



# ORGANIC MARKET NEWS



JUNE 23 - JUNE 30, 2023

## EARLY SUMMER ORGANIC MELONS



**GOOD NEWS!** Organic Cantaloupes and Honeydews are in steady supply heading into July from Southern California, and we've got some very nice XL fruit. Quality is impressive.

**Organic Galia Melons** are now in peak season from California. This variety with a tan shell and green-white flesh has rich aroma and sweet melon flavor.

Bin and carton **Organic Seedless Watermelons** will be available for the holiday. Prices are increasing as we move into the California growing region, which will have higher cross-country freight costs. **Organic Whole Seeded Watermelons** are available by request too. Quality has been exceptional!

**Organic Mini Seedless Watermelons** are in a gap as Mexico has finished. California harvests won't start back up until after the 4th of July. Expect tight supplies with limited availability.



## OG GREENS & LETTUCES

**GOOD NEWS!**

**LOCAL** Organic Greens, Kales, Leaf Lettuces, and Romaine Lettuce remain in excellent availability in late June. Superb quality with strong availability will make for promotional opportunities throughout late June and early July.

Expect the Pennsylvania and New Jersey **Organic Lettuce** season to conclude in early July as supply will transition to New York and Vermont.

**Organic Romaine Hearts** and **Iceberg Lettuce** availability from California remains strong as July approaches. Expect steady availability and consistent pricing.

**Organics Lettuces** from Quebec will begin harvests in early July as a great supplemental option.

## OG BERRIES

**LOCAL** New Jersey **Organic Blueberries** continue to harvest as well and quality has been excellent. Availability should be steady pending the incoming rain for late June. **Organic Blueberry** prices are coming down out of California as more fruit comes on local hits peak. Quality has been excellent. Pacific Northwest harvests will start in early July.

**Organic Strawberries** remain steady with good availability out of Santa Maria/Watsonville, CA. Overall, quality has been nice, but after some rain there have been trouble pockets we work through. Fruit has been eating excellent, and supplies should be in good shape for the holiday demand.

**Organic Raspberry** markets are steady and supplies have been steady as well. Quality is improving as new fields are being harvested.

**Organic Blackberry** prices remain steady ahead of the holiday pull. California production continues to ramp up. **LOCAL** New Jersey harvests are delayed but expect light availability for late June. Quality has been looking very sharp.

## OG STONE FRUIT

**GOOD NEWS!** Organic Dark Sweet and Rainier Cherries out of Washington are now in excellent supply with promotional opportunities available well into July.

**Organic Apricots** are in excellent supply out of California, and will transition to Washington the first week of July.

**Organic White & Yellow Nectarines** and **Peaches**, as well as **Organic Red and Black Plums** will hit peak season supply as we move into July.

Most of Four Seasons' late June and July **Organic Peach, Plum, and Nectarine** supply will come from Homegrown Organic Farms in California. Their program is "Equitable Food Initiative" and "Regenerative Organic Certified"!

Look for the Homegrown Display Contest on page 7, and make plans to take advantage of great quality and promotional markets to make your stone fruit season a huge success.





## OG WARM VEG

**GOOD NEWS!** **Organic Eggplant, Zucchini, and Yellow Squash** have great availability in late June. Promotional opportunities from Lady Moon Farms in Georgia on **Organic Eggplant** and **Zucchini** will remain available into early July.

**LOCAL Organic Yellow Squash** remains steady as Pennsylvania begins and the Carolina continue to produce.

**Organic Cucumbers** availability and pricing is consistent from Georgia and the Carolinas.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** from Mexico are beginning to increase yields again in late June. Production is not overly abundant but will be consistent in early to mid-July. Strong quality will remain, and costs will improve as supply volume increases.

1lb **Prepackaged Organic Brussels Sprouts** are returning in late June. Reintroduce these to your offerings as they are an excellent "Grab and Go" option.



## OG ONIONS

The new estimated start date on **LOCAL Organic PA Candy Sweet Onions** is now pushed back to 7/10. We will have items 40172 (16/3lb) and 41502 (40lb JBO) out of California to keep us rolling on **Organic Sweet Onions** now that **Organic Vidalias** are finishing up for the season.

Peri & Sons continues to work through the **Organic Onions** transition up to Firebaugh, CA. Both El Centro and Firebaugh, CA regions are considered new crop **Organic Onions**.



