

ORGANIC MARKET NEWS

JUNE 10 - JUNE 17, 2022

LADY MOON FARMS PA ORGANIC GREENS & LETTUCES



Local **Organic Greens** from Lady Moon Farms in Chambersburg, Pennsylvania are in peak season! Supplies are strong and continuing to improve weekly. Mid-June will have promotional opportunities as supplies continue to improve and quality is outstanding. Promote and highlight local **Organic Greens** during June!

Organic Leaf and Romaine Lettuces from Lady Moon are now in peak supply in June. Volumes continue to increase, and quality is outstanding. Promote locally grown **Organic Lettuces** during June as supplies will begin to dwindle in early July.

Other local growers from New Jersey and Pennsylvania are also in their peak season for **Organic Greens** and **Leaf Lettuces**, providing more locally grown options.

Lancaster Farm Fresh from Lancaster, PA will have plentiful supplies on **Organic Romaine Hearts** for the week of 6/13. Our local growers from New Jersey will also have **Organic Iceberg Lettuce** available as well. We will continue to see strong supplies for the month of June.



OG BERRIES

Organic Strawberry prices will continue to be promotable throughout the month of June. Prices will continue to drop allowing promotable opportunities to move extra volume. We're still continuing to source product from Watsonville, California. Quality has been excellent.

The production of **Organic Blackberries** and **Raspberries** remain steady. Quality has been very nice coming out of California.

Organic Blueberry harvests are in transition and are fairly tight overall. North Carolina production is down, and Georgia crops are all but finished. California has very little production at the current time.

Local New Jersey **Organic Blueberries** harvests are scheduled to start on 6/13. It's time to get excited for local **Blueberries**!



OG MELONS

Organic Cantaloupes have arrived from El Centro and Imperial Valley, California. We have great supplies on both 9ct and 12ct. Quality has been excellent.

Organic Honeydew are in-house from Mexico, but we will be transitioning into El Centro for most of our fruit heading into the remainder of the month.

We're excited to offer some new **Organic Specialty Melon** options heading into the end of June! Our grower will have good availability on **Organic Hami** and **Galia Melons**. Stay tuned!

Organic Seedless Watermelons out of Mexico are finishing up rapidly for the season. California is starting, but pricing is expected to be much higher. Quality has been excellent this season from both areas.

Organic Mini Seedless Watermelons continue to be fairly promotable from California and Mexico. Quality has been excellent with great flavor.



OG STONE FRUIT

Organic Apricots out of California are in promotable supply, with an excellent Washington crop expected to begin the first week of July. Quality remains excellent.

Organic Cherries will start out of Washington the last week of June. With the smallest crop in a decade, expect very high prices. Fruit sizing should be up, and excellent quality is expected.

Organic Yellow & White Peaches and **Nectarines** out of California will be in promotable supply, and quality has been excellent. As we head into the end of June, the size profile of fruit will increase while pricing will begin to become more promotable.

Organic Donut Peaches are in very tight supply due to quality challenges in the growing regions. We will keep you posted as to when we get our next fruit.

Organic Plums and **Pluots** are off to a rough start, mostly affected by weather challenges experienced weeks ago. We should have better supplies as we head into late June.



OG ASPARAGUS

Organic Asparagus prices are expected to remain steady heading into the middle of June, and we'll continue to source from California and Peru. Mexico has started in a small way and will increase volume into the middle of June.

The large box 28lb **Organic Asparagus** has finished for the season and we've transitioned all to 11lb cases.



OG TOMATOES

Lady Moon Farms has transitioned to Georgia, and we're seeing better volumes of **Organic Grape and Cherry Tomatoes**.

Organic Beefsteak and Cluster Tomatoes out of Canada are expected to finish up around the beginning of July. This will cause prices to increase slightly, and force us to source product from Mexico.



OG KIWIFRUIT

Zespri **Organic SunGold Kiwifruit** are available in both bulk and clamshell options for the month of June in promotable volume.

Zespri **Organic Green Kiwifruit** from New Zealand will be available for the middle of the month.



OG CELERY

Organic Celery from California is beginning to improve in supply for mid-June! Quality has been strong, and as availability improves, will become more promotable.

Organic Celery Hearts still remain in tight supply, but they are expected to return to normal volumes by late June.



