



ORGANIC MARKET NEWS



MAY 24 - MAY 31, 2024

ORGANIC STONE FRUIT SEASON BEGINS



GOOD NEWS! California **Organic Apricots** are in plentiful supply with promotions coming in June.

Organic Dark Sweet Cherries are limited out of California through late May. Better supplies are expected in mid-June once Washington gets started.

Organic Rainier Cherries are expected to start right after Memorial Day and be very limited for a couple of weeks then gap until Washington gets started later in June.

Organic White and **Yellow Nectarines** are now in good supply out of California on smaller fruit. Size improvements are expected as we move into June and July.



GOOD NEWS! **Organic Peaches** out of California are now promotable in larger sizing and should continue to be going forward. These are joined by a nice crop of South Carolina **Fair-Trade Organic Eastern Peaches**.

California **Organic White Peaches** are expected to arrive for the last week of May and should be in good supply moving forward.

Organic Plums are expected to begin right around the first week of June and a good crop is expected.



OG MELONS

GOOD NEWS! **Organic Mini Seedless Watermelons** continue out of Mexico with some California production. Quality has been excellent, and pricing has eased off some.

Organic Seedless Watermelons continue to be available out of Mexico. There is limited availability starting out of California as well that should become available in early June. Quality has been excellent, and fruit is eating great.

ALERT! **Organic Cantaloupes** and **Honeydews** from Mexico are extremely tight for the rest of May, but early California crop will show relief to this market for the beginning of June.



OG LETTUCE

GOOD NEWS! In late May, **LOCAL Organic Romaine, Green Leaf, and Red Leaf Lettuces** from New Jersey are easily accessible, and Pennsylvania has already started harvesting. Great supply and quality can be expected through early June.

Organic Iceberg Lettuce is stable coming from California, and **LOCAL** New Jersey will start sustaining supplies in June.

ALERT! Even with an increase in supply, **Organic Romaine Hearts** from California continue to be expensive.



OG BERRIES

GOOD NEWS! **Organic Raspberries** will be very promotable as Baja, Mexico and California to flush with product. Quality has been exceptional with nice big, firm, tasty fruit.

GOOD NEWS! **Organic Blueberries** continue to be very promotable out of Georgia. Quality has been very nice.

GOOD NEWS! **Organic Strawberries** continue to be available out of California. Quality has been excellent. Pricing has firmed up some but still very promotable overall.

Organic Blackberries will inch up in price as the heavy flush starts to slow down out of Mexico. Quality continues to be excellent, and price points are still reasonable.



OG CITRUS

NOTE: **Organic Mandarins** supplies are tighter throughout the industry, but 15/2lb **Organic Mandarins** will be available into June.

Organic Valencia Oranges are now in strong demand as **Organic Navel Oranges** are finished. Fruit is currently peaking on smaller sizes but expect sizes to increase as the season progresses.

NOTE: California **Organic Lemon** prices are extremely as peak season is over.



OG KIWIFRUIT

GOOD NEWS! **Organic SunGold Kiwifruit** is promotable from Zespri in New Zealand.

NOTE: **Organic Green Kiwifruit** remains extremely tight. Zespri's New Zealand crop is supposed to start sometime in the first part of June, but until then supplies are very limited and pricing is high.



OG ASPARAGUS

Organic Asparagus continues to be available out of Michigan and Mexico.

There's light volume of **LOCAL Organic Asparagus** from New Jersey. Growers will slowly finish up as we lean more on the Michigan production before transitioning back to Mexico.



OG RUSSET POTATOES

Old crop **Organic Russet Potatoes** will start to wind down out of Washington.

Some old crop Colorado **Organic Russet Potatoes** should bridge the gap until new crop California **Organic Russet Potatoes** get started toward the middle to end of June.



OG BROCCOLI

In late May, the volume of **Organic Broccoli** grown in California is staying constant. Volumes are anticipated to rise and prices to start to decline for early June.