## OG APPLES

**Organic Apples** continue to make a slow transition from domestic storage fruit into imports from Argentina, Chile, and New Zealand. Domestic **Organic Apples** will virtually gap starting mid-July to late August/early September depending on variety.

The tightest varieties are **Organic Honeycrisp, Granny Smith, and Pink Apples**.



## OG MANGOS

**GOOD NEWS!** **Organic Mangos** are in peak season with great pricing and quality! We are looking at the biggest and best promotional **Organic Mango** seasons.

A limited supply of Florida grown **Organic Mangos** are available. This fruit is juicy-ripe since it is non hot-water treated and will be available in the months of June and July in an 8-10ct pack size.



## OG PEPPERS

**GOOD NEWS!** **Organic Green Bell Pepper** volume is coming on from the Carolinas. Expect strong availability and improved pricing in early July.

**ALERT!** **Organic Red, Orange, and Yellow Bell Pepper** volumes have drastically reduced in late June. Expected pricing to quickly increase and potential limitations in availability.



## OG GREEN BEANS

**Organic Green Beans** supply from both Mexico and California remains available. Supply volume is not heavy but consistent, and will continue until the **LOCAL** Pennsylvania season starts in early to mid-July.



## OG AVOCADOS

**ALERT!** **Organic Hass Avocado** volumes slid drastically, and prices rose to the highest levels of the season. This will make 4th of July demand very tricky. Expect pricing to remain high until the end of the Mexican season later this summer.



## OG GRAPES

**GOOD NEWS!** **Organic Red Grapes** from Mexico will be very promotable as we head into July. Now is the best time to set up some aggressive deals for your customers. Quality has been very nice.

**Organic Green Grape** pricing will begin to slide, but won't be as promotable as the **Reds**.





## OG CELERY

**ALERT!** **Organic Celery** supply volume remains limited as prices begin to quickly increase again. Quality issues are the root of the shortages. Expect conditions to continue into mid-July.



## OG TOMATOES

Lady Moon **Organic Grape** and **Cherry Tomatoes** are available are in house and they have the availability to promote. Product is out of GA, and quality is outstanding.

**Organic Grape Tomatoes** from NatureSweet are available out of Mexico. Quality is outstanding.

**LOCAL Organic Vine Ripe** and **Roma Tomatoes** are expected to start by the first week of July in a small way.

**Organic Roma Tomato** prices will be promotable by the beginning of July with product out of the Carolinas. Quality is great on our inbound.

- **Organic Pineapple** supplies are promotable from Costa Rica. Quality has been excellent.

- **Organic Sweet Corn** is in season from California and the Carolinas with nice quality so far.



## OG KIWIFRUIT

**Organic Green Kiwifruit** will be back in season! Bulk will be in stock starting 6/25 and packaged clamshells will be in stock the week of 7/3.

Look to pair these with promotable supplies of **Organic SunGold Kiwifruit** already here.



## OG CAULIFLOWER & BROCCOLI

**GOOD NEWS!** **Organic Cauliflower** volume from California continues to increase in late June. Improving pricing and excellent quality will make for an exciting promotion for the 4th of July holiday

Add in some **LOCAL Organic Color Cauliflower** for a pop of color! But act fast, the Pennsylvania season only last a couple weeks.

**NOTE:** **Organic Broccoli** from California remains a struggle in late June as the 4th of July holiday approaches. Supplies remain consistent, but limitations and elevated costs should be expected.

Expect limited supplies of **LOCAL Organic Broccoli** from Virginia and Pennsylvania in late June. As local and East Coast **Organic Broccoli** options concludes for the season in early July, Canadian **Organic Broccoli** will begin.

- **NOTE:** **Organic Asparagus** fields in Mexico are new crop. Quality is great on all inbound. Prices are expected to increase heading into the middle of July due to the transition back to the Mexico from the domestic market.



## OG FIGS

**Organic Black Mission Figs** from California are available! These will be available in 12/8oz clamshell for a short season, and then gap again until later this summer. Get in on this early season while you can!



## OG CITRUS

California **Organic Navel Oranges** are done and are transitioning to California **Organic Valencia Oranges**. Large fruit is very limited, peaking on 88ct and smaller, so bags are expected to be plentiful, even though overall crop is short.

**Organic Mandarins** are nearing their final days and are expected to wrap up completely around the first week of July.

**Organic Lime** supplies are firm with prices edging higher moving into the 4th of July holiday. The weather in Mexico has caused more than 50% of the fruit to go to juicing so markets are expected to continue to move upward month after month.