OG SWEET CORN

Organic Sweet Corn continues to be in stable supply for mid-June from California. Pricing will improve as the month continues, but supplies are expected to wind down by late June or early July.

Organic White Sweet Corn has become available in North Carolina and will help supplement California supplies as their season finishes.



OG CUCUMBERS

Organic Euro and Mini Seedless Cucumbers are expected to remain promotable. Quality and availability will be excellent through June.

New crop Canadian product is starting, which makes this a great item for ads through the middle of June.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico continue to have good availability and promotable pricing. This will continue throughout the end of the month.



OG PEPPERS

Organic Color Bell Peppers from Canada and Holland are in much better supply heading into mid-June. As supplies improve, we will start to see pricing slide down.



OG LETTUCE

California supplies on **Organic Romaine Hearts** and **Iceberg Lettuce** remain in strong supplies and will be available as supplementary supplies for any local shortages. Quality and availability from both regions are strong.



OG GRAPES

Organic Black, Red, and Green Seedless Grapes continue with excellent quality and promotional supply from Mexico.

The first **Organic Cotton Candy Grapes** are expected to begin the third week of June, and growers are expecting an excellent crop for the season.



OG AVOCADOS

Organic Hass Avocados continue to be tight from Mexico, but look for opportunities heading into the end of June on Peruvian fruit. Pricing is expected to be lower on the Peruvian.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and **Cauliflower** from California will have good availability, pricing, and quality.

Local **Organic Color Cauliflower** will also become available in mid-June.



OG MANGOS

Organic Mangos remain tighter than originally thought as they were slow to come on the in the growing region of Nayarit, Mexico. Gaps in supply have been longer than anticipated.

Organic Ataulfo Honey Mangos will also be available through the month of June.

Organic Fair-Trade "Francique" Mangos from Haiti are available for mid-June. Look for this season to last through the first week of July.



OG CITRUS

Organic Valencia Orange supplies continue to tighten with prices on the rise as the **Organic Navel Orange** crop has finished. We will be in **Valencias** throughout the summer until the new crop **Organic Navels** begin in November.

Organic Lemons continue out of California with some pressure from Argentina to keep markets in line. This is expected to continue right up until Mexico gets started, so the high prices of the past should not reach previously extreme levels.

Organic Limes pricing continues to ease down as good supplies of large fruit are now available from Mexico.



LADY MOON GEORGIA VEG

Organic Zucchini remains in strong supply, but **Organic Cucumber** volumes have begun to lighten out of Lady Moon Farms in Georgia.

Organic Eggplant and **Jalapeño Peppers** will be in steady supply throughout the remainder of June from Lady Moon in Georgia.

Organic Mini Sweet Peppers are expected to begin in mid-June, and supplies should increase quickly!

Organic Yellow Squash and **Green Peppers** are yielding consistent supplies from Georgia. Expect improved pricing and availability throughout the remainder of the month.

OTHER STORIES

- We have seen our first import **Organic Braeburn** and **Diva Apples** for the season, but overall supplies will remain very limited.

- Local **Organic Zucchini** from Pennsylvania and New Jersey shippers have begun in light supplies, but volumes will increase over the next couple of weeks. Supplies are expected to grow throughout the season.

- **NOTE: Organic Pineapples** have been very tight coming out of Costa Rica. We've been able to source a limited supply from Mexico, but freight and logistics are not favorable to prices. Expect higher costs through at least the middle of the month.

- **Organic Formosa Papayas** will be available from Mexico. Formosa Papayas tend to be more greenish-yellow color and will not turn completely yellow when ripe. Some of the Formosa Papayas have been showing "sunspots" which do not affect the overall quality and eating experience.



Banana Care & Handling

With the warm weather now here, it's a great time to take to look at some best practices for handling your department's #1 item. Heat is definitely not a bananas best friend, so a little extra care and attention to detail are needed heading into these warmer months. Doing a little refresher for your department personnel is quick, easy, and will maximize the shelf life and sales potential of this consumer staple.