After Memorial Day, anticipate excellent quality, consistent supply availability, and lower prices.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are still reasonably priced and readily available. Continue the marketing efforts into June. The season will end in the middle of June, and **Organic Brussels Sprouts** are predicted to have challenging months in late June and all of July.



OG HASS AVOCADOS

Organic Hass Avocado supplies will be steady through the end of May. 48 and 60ct sizing are available, and fruit quality is excellent.

Organic Fair Trade Hass Avocado volumes have rebounded a bit, and fruit will be steady for the end of May.



OG GREENS

GOOD NEWS! Peak season is approaching for **LOCAL Organic Greens!**

From Pennsylvania and New Jersey, **Organic Kales, Collards, Dandelion, Cilantro, Dill,** and many other vegetables are still in great supply.



OG CAULIFLOWER

California **Organic Cauliflower** quickly gained momentum in the middle of May, and these promising conditions will persist into early June. The objective is for a steady supply, excellent quality, and reasonable costs.



OG GRAPES

New crop **Organic Grapes** from Mexico are coming into season in all colors. Expect prices to drop later in June with more promotability then.



OG ONIONS

Organic Onions are still steady out of El Centro, California. Quality has been looking good, and pricing is steady.



OG ROYAL STAR PAPAYAS

Organic Royal Star Papayas will be available for the end of May. Fruit is very large right now, averaging 6-8ct per box. Quality has been good.



OG PEPPERS

12/2ct **Organic Green Peppers** will be arriving from Great Lakes in Canada. This code will be available in addition to the 12/2ct **Organic Color Peppers** that we already carry.

Organic Red, Yellow, and Orange Bell Peppers will not be available from Holland this year. With their early cooler temps and weather challenges, they are keeping everything in Europe and not shipping to the U.S. Availability will be mainly from Canada and Mexico.



OG CELERY

ALERT! The supply of **Organic Celery** in California is still limited, and it is running out in Mexico with fair quality. Although the quality has increased somewhat, the cost is still extremely high and there is still a shortage of supplies.

Although the Salinas supply is looking promising so far, harvesting won't begin until June. Conditions are expected to worsen until the second week of June due to shortages.



OG MANGOS & PINES

GOOD NEWS! It's time! "Mango Mania" is just around the corner, and **Organic Ataulfo Honey** and **Tommy Atkins Mangos** from Crespo Organics will have month-long promotable pricing!

Premium **Organic Dried Mangoes** from Crespo will also be available in Red Round and Ataulfo varieties.

Organic Pineapples are finally expected to rebound in volume by the end of May. Fruit has been very limited, but that appears to be in the rear view at least for the beginning of June as increased volume is expected.



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.

OTHER STORIES

- **Organic Young Thai Coconuts** will be limited for the end of May before gapping for the month of June.
- Although Four Seasons has good supplies of **Organic Ginger**, the market is still tight industry wide. Peru's **Organic Ginger** is young, so expect the skin to be thinner. Try to keep this ginger turning quickly as the increased amount of moisture can affect shelf life.
- In the first week of June, expect the first arrivals **Organic Diva Apples** from New Zealand.
- **Organic Red Pears** out of Argentina are very limited and sporadic, but we are waiting on another vessel to arrive the first week of June which is supposed to have some fruit on it.



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CONVENTIONAL MARKET NEWS

MAY 24 - MAY 31, 2024

PEAK SEASON WATERMELONS



GOOD NEWS! Seedless Watermelons continue to be available out of Florida. Pricing should ease off as more fruit is expected to come on out of Northern Florida. Quality has been outstanding, and supplies are good.

Yellow Seedless Watermelons, Dark-Rind Sugar Baby Watermelons, and XL Seeded Sangria Watermelons are also in season!

Bin Athena-style Cantaloupes will finish up in Plant City, Florida, and harvest will transition to new crop fruit from Docia, Georgia by June.

Honeydew and Cantaloupes are up and running out of Mexico with solid quality. Expect all sizes to become more available over the next few days.