**ALERT!** **Organic Lemons** continue to be extremely limited out of Argentina with marginal quality. Mexico is expected to begin in July. California fruit is almost nonexistent and marginal quality. Prices are increasing daily.

**Organic Grapefruit** are in slightly better supplies out of California. Prices are expected to ease over the next few weeks.

- **Organic Euro Seedless Cucumbers** will be steady with product out of Canada and Mexico. Quality is outstanding. **Organic Cocktail Cucumbers** from NatureSweet are available. Quality will be outstanding out of Mexico.

## OTHER STORIES





# CRESPO ORGANIC MANGO MANIA DISPLAY CONTEST

## JUNE 12 — JULY 30, 2023



Well, its that time again!!! Mango Mania is finally here and we are going to celebrate it in style! Four Seasons Produce has again teamed up with Crespo Organic to bring you the annual Mango Mania promotion and display contest. BEAUTIFUL organic mangoes from Mexico are in full swing with AMAZING quality fruit coming off of the trees and onto your department displays and counters. It is the PERFECT time to promote this PERFECT fruit! Remember, BIG mango displays will lead to BIG mango sales for sure, so plan out your next mango masterpiece and watch your mango sales soar.



### CONTEST CRITERIA

• Build a BEAUTIFUL and impactful mango display in your produce department. ALL fruit MUST be purchased from Four Seasons Produce. Product codes are below:

#### 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  
234668—OG Mangoes 8/6ct Club pack

#### Mango Bin Codes:

230749—POS Display Bin Ataulfo/Honey  
224210—POS Display Bin Mango  
235364—POS Display Bin Mango Crespo

#### Dried Mango Codes:

235754—OG Dried Mangoes 12/4 oz Crespo  
235041—OG Dried Mangoes 60/4 oz Crespo  
235755—OG Dried Mangoes Ataulfo 12/4 oz Crespo  
235044—OG Dried Mangoes Ataulfo 60/4 oz Crespo

- All displays must include round (Tommy Atkins/Kent/Keitt) mangoes, Ataulfo (Honey) mangoes as well as at least one of the SKU's of Crespo dried mangoes.
- 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. Point of sale signs, posters and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase a total of 25 cases of mangoes within the contest period
- Send all display contest photos to [contest@fsproduce.com](mailto:contest@fsproduce.com) by Thursday August 3rd 2023



### 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 mangoes 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 mangoes. Don't be afraid to shoot for the stars when it comes to display size. With the popularity that mangoes 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 mangoes and for display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser



PHONE: 1.800.422.8384

WWW.FSPRODUCE.COM





# NORTHWEST CHERRY DISPLAY CONTEST JULY 3-30, 2023



Four Seasons Produce has partnered with the Northwest Cherry Commission to bring you one "cherry" of a display contest! BEAUTIFUL red and white Washington State grown cherries are in season and ready to showcase on your department floors and counters. These seasonal gems will be in high demand for sure and with an abundant crop in the forecast it is an excellent time for promoting fresh cherries. Cherries are a high tonnage commodity with high sales and volume potential, so let's get creative, have fun and grow your sales of this super seasonal consumer favorite!

## CONTEST CRITERIA:

- Build a BEAUTIFUL cherry display in your department using fresh CV or OG (or both!!) Northwest Cherries! All fruit MUST be purchased from Four Seasons Produce. Codes are as follows:

**15033** CV Dark Cherry 8.5 row 18 lb.

**15050** CV Dark Cherry 9.5 row 18 lb.

**15052** CV Dark Cherry 10.5 row 18 lb.

**15049** CV Dark Cherry 11.5 row 18 lb.

**15072** CV Rainier 9.5 row 15 lb.

**15063** CV Rainier 10.5 row 15 lb.

**14873** CV Rainier 10.5 row 16x11lb clamshell

**209725** CV Skylar Rae 10.5 row 15lb.

**220513** CV Skylar Rae 10.5 row 16x11lb clamshell

**43264** OG Rainier 9.5 row 15 lb.

**43253** OG Rainier 10.5 row 15 lb.

**225248** OG Rainier 10.5 row 16x11lb clamshell

**41263** OG Dark Cherry 9.5 row 18 lb.

**43257** OG Dark Cherry 10.5 row 18 lb.

**43256** OG Dark Cherry 11.5 row 18 lb.

- Use of Northwest Cherry Point of Sale material is required for entry. Point of sale signs may be obtained through your Four Seasons Produce Sales Rep or Merchandiser.