- **Never leave bananas out on warm docks.** Once heat builds up inside the boxes and fruit, there is no way to draw it out.
- **Never put bananas in the coolers or store in an area that gets cold air directly on the boxes.** Even in the dead of summer, bananas can and will get chilled with exposure to the cold and cold drafts from coolers or cases. Be sure to put fruit directly into proper holding temperatures (55-58 degrees)
- **It is a good idea to "lid" or "air stack" your bananas,** especially when fruit is of high color. Never stack lidded fruit more than 4 boxes high as this could be a crush hazard and lead to damaged fruit. For more information and the proper procedures of air stacking, please contact your Four Seasons Merchandiser.
- **Never throw or drop fruit onto storage racks or carts.** Bananas do bruise easily and this will lead to the bottom layers of the boxes becoming bruised and unsellable.
- **It is a good idea to carry both ripe and unripe fruit on your displays.** This will allow for your customers to have a snack now, and buy a few for later.
- **It's a good practice to never stack bananas more than two high** as the excess weight of the fruit could lead to bruising.
- **Rotate bananas,** both on the counters and in the backrooms, based on color and ripeness, not when the fruit was received.



THE FOUR SEASONAL - Q3 2022



Helpful seasonal content for independent retailers to plan July, August, and September produce merchandising.

Check out the latest edition!

lnkd.in/gXbJbZhs



4TH OF JULY SCHEDULE

JULY 1 - JULY 5:

NORMAL OFFICE AND DELIVERY SCHEDULES EACH DAY.

**MONDAY, JULY 4:

NORMAL DELIVERY SCHEDULE, SALES OFFICE OPEN BETWEEN 8:30AM-1:00PM

HAPPY
Fourth of July
★ INDEPENDENCE DAY ★



CRESPO ORGANIC MANGO DISPLAY CONTEST JUNE 6 – JULY 3, 2022

June is National Mango Month, and Four Seasons Produce has teamed up once again with Crespo Organics to celebrate it in style! Organic Mangos from Mexico are in full swing and ready to display in your departments and counters! Mangos have very quickly become a favorite fruit for the consumer, so June is a perfect time to create some “Mango Mania” in your stores!

The eating quality of this fruit has been outstanding! BIG displays of Mangos are sure to drive sales and create excitement, so it's time to get started on your next Mango Masterpiece!



CONTEST CRITERIA

- Build a BEAUTIFUL display of organic mangos in your produce department. Fruit **MUST** be purchased from Four Seasons Produce
- Displays must include both the Tommy Atkins and Ataulfo (Honey) varieties
- Displays must remain up for at least one week
- Displays must have Crespo point of sale posters/cards in it or have the Crespo graphic boxes built into the display
- You must purchase a total of 20 cases of mangos within the contest period
- Send your display photos into contest@fsproduce.com by Friday July 8th

Mango Bin Codes:

230749 - POS Display Bin Ataulfo/Honey
224210 - POS Display Bin Mango



CONTEST PRIZES

Displays will be judged on overall eye appeal & use of the Crespo branding.

1ST PLACE

Four Seasons Jacket + \$50 Gift Card

2ND PLACE

Four Seasons Hoodie + \$25 Gift Card

3RD PLACE

Four Seasons Hat + T-Shirt + \$25 Gift Card

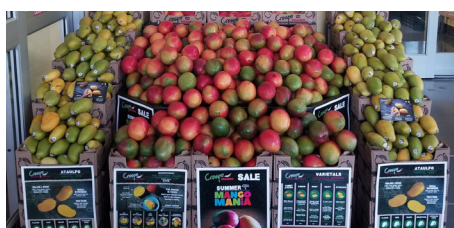


EVERYONE IS A WINNER!

Crespo Organic is giving out some great swag just for entering the contest!



MANGO MERCHANDISING TIPS



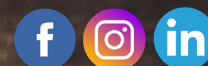
- Merchandise mangos in a high traffic area to give them great visibility and create some impulse sales
- Be sure to rotate fruit on display and in backroom areas to control ripening.
- Be sure to have both ripe and unripe fruit on display. This allows for a consumer to eat one immediately and buy a few for later in the week
- BIG displays sell BIG amounts of mangos. Don't be afraid to shoot for the stars when it comes to display size. With the popularity that mangos now have, these are now on a lot of consumers shopping lists.
- Sell in multiples for the best results (2/\$3.00 over \$1.49 each)

For more information on mangos and for display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser



PHONE: 1.800.422.8384

WWW.FSPRODUCE.COM



LITTLE POTATO COMPANY GRILLING DISPLAY CONTEST

June 5 - July 5, 2022

The smells and tastes of summer have arrived and are in the air. We can all tell when someone in the neighborhood is cooking on the grill by the smells that are around us, most of can figure out exactly what is being grilled as you take an evening stroll. Now that it is peak grilling season we are in for a treat. This year Little Potato Company and Four Seasons Produce are teaming up to create some extra excitement with a display contest focused on grilling potatoes. What a perfect item to tie in with your grilled chicken, fish, steaks or burgers. The contest is geared to promote the grilling tray packs, but should not be limited to just this item. We are looking for displays that also tie in the 1.5lb bags, 3lb bags, and microwavable trays. This is a great time to build an impulse display that will drive customers to pick up multiple packs. The contest will run the entire month of June as customers celebrate graduations, Father's Day and the 4th of July.

Here are a few fun facts about grilling. Did you know that 68% of Americans do not need a special occasion to fire up the BBQ? Also, the 4th of July is the most popular barbecuing day of the year at 78% of all US households. Followed by Memorial Day at 56%... WOW!! How can you not be apart of these exciting statistics?

There is no better time then now to build a big display to create excitement and get your customers to buy more Little Potatoes. If you are interested in participating, don't hesitate to reach out to your Four Seasons Sales Rep and/ or Merchandiser.

CRITERIA:

- Build a display that has a grilling theme and highlights the grilling shippers.
- Tie in other Little Potato items such as the 1.5 LB bags, 3-LB bags and the microwavable shippers/ trays
- Display must incorporate at least 6 Little Potato SKU's, between grilling trays, bags and micro trays
- All produce must be purchased from Four Seasons Produce with a minimum of 10 cases over the month long promotion
- Displays must be kept in place for at least one full week, preferably longer to gain full sales potential throughout all celebrations
- Use of social media is recommended
- All pictures must be submitted to contests@fsproduce.com no later than July 6, 2022



PRIZES:

1ST PLACE

\$250 VISA GIFT CARD

3RD PLACE

\$150 VISA GIFT CARD

2ND PLACE

\$200 VISA GIFT CARD

4TH PLACE

\$100 VISA GIFT CARD



CODES:

231241 - Grilling Shipper Assortment 36/1lb Bags
212051 - Garlic Potato Grilling 6/1lb Tray
212052 - Onion/ Chive Potato Grilling 6/1lb Tray
212054 - Roasted Pepper Potato Grilling 6/1lb Tray
212058 - Micro Shipper Assortment 36/1lb Bags
212056 - Garlic & Parsley 6/1lb Micro Tray
222085 - Lemon & Garlic 6/1lb Micro Tray
229352 - Rosemary & Thyme 6/1lb Micro Tray
229351 - Smoked Salt 6/1lb Micro Tray
212055 - Savory Herb 6/1lb Micro Tray

213073 - Blushing Belle 1.5lb Bags
213062 - Boomer Gold 1.5lb Bags
213075 - Dynamic Duo 1.5lb Bags
213076 - Fingerlings 1.5lb Bags
213074 - Terrific Trio 1.5lb Bags
218906 - Boomer Gold 3lb Bags
218908 - Terrific Trio 3lb Bags
218909 - Dynamic Duo 3lb Bags
218907 - Blushing Belle 3lb Bags
218975 - POS Empty Display Bins



CONVENTIONAL MARKET NEWS

JUNE 10 - JUNE 17, 2022

PROMOTABLE STRAWBERRIES FOR MID-JUNE



Strawberries will be very promotable for mid-June!

A strong harvest flush is coming on out of Watsonville/Salinas and Santa Maria, California as the heat brought on significant volumes of fruit.

Sizing has been smaller, but quality and flavor has been excellent.

It's a great time to build up displays and push some **Strawberries**!



CV BERRIES

Blueberries are currently in a transition between growing areas. Supplies from North Carolina, Georgia, and California are still available, but we'll begin to position ourselves to prepare for local production.

Local **New Jersey Blueberries** will begin harvesting as planned on 6/13, and last until mid-July.

Blackberry prices are up a few dollars after production slowed down, but overall, it's still at a promotable price. Quality has been excellent coming out of North Carolina and California mostly.

Raspberries continue to be in tighter supply as we head towards late June. Heat in Central Mexico has stalled production, and California has not had the additional supply to offset demand.