CV STONE FRUIT

GOOD NEWS! California **Apricots** are in good supply with promotional opportunities available through the month of June.

GOOD NEWS! California **Yellow & White Nectarines** and **Peaches** have ramped up and should be in good supply moving forward with excellent fruit and prime sizing. It's time to promote, especially on **Yellow Peaches**, which are coming down in price.

GOOD NEWS! South Carolina **Eastern Peaches** have also ramped up with excellent supplies of large fruit, and for those looking for a value, small sizes are available for promotion in bulk 2-1/4" or in 12/2lb pouch bags.

White Donut Peaches are now in promotable supply.

Plumcots are expected to arrive in early June.

Import **Plums** are winding down fast, and California **Plums** are starting slow. We may see a little gap, but excellent supplies are expected mid-June.



CV CHERRIES

GOOD NEWS! California **Cherries** are now in plentiful supply with large sizes and promotional pricing. This should continue until about the second week of June when we are expecting to transition to a terrific crop of Washington fruit.

A very limited supply of California **Rainier Cherries** is expected the last week of May for the start of a quick season that is expected to last until mid-June with limited supplies for the entire time. There may be a little gap before Washington gets started with a better crop.

OUTLOOK: All signs point to excellent quality and promotional opportunities for Washington fruit. Where we will see a shortage is in the late season, when Washington growers are seeing about an 80% crop loss in late varieties due to a cold snap earlier in the season. So, while we will have promotions in June and July, expect very little fruit in August.



CV BERRIES

GOOD NEWS! **Raspberries** continue to be promotable as Mexico and California production begins to overlap. Supplies are plentiful, pricing is promotable, and quality has been outstanding.

GOOD NEWS! **Blackberries** remain promotable as Mexico continues to flush with product. We will begin to transition to domestic fruit in early June out of Georgia and California.

GOOD NEWS! **Blueberries** continue to be very promotable out of the Southeast. Georgia harvests continue to be strong as well from North Carolina and Mexico. California has light availability, and the Pacific Northwest will begin in a few weeks as well.

LOCAL New Jersey **Blueberries** are expected to begin harvests in early to mid-June.

GOOD NEWS! **Strawberries** continue in peak season out of California. Quality has been excellent, and pricing is up some, but still very reasonable. We are pulling from Santa Maria, Watsonville, and Salinas areas.



CV LETTUCE

GOOD NEWS! **LOCAL Lettuce** from New Jersey is at its peak. There is a steady supply of **Escarole**, **Endive**, **Green Leaf**, **Red Leaf**, **Romaine**, and **Boston Lettuce**. Both volume and quality are steady.

ALERT! **Iceberg Lettuce** and **Romaine Hearts** are still sourced from California. Both products continue to be expensive and have low volume availability. These unfavorable conditions should last until the beginning of June.



CV SWEET CORN

GOOD NEWS! **Sweet Corn** has started out of Georgia as we will transition from Florida to Georgia by early June. Quality has been excellent, pricing is promotable, and the transition should be seamless.



CV ASPARAGUS

LOCAL Asparagus continues to be available out of New Jersey. Product is available out of Michigan. The local deal should run into early June, weather dependent. Quality continues to be nice. There are also Peruvian imports available.



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.



CV PEPPERS

GOOD NEWS! **Red, Yellow, and Orange Color Bell Peppers** are still arriving with outstanding quality. Continue to sell away and promote as there is no shortage of volume.



CV CITRUS

Mandarins have solid quality and supply from California in the "Halos" label. Imports are arriving from Chile, Peru, Uruguay, and Morocco during this time, but prices are still elevated.

Lemon demand has increased, causing a slight increase in price. Quality and supply are still strong, and June is a great month to promote.



CV BROCCOLI & CAULIFLOWER

GOOD NEWS! Due to the ongoing high harvest volume, promotable **Cauliflower** of remarkable quality will be available until the end of May.