- All displays must remain up for one week

- Send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday August 3rd 2023

**\*\*While use of social media is not required it is strongly recommended, as it is a great way to bring cherry awareness to your customers and get creative with advertising!**



**220570** Red/Rainier Stemilt  
Cherry Display Bin



## CONTEST PRIZES:

**Grand Prize**  
(Cherry Champion) **\$1,000**

Display will be judged on creativity, overall eye appeal and use of both Stemilt and Northwest Cherry point of sale materials.

**National Rainier  
Cherry Day is July 11th**

Best display and promotion celebrating all things Rainier will win **\$100!**  
All entries for this category must be received by July 12th 2023

**Best All Organic**  
(Cherry Planet)

1st Place--\$300  
2nd Place--\$200  
3rd Place--\$100

**Most Creative**  
(Cherry Crafter)

1st Place--\$300  
2nd Place--\$200  
3rd Place--\$100

**Best Skylar Rae**  
(Skys the Limit)

\$200  
Display may include red cherries as well with Skylar Rae being the highlight in your display

**Every qualified entry will receive a super cool Stemilt World Famous Cherry Hat!**

Want to learn more about growing, packing and shipping fresh cherries?  
Click on the link below to attend the amazing Stemilt Online Cherry University!

<https://www.stemilt.com/university/>

For more cherry display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384

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







# ORGANIC STONE FRUIT DISPLAY CONTEST

**JULY 3, 2023 - JULY 30, 2023**

Four Seasons Produce has again teamed up with Homegrown Organic Farms to bring you a display contest sure to sweeten your sales and profits. Organic stone fruit is in full swing and quality is OUTSTANDING on all varieties! We have some awesome prizes up for grabs so now is the time to promote these sweet tastes of summer, create some excitement in your stores, and drive sales in the stone fruit category!

## CONTEST CRITERIA

- Build a super fun, super creative display of Homegrown stone fruit in your departments. Fruit must be purchased from Four Seasons Produce. The contest codes are as follows:

**OG Yellow Peach 40/56 2-layer 18lb** (Code: 43853)

**OG Yellow Nectarine 40/56 2-layer 18lb** (Code: 44338)

**OG White Peach 40/56 2-layer 18lb** (Code: 43832)

**OG White Nectarine 40/56 2-layer 18lb** (Code: 43843)

**OG Red Plum 40/64 18lb** (Code: 220429)

**OG Black Plum 40/64 18lb** (Code: 42723)

**Homegrown Display Box 1ct** (Code: 220443)

- (There may be times where either red or black plums are gapping.) Please check with your sales rep or merchandiser for availability.

- Displays must remain up for at least one week.

- Displays must include EFI and Homegrown point of sale material. Signage can be obtained through your FSP sales rep or merchandiser.

- Please send all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday August 3rd 2023.

## STONE FRUIT HANDLING & MERCHANDISING TIPS

- Stone fruit is best stored and merchandised outside of your refrigerated cases. It allows the fruit to ripen properly and avoids it from being in the flavor kill zone!

- Place small brown paper bags on your displays to suggest ripening at home.

- Variety offerings are key in successful stone fruit sales. Be sure to carry a full array of fruit to offer to your customers. It might also expose them to varieties that they might have tried before.

- Cull stone fruit often during each day to insure freshness. Remove any bruised or over-ripe fruit.

- Stone fruit bruises very easily, so handle with care, both in the backroom and on your display.

For more stone fruit handling and merchandising tips, contact your Four Seasons sales rep or merchandiser.



## About the Homegrown Organics and EFI partnership:

Growing our fruit is not possible without the care and passion of our employees and farmworkers. We are proud to partner with Equitable Food Initiative (EFI) to provide transparency, innovation, and progress in the workplace. The EFI label is rooted in forward-thinking ideas ensuring the worker are treated well, compensated fairly, and engaged to identify problems and solutions that prevent food safety issues.