CV MELONS

Cantaloupes and **Honeydew** are arriving from Arizona and California with superior quality and taste, especially on **Cantaloupes**! We will continue to have good supply on 9ct and 12ct for **Cantaloupes** and 5ct and 6ct for **Honeydews**.

120-ct **Athena-Style Bin Cantaloupes** from Doña are available from Tifton, GA with excellent taste, smell, and quality! We will have good supply through all of June.

Tuscan-style Cantaloupes, Sugar Kiss, and Summer Kiss Melons are also in season. Get ready to promote these high-flavor melons!

Watermelon supplies remain steady with both 60ct and 45ct. Fruit is being sourced from Northern Florida with great quality, while Georgia crops have begun slowly. Quality has been excellent on all sizing.



CV STONE FRUIT

Yellow and White Nectarines are in good steady supply out of California with excellent quality. Prices should begin to slide down throughout the month of June.

Yellow and White Peaches out of California are in excellent supply with large, good quality fruit available. Eastern fruit out of South Carolina is experiencing a small, unexpected blip as they transition from one variety to the next, but excellent supplies are expected to return within a couple of days. Local PA and NJ fruit will begin in July.

Donut Peaches are back in good, steady supply.

Apricots out of California are in excellent promotional supply. Sizing is a little bigger with beautiful 50-64sz fruit.

Black Plums out of California continue with the next variety "Black Splendor", and "Royal Ruby" **Red Plums** are in good supply. Prices will come down as supplies ramp up. **Puots** continue in season.



NORTHWEST CHERRY GROWERS



CV CHERRIES

The last of the California **Dark Sweet Cherries** have wrapped up for the season. Washington is slated to begin harvesting for the season the third week in June.

Washington was already expecting a smaller than usual crop, but now they've experienced more bad weather in early June, and the estimated crop size will be down even more. Expect higher pricing on Washington **Cherries** for the season.



CV CUCUMBERS

Euro and **Mini Seedless Cucumbers** will be promotable as we head into the end of June. Quality and availability have been excellent.

Super Select Cucumbers will remain in steady supply throughout the rest of June. We will continue to source product from Georgia, North Carolina, and Mexico, but the plan is to transition to locally grown product out of NJ and PA beginning in July.

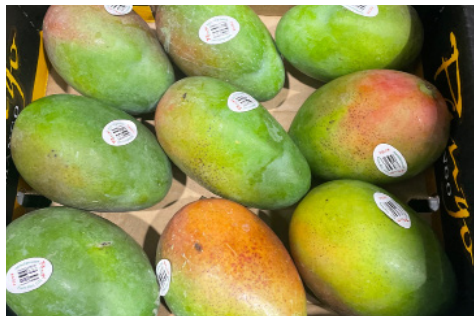


CV PEPPERS

Mini Mix Sweet Peppers will be promotable with outstanding quality into the middle of June out of Mexico.

Green Bell Pepper prices continue to ease off a bit as product is steady out of Georgia and California. Quality and availability are expected to hold strong into mid-June. We should see **Peppers** in North Carolina by the middle to end of June.

11lb **Hothouse Color Bell Pepper** prices are dropping as expected into the middle of June on all Canadian product. Quality is expected to be nice.



CV MANGOS

ALERT! Mangos are very tight. Fruit from Nayarit, Mexico is being very stubborn and is taking a much longer time to mature. Once fruit does come on, promotional volume and opportunities will be plentiful. This type of volume should break open right before the Fourth of July holiday weekend.

Pango Mangos from Puerto Rico should last through June. These will primarily be in 9ct and 10ct sizes.



CV SWEET CORN

Georgia **Sweet Corn** prices are expected to drop for the rest of June. Quality has been excellent as shippers race to the bottom of the market pricing.

Local Delaware and New Jersey **Sweet Corn** is expected to start by the end of June or early July. This could be pushed back weather pending. Get ready to promote locally grown **Sweet Corn!**



CV AVOCADOS

Hass Avocado prices from Mexico continue to climb and growers have been holding off picking in order to keep prices elevated.

Peruvian **Hass Avocado** availability is really starting to pick up and pricing is much less compared to the Mexican markets.



CV EGGPLANT

Eggplant is in steady supply from Georgia and we will make the transition into North Carolina by the end of the month. Quality has been excellent.

Local **Eggplant** should start in New Jersey by the end of June, and in Pennsylvania by July.



