lettuce** market is still generally negative in terms of availability and cost. **Romaine** and **Romaine Hearts** continue to be the hardest in the entire lineup.

**Iceberg Lettuce**, which continues to be purchased from California, has improved momentarily, again trending toward scarcity and higher prices into early June.



**LOCAL**

## CV LOCAL VEG

The **LOCAL Veg** season continues! More new items will be available as the month goes on. There are already stable supplies of a wide range of Jersey Fresh **Greens** that are constantly expanding, as well as stable supplies of bunched **Herbs**, **Leeks**, and **Radishes**.



## CV GRAPES

Chilean **Green Grapes** are running light with **Red Grapes** slated to go through Memorial Day.

Mexico is scratching the surface on new crop **Green** and **Black Grapes** with markets opening higher than the old crop offshore markets. Expect June to be a very promotable month for all new crop **Grapes** from Mexico.



## CV CAULIFLOWER & BROCCOLI

**GOOD NEWS!** There's been a quick promotion of California **Cauliflower** due to its robust availability and competitive price. We anticipate continued exceptional quality.

**NOTE:** Midway through May, the situation with **Broccoli Crowns** rapidly altered as supplies grew scarce on the East Coast, increasing prices. This is due to the weather that impacted North Carolina and Georgia. California supplies are reliable and of high quality, but they are more expensive. These conditions should continue until June.



## CV CELERY

**Celery** prices have started to rise again in late May, but supply volume is still steady. Although the quality is still good, lower expectations for the remainder of the month's pricing and availability.



## CV CUCUMBERS

**GOOD NEWS!** Euro **Seedless Cucumbers** will continue to be very promotable into June with product available from all regions!

**Super Select Cucumbers** have started to be harvested in Georgia. Warmer consistent temperatures are really speeding up items on the east coast. Promotable pricing will be available into the end of May.



**LOCAL**

## CV ASPARAGUS

**Asparagus** availability is expected to be plentiful as late Peruvian containers are arriving, so essentially doubling availability from import programs.

**LOCAL** New Jersey and Delaware **Asparagus** growers have eased pricing, but cost of production keeps their pricing a bit higher. Quality remains excellent from the local farms, and we will continue to support our local growers while available.



## CV SWEET CORN

**GOOD NEWS!** **Sweet Corn** supplies should be readily available out of Florida for Memorial Day. Quality has been excellent.



## CV MANGOS

**Round Mangos** are transitioning from Oaxaca to Michoacan, Mexico. 9 and 12 ct are harder to come by with product peaking in the 10ct size range. 10ct are expected to be promotable for at least the next few weeks.



### CV SQUASH

**Green and Yellow Squash** will have promotable into the end of May with a lot of volume coming on fast due to great weather.



### CV ARTICHOKE

**NOTE:** California **Artichokes** will still be accessible, but starting in late May, prices will rise. June is not going to be much better primarily because there will not be as much supply, and prices will stay elevated.



### CV PEPPERS

**GOOD NEWS!** **Red, Orange, and Yellow Bell Peppers** will be promotable on Jumbo sizing through the end of June. Plan some big displays now!



### CV TOMATOES

**GOOD NEWS!** **Cherry, Medley, and Campari Tomatoes** will continue to be promotable. Continue offer in-store specials and promos!

**GOOD NEWS!** **Beefsteak and Cluster Tomatoes** remain steady with quality, availability, and promotable pricing into June from all regions.

**Yoom Tomatoes** (purple snacking tomato) from Nature Fresh will be available. A plum-like taste, good health benefits, and unique color are all adding to the excitement of this item.

**Cocktail Tomatoes** from Savoura are available and promotable with outstanding quality out of Canada.

**Cherry On-the-Vine Tomatoes** in club packs from Savoura are available from Quebec. Four Seasons will be carrying these in a 8/1.5lb box in an all Red pack or a Trio pack (red, yellow and orange).



### CV CITRUS

Import **Mandarins** are transitioning from Morocco to Peru/Uruguay. Supply is getting better with prices remaining consistent. Expect **California Mandarin** from Halos brand supply to continue through early June.

**Lemons** prices will increase on small and fancy fruit. Promote 95ct large choice fruit for the next month.

The California **Navel Orange** crop will continue through June with large fruit remaining promotable.

**NOTE:** **Cara Cara** and **Blood Oranges** are finishing up from California.



### CV BANANAS

**ALERT!** Dole is expected to be tight on **Banana** supplies through early June. Dole cites various factors that will affect **Banana** production in the tropics, including smaller sizing of fruit, labor shortages, and other related issues. Dole will be pro-rating and cutting orders during this shortage.

**NOTE:** During this time, Four Seasons will source various brands and origins of fruit in an effort to keep our loyal **Banana** customers in supply during this time. There still may be some occasional prorates to all customers across the board during this time.

## OTHER STORIES

- While prices are projected to rise as June draws near, **Brussels Sprouts** are still reasonable to purchase in May. Keep promoting for the rest of May.

- Washington **Autumn Glory Apples** will be back in stock the last week of May with promotional opportunities.

- Washington **Anjou Pears** are expected to finish for the season in early June. Beautiful **Asian Pears** out of Chile are now available in promotable supply.

- **Rhubarb** out of Washington is in excellent supply.



# CRESPO ORGANIC MANGOES SUMMER MANGO MANIA DISPLAY CONTEST

## JUNE 3 - JULY 28, 2024

Four Seasons has partnered with Crespo Organic Mangoes for our annual Display Contest! Beautiful Organic Mangoes from Mexico are in full swing, with amazing quality coming off of the trees! June is also National Mango Month, so it is the perfect time to promote. Time to get your painters cap on, dream up your next mango masterpiece, and watch your mango sales soar!