## LARGEST DISPLAY

**1st PLACE**

Trager Grill with Custom Grill Cover

**2nd PLACE**

BBQ Tool Set and Apron

**3rd PLACE**

Personalized Cutting Board

## MOST CREATIVE

**1st PLACE**

YETI Cooler

**2nd PLACE**

Carhartt Backpack

**3rd PLACE**

YETI 64oz Rambler

**ENTRY PRIZE FOR ALL STORES THAT SUBMIT AN ENTRY**



Yeti Tumbler

A Yeti 10oz Rambler will be awarded to all stores that use social media to promote the contest by tagging @hgofarms on social media platforms.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | [www.fsproduce.com](http://www.fsproduce.com)







**HOMEGROWN**  
ORGANIC FARMS®

## STONE FRUIT PROGRAM

### REGENERATIVE ORGANIC CERTIFIED (ROC)

Homegrown Organic Farms is the first stonefruit program in the industry to earn the newly developed Regenerative Organic Certification (ROC).

ROC is overseen by the Regenerative Organic Alliance, a group that promotes regenerative organic farming as the highest standard for agriculture. wples with strict standards and regenerative practices that improve soil health, ensure animal welfare, and promote fairness for farmers and farmworkers.



Regenerative  
Organic  
Certified®



### EQUITABLE FOOD INITIATIVE (EFI)

The EFI label lets your shoppers know workers harvesting and packing Homegrown fruit are treated well, compensated fairly, and engaged to identify problems and solutions that prevent food safety issues. We reached more than 300 of the industry's highest standards to achieve EFI certification, providing the transparency and assurance consumers are looking for.

### GROWER STORIES

The GROWN by series on YouTube follows Homegrown growers through their farming and harvest seasons, providing both education and entertainment along the way. Bring our farmers into your stores and build customer loyalty as they connect with the farmers that grow their food.

Featured in the series are Homegrown Organic Farms stonefruit growers Agustin Cardenas, The Peterson Family, and PIPCO Fruit Company.

You can watch the series here: [youtube.com/@hgofarms](https://youtube.com/@hgofarms)

**GROWN** BY

### GROWN WITH CARE

#### FOR THE LAND:

Homegrown Organic Farms was founded on the pledge of stewardship to care for the land, we believe in returning what the soil abundantly provides. This year we celebrate 325 years of organics and introduce our Regenerative Organic Certified stonefruit program.

#### FOR THE ENVIRONMENT:

We hope to cultivate opportunities for future generations. That's why we focus on protecting natural resources in our facilities and on our farms. We continuously seek innovative ways to conserve water, energy, and reduce waste.

#### FOR THE PEOPLE:

Growing our fruit is not possible without the care and passion of our employees and farmworkers. We are proud to partner with Equitable Food Initiative (EFI) to provide transparency, innovation, and progress in the workplace.

#### FOR THE COMMUNITY:

We understand the important of supporting the community that supports us. Internally, we've developed Cultivating Care a volunteer program where employees provide meals to those in need, collect, and distribute donations, as well as identify opportunities to give back.



# CONVENTIONAL MARKET NEWS

JUNE 23 - JUNE 30, 2023

## PROMOTABLE BLUEBERRIES



**GOOD NEWS! LOCAL Blueberries** are very promotable out of New Jersey in pints and 18oz with outstanding quality! Rain is moving through the region which could affect availability and harvests that could increase this market.

North Carolina also continues to harvest fruit, California is in full production, and Pacific Northwest should start over the next 2-3 weeks. There are plenty of **Blueberries** around the country!

**Blackberry** prices are easing off as more supply comes on out of California. The South-eastern production from Georgia and North Carolina has been limited from constant rain storms rolling through the region. Pricing and demand has come down. Quality has been excellent from both regions. **LOCAL Blackberries** from Pennsylvania and New Jersey will start in early July. The cooler temps have kept fruit from maturing.

**Raspberries** remain on the tighter side, but harvests are beginning to increase, leading to some better supplies. Demand remains very strong as California is really the only region harvesting. Quality has been weak but is expected to improve as new blocks started. Firmness and condition continues to get better on each arrival.

**Strawberry** prices have strengthened out of California. Quality has been a challenge lately after some rain hit the area, shortening supplies and forcing rejections. With strong demand ahead of the holiday, expect tighter availability. Quality should improve in late June as farms get out of the rain damaged fruit.



### CV CHERRIES & APRICOTS

We have transitioned fully from California 16lb **Cherries** to new crop Washington 18lb. We have all sizes and clamshells, and great quality with promotional opportunities. There is going to be plenty of **Dark Sweet Cherries** and promotional opportunities well into August.