Late May has seen a recovery in the volume of **Broccoli Crowns** as limited production for North Carolina has resumed, while production in California is still steady. There shouldn't be any problems with volume between the two areas. Prices will still be higher than in the late winter and early spring, but they will start to level off as the East Coast starts harvesting again.



CV GREENS & HERBS

GOOD NEWS! The **LOCAL Greens** and **Herbs** season is in full swing as New Jersey production keeps growing. Superb quality and widely available are **Chards**, **Dandelions**, **Kales**, **Collards**, **Spinach**, and **Herbs!**



CV GRAPES

Green Grapes will transition to new crop production from Mexico for the week of 5/27 in the XL and LG sizes, starting with the "Prime" variety.

Red Grapes from Chile are still in the pipeline through the beginning of June.

OUTLOOK: New crop **Grapes** from Mexico will be promotable for all of June!



CV SQUASH

NOTE: Squash will see some elevated pricing into the first week of June due to an excessive amount of rain across the state of Georgia. With this being a key region this time of year as product moves up the East Coast, it does come with market challenges when product is not available, especially with Mexico winding down.



CV TOMATOES

GOOD NEWS! Beefsteak and Cluster Tomatoes will continue to be promotable into the beginning of June.

Snacking Tomatoes from Mastronardi Sunset will be available with steady volume in a small way. Items like Kumatos, Wild Wonders, Flavor Bombs, Angel Sweets, and others will be available.

GOOD NEWS! Grape Tomatoes continue in good availability at promotable prices.

GOOD NEWS! Vine Ripe Round Tomatoes are looking great in both 2-layer and 25lb cases. Current product is arriving from Florida but will be from Georgia and the Carolinas sometime early to mid-June. Prices continue to fall.



CV EGGPLANT

NOTE: Eggplant started the week tight. Quality is nice, but with the weather challenges in Georgia, it is minimizing the availability in the market. Prices will remain high into June.



CV TROPICALS

GOOD NEWS! Mangos will be promotable for the end of May! The Tommy Atkins variety will be steady into June. Ataulfo Honey Mangos will be in good supply as well.

Hass Avocado supplies are steady from Mexico for the end of May. Mexican fruit is dark in color and high in oil content right now! Peru and Colombia are also starting to see volume increases. Some Peruvian fruit is available as we start June for those interested in a value option.

GOOD NEWS! Pineapple will be in good supply for the end of May. PinkGlow Pineapples from Del Monte will be available in very LIMITED supplies for the month as well.



CV GREEN BEANS

NOTE: Green Beans are more limited. There does not seem to be a good bean as Florida is finishing for the season and Georgia is not really going yet. Plus, there has been weather challenges in Georgia, which is causing issues with quality and getting in the field to pick. Expect higher than normal prices in the first week of June.



CV BAGGED POTATOES

Green Giant Red and Gold Potatoes will switch over to new crop product from Arizona after Memorial Day. Pricing will be higher from this region, but will be some of the nicest Green Giant quality we will see all year.

10/5lb **Russet Potatoes** remain very promotable. Sell away in the "Spuddy Buddy" label as bagged Potatoes out of Idaho are expected to be promotable into the month of June.

10/5lb **Green Giant White Potatoes** has switched over to new crop Florida. This has caused the price to push up but we will see a measurably nicer bag of from Florida.

OTHER STORIES

- **Autumn Glory Apples** are available again.
- Eastern **Honeycrisp Apples** are available again from Champlain Valley, New York, close to the Canadian border.
- **NOTE:** The amount of California **Artichokes** available is still restricted, and their cost is still elevated. All of June will see these patterns continue.

- **Celery** quality has been excellent, and availability has been steady through late May. Even though volume remains consistent, prices remain elevated in comparison to the norm.

- Although growers are starting to gradually raise prices as June draws near, **Brussels Sprouts** are still reasonably priced in May.

- **Green Kiwifruit** supplies are steady as both Chilean and New Zealand fruit are increasing in volume. There is still some fruit from Italy available as well.