### CONTEST CRITERIA:

- Build a display of Crespo Organic Mangoes. All fruit **MUST** be purchased through Four Seasons Produce. Displays do not have to be large to be impactful.

#### DRIED MANGO CODES:

- 239401 OG Dried Mangoes 20/4oz
- 239403 OG Dried Mangoes 15/1lb
- 239402 OG Dried Mangoes Ataulfo 20/4oz
- 239404 OG Dried Mangoes Ataulfo 15/1lb

#### MANGO PRODUCT CODES:

- 44169 OG Mangoes Mex 8ct
- 44163 OG Mangoes Mex 10ct
- 44165 OG Mangoes Mex 12ct
- 44177 OG Mangoes Ataulfo 12/14ct
- 44185 OG Mangoes Ataulfo 16/18ct

#### POINT OF SALE CODES

- 235364 POS RCF/Crespo Display Bin
- 239637 POS RCF/Crespo Mango Tree Cutout 48"
- 239641 POS RCF/Crespo Mango Mania Cutout 36"
- All display must include both **Organic Round** (Tommy Atkins, Kents, Keitts, Hadens) and **Ataulfo Honey Mangoes**, as well as one of the Organic Dried Mango SKUs.
- All displays must show the Crespo Organic branding, with bins or boxes, have Crespo Organic point of sale posters/cards in it, or have the Crespo Organic graphic boxes built into the display. Razor sharp point of sale signs, posters, and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase at least **25 cases** of mangoes during the contest period in order to qualify for entry.
- All display must remain up for at least **one week**.
- Send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **August 1, 2024**.



Code:  
239637



Code:  
239641



### CONTEST PRIZES:

One winner for each of the below categories will win a SWEET Four Seasons Produce hoodie, Four Seasons Produce t-shirt, and a \$50 gift card



- Largest Display
- Most Creative Display
- Best % of Organic Mango Sales Increase YOY
- Best Small Store Display (3 registers or less)
- Best In Store Signage to Promote Organic Mangoes
- Best Social Media Post



### EVERYONE IS A WINNER!

Every qualifying entry will also receive some SHARP Crespo gear!



To read about the Crespo Organic story and get some really cool recipe ideas, please visit [www.crespoorganic.com](http://www.crespoorganic.com).

Be sure to also check out their blog, Under the Mango Tree, for all things mango!

For more information on mangoes or for merchandising tips and ideas, please contact your Four Seasons Produce Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

| [www.fsproduce.com](http://www.fsproduce.com)





**Pasa** SUSTAINABLE AGRICULTURE

# EARTH WEEK 2024 DONATION EVENT RESULTS

Thank you to our amazing supplier and customer partners Lady Moon Farms, Mother Earth Organic Mushrooms, Stemilt Growers, Kimberton Whole Foods, and Harvest Market Natural Foods for participating in our [Pasa Sustainable Agriculture](#) Earth Week Campaign!

Together, with \$13,886.77 from Four Seasons Produce, we were able to generate \$33,810.83 in total 2024 Earth Week donations to Pasa Sustainable Agriculture!



\$13,886.77



\$8,384.00



\$3,540.00



\$2,446.75



\$4,097.31



\$1,406.00

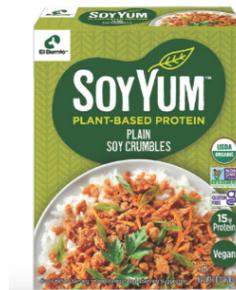
**TOTAL**  
**\$33,810.83**



# NEW AT FOUR SEASONS!



NEW





# GEAR UP FOR GRILLING SEASON

PLEASE CONTACT US FOR MORE INFO ON FULL PRODUCT LINES

## BEEF BRANDS



[organicprairie.com](http://organicprairie.com)



100% MADE OF NEW ZEALAND  
[us.silverfernfarms.com](http://us.silverfernfarms.com)



[thousandhillslifetimegrazed.com](http://thousandhillslifetimegrazed.com)



[npcprocessing.com/our-brands](http://npcprocessing.com/our-brands)



[thomasfarms.com](http://thomasfarms.com)



[whiteoakpastures.com](http://whiteoakpastures.com)





PLEASE CONTACT US FOR MORE INFO ON FULL PRODUCT LINES

# CHICKEN BRANDS



labelle-patrimoine.com



smartchicken.com



murrayschicken.com



# PORK BRANDS



organicprairie.com



nimanranch.com





PLEASE CONTACT US FOR MORE INFO ON FULL PRODUCT LINES

# LAMB BRANDS



100% MADE OF NEW ZEALAND  
[us.silverfern farms.com](http://us.silverfern farms.com)



[thomasfarms.com](http://thomasfarms.com)



# SAUSAGE BRANDS



[bilinski.com](http://bilinski.com)



[nimanranch.com](http://nimanranch.com)



[whiteoakpastures.com](http://whiteoakpastures.com)



[brooklyncured.com](http://brooklyncured.com)





PLEASE CONTACT US FOR MORE INFO ON FULL PRODUCT LINES

# SAUSAGE BRANDS



[vermontsalumi.com](http://vermontsalumi.com)



[garrettvalley.com](http://garrettvalley.com)



[thousandhillslifetimegrazed.com](http://thousandhillslifetimegrazed.com)



# HOT DOG BRANDS



[applegate.com](http://applegate.com)



[thousandhillslifetimegrazed.com](http://thousandhillslifetimegrazed.com)



[garrettvalley.com](http://garrettvalley.com)



Naturals & Organics™

[waterhillnaturals.com](http://waterhillnaturals.com)