CV BROCCOLI

East coast **Broccoli Crowns** continue to be in good supply with promotable pricing.

California supplies have also been steady, but we will continue to source most of our product from our Eastern growers.



CV ONIONS

Vidalia Sweet Onions are still going strong. This continues to be a great item to promote with good product availability.

All other **Onion** packs and sizes remain steady.



CV ASPARAGUS

Asparagus will remain steady heading into the middle of June. Local NJ and DE **Asparagus** are expecting to come to an end earlier than expected with the heat.

Michigan 28lb **Asparagus** will continue through the end of June. Quality has been good.



CV CITRUS

Import **Mandarins** remain in high demand as the California crop is finished. We will remain in good supply with fruit currently available from Morocco, Peru, and Uruguay. **Note:** Chile is experiencing cold weather and some freezes resulting in loss to 25% of their crop.

Grapefruit crop remains strong with great quality with excellent promotable pricing. Look for Star Rubies from CA to be around through July. We have our first arrival of Israeli Star Rubies the third week of June, and flavor and opening appearance are excellent.

Lemon supplies are steady from California, Mexico, and Argentina. Look for promotable pricing heading into July.

Limes are in steady supply from Mexico with promotable pricing. This is expected to last through the end of June. **ALERT!** July pricing will be firm and high as droughts have affected yields.

Navel Orange supplies remain solid, and quality and flavor are excellent. **Blood Oranges** are peaking with great flavor and firm fruit as we get into the Sanguinelli variety.

- **Brussels Sprouts** finally have relief in pricing with better availability. We should continue to see better pricing and good supplies as we head into mid-June.

- **Zucchini Squash** from Georgia is finishing up and there is product starting to come out of North Carolina. Local New Jersey **Zucchini** and **Yellow Squash** have kicked off for the season in a small way, and we should be in PA by the end June.



CV LETTUCE

Local New Jersey **Lettuces** continue with plentiful harvests and promotable pricing. Our Canadian growers from Quebec are also beginning to start for the season. Get ready for good supplies and excellent quality on Quebec **Lettuce**.

California **Lettuce** supplies will also be readily available as needed.



CV TOMATOES

Roma Tomatoes are promotable as we head into the middle of June. There is an abundance of product out of Mexico and quality has been excellent. Supplies will remain steady.

Round Tomatoes are expected to stay steady into the middle of June. Georgia production is starting, and we should see prices begin to slide down. There are plenty of gassed rounds available, but **Vine Ripe Tomatoes** will be coming in around the middle of the month.

We should start to see some local **Tomatoes** out of New Jersey and Pennsylvania by the end of the month.

Cluster and **Beefsteak Tomatoes** are on the rise due to many crops being pulled with Rugose. This market is expected to stay strong and depending on the ads that are in place could rise above what sources expect. This market is expected to be tight through the end of June.

OTHER STORIES

- **Green Bean** pricing should come off by the end of June as North Carolina gets started. Quality and availability have been excellent.

- 10/5lb Green Giant **Red, Gold, and White Potatoes** have seen an increase in price as product remains tight and most old crop potatoes are now finished, and this has forced us into more expensive new crop regions.



CV KIWIFRUIT

Zespri **SunGold Kiwifruit** from New Zealand is steady throughout the remainder of the month with promotable pricing.

Zespri **Green Kiwifruit** from New Zealand are just starting to arrive on the east coast, and some should be available the week of 6/13! Clamshell and volume filled options will be available.



CV GRAPES

LG "**Flames**" **Red Seedless Grapes** will be very promotable for the month of June with excellent quality and taste! We are into XL Mexican "Sweet Celebrations"/"Flames" with great taste and superb quality! We have California "Flames" available as well.

Green Seedless Grapes are arriving from Mexico and USA. LG **Greens** will be out of Mexico in the "Sugarone" and "Sweet Globe" variety. We will be out of Mexico in our XL code as well in "Primes" and "Early Sweets." We have California LG "Sugarones" available as well.

Cotton Candy Grapes from Senora, Mexico are slated to begin again for the third week of June.

- 10/5lb Green Giant **Russet Potatoes** continue to be limited out of Idaho. As we progress through the last of the old crop season, we will see supplies continue to be tight and pricing to strengthen as a result.

- 10/5lb **Red Potatoes** out of Prince Edward Island will start to wind down for the season.