Fruit will fully make a transition to Zespri New Zealand program for the beginning of June as **Green Kiwifruit** from New Zealand will accompany the **SunGold Kiwifruit** that we already have in stock! Both **Green** and **SunGold** varieties will be available in a loose/bulk option, as well as clamshells.

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 by **August 1, 2024**.

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!



Code:
239637

Code:
239641



To read about the Crespo Organic story and get some really cool recipe ideas, please visit 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.

THE LITTLE POTATO COMPANY SUMMER GRILLING DISPLAY CONTEST

MAY 19 - JULY 7, 2024



Spring is in the air and with warmer temperatures outside people begin to think more about grilling and backyard barbeques!

This year, The Little Potato Company and Four Seasons Produce are teaming up for a display contest focused on these LPC's grilling favorites. These displays should create some excitement and have a little "WOW" factor to entice customers to make a purchase. Our contest will kick off right before Memorial Day and will run through the 4th of July, capturing many of the early summer holidays and family/backyard gatherings.

DISPLAY CONTEST CRITERIA:

- Build a display that has a grilling/summer BBQ theme.
- All displays should include 1.5lb bags, grilling, and microwavable trays.
- Displays must incorporate at least 8 LPC SKU's between the bags and trays.
- All products must be purchased from Four Seasons Produce with a minimum of 10 cases purchased during the promotional period. We encourage all displays to include the 1.5lb bag pallet modules along with the grilling and microwavable shippers.
- Displays should be kept up for at least 2 weeks.
- Use of Social Media is encouraged.
- All pictures need to be submitted to contests@fsproduce.com no later than July 10, 2024.



DISPLAY CONTEST PRIZES:

1st Place - \$300 Visa Gift Card

2nd Place - \$250 Visa Gift Card

3rd Place - \$200 Visa Gift Card

4th Place - \$150 Visa Gift Card



PHONE: 1.800.422.8384

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THE LITTLE POTATO COMPANY SUMMER GRILLING DISPLAY CONTEST

MAY 19 - JULY 7, 2024

**THE LITTLE
POTATO
CO.**



PRODUCT CODES:

- 231241 - CV Potatoes Variety Shipper 36/1lb Little Potato Co Grill
- 212058 - CV Potatoes Variety Shipper 36/1lb Little Potato Co Micro
- 226121 - CV Potatoes Variety Shipper 192/1.5lb Little Potato Co
- 212052 - CV Potatoes Onion & Chive 6/1lb Little Potato Co Grill
- 212054 - CV Potatoes Rst Pepper & Onion 6/1lb Little Potato Co Grill
- 212051 - CV Potatoes Garlic & Herb 6/1lb Little Potato Co Grill
- 212056 - CV Potatoes Garlic & Parsley 6/1lb Little Potato Co Micro
- 222885 - CV Potatoes Lemon & Garden Herb 6/1lb Little Potato Co Micro
- 229351 - CV Potatoes Little Smoked Salt 6/1lb Little Potato Co Micro
- 229352 - CV Potatoes Rst Gar Rosem Thyme 6/1lb Little Potato Co Micro
- 212055 - CV Potatoes Little Savory Herb 6/1lb Little Potato Co Micro
- 213073 - CV Potatoes Little Reds 16/1.5lb Little Potato Co
- 213062 - CV Potatoes Little Yellows 16/1.5lb Little Potato Co
- 213075 - CV Potatoes Little Duos 16/1.5lb Little Potato Co
- 213076 - CV Potatoes Little Fingerlings 16/1.5lb Little Potato Co
- 237130 - CV Potatoes Little Purely Purple 8/1.5lb Little Potato Co
- 213074 - CV Potatoes Little Trio 16/1.5lb Little Potato Co
- 218975 - POS Display Bin 1ea Little Potato Co



212052



212054



212051



212056



222885



229351



229352



212055



213073



213062



213075



213076



237130



213074



231241



212058



226121



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