Washington **Rainier Cherries** are finally flowing in good supply. Also joining the **Cherry** mix are the proprietary super-sweet "**Skylar Rae**" **Cherries**.



**Apricot** volume out of California is improving. We are seeing some steady volumes with prices easing off slightly in bulk and pouch bags. We expect to transition into some Washington fruit towards the beginning of July.



### CV STONE FRUIT

California **White & Yellow Nectarines** and **Peaches** are finally sizing up, and excellent supplies should be available.

Eastern **Peaches** are expected to transition from South Carolina to **LOCAL** New Jersey and Pennsylvania by the first week of July. The season will be a slow to start, and sizing will be a little smaller until mid-July when large fruit will be available.

Other California **Specialty Stone Fruit** available: **Donut Peaches** (2-layer, 1-layer, & clamshells, "**Amigo**" **Plumcots** dark black skin and yellow flesh), "**Sangria**" **Plumcot** (red skin and reddish flesh). **Very Cherry Plums** are expected around the first week of July.

**Black and Red Plums** are available in limited supply, but should be ramping up as we move into July with prices expected to come down.



### CV GRAPES

**GOOD NEWS! Red Grapes** are very promotable! We'll have excellent volume and deals on "Flames" – both LG and XLG options, and quality has been very nice from Mexico. Promotional opportunities will be available through early July on Mexican fruit, while Southern California growers are holding their pricing higher and more steady.

**Green Grapes** are in steady supply, but pricing should begin to come down on Mexican grown product as we head into the 4th of July holiday as more supplies are harvested. Growers in Coachella, CA are holding pricing firm in comparison to the Mexican market, and the fruit quality is excellent. Quality has been very nice.

**GOOD NEWS! Cotton Candy Grapes** are now in better supply, and we now have more volume on the road headed our way. Get ready to promote!

There will be spot buys available on some **Specialty Grapes** too, like "Candy Dreams," which have purple-black skin and deep-sweet juicy flavor.





## CV CUCUMBERS

**GOOD NEWS!** Super Select Cucumbers will be promotable into the beginning of July with flushes out of Mexico and Georgia. **LOCAL** New Jersey Cucumbers are starting as well.

**Euro Seedless Cucumbers** are expected to remain steady and promotable into the beginning of July. Quality is outstanding.



## CV MANGOS

**Mangos** are in great supply as we head into July. Mexico has plenty of fruit - mainly Tommy Atkins and some Kent varieties are also available. Pricing continues to be promotable in the 10 and 12ct sizing, while larger sizing has been more expensive.

**"Champagne" Ataulfo Honey Mangos** will be steady for the end of June.

9ct **"Pango Mango"** label Mangos from Puerto Rico will be available through most of July.

Some Florida grown non-hot water treated Mangos are just getting started. This fruit will be tree ripened and should provide a great eating experience!

**Mini Sugar Mangos** from Columbia are in a small transitional gap but they will be back just before the 4th of July.



## CV LETTUCE

The Quebec **Lettuce** season has started, including **Cello Iceberg** and **Romaine Hearts**! They will be following CA lead on pricing. Prices have already climbed from initial quotes.

**LOCAL** New Jersey **Lettuce** is coming to an end, but product is still available.



## CV BROCCOLI & CAULIFLOWER

**Broccoli Crowns** pricing continues to hold steady with product readily available. Quality has been great between California and **LOCAL** Virginia!

**Cauliflower** prices continue to be unstable. Shippers are up one day and down the next. Overall product is readily available, but there is talk of an overall gap coming.



## CV PEPPERS

**GOOD NEWS!** 15lb Red Elongated Sweet Peppers are available from Mexico and California. Quality has been excellent and promotable.

11lb Hothouse Red, Yellow, and Orange Bell Peppers are steady. We will have promotable opportunities heading into August.

**Mini Mix Sweet Peppers** are promotable! We will be receiving plenty of product and be able to promote into July.

**"Dulce Italiano" Peppers** are available with outstanding quality.

**Jumbo Green Bell Peppers** will start to rise with product out of GA and Mexico. We should see this market elevated until middle of July when local starts.



## CV LOCAL VEG

**LOCAL** Pennsylvania Cabbage and Squash are in peak season.

**LOCAL** Baby Bok Choy, Bok Choy, Napa, Green & Yellow Squash, Cabbages, Cucumbers, and Pickles are in season out of New Jersey. Peppers will be available from New Jersey in the middle of July.



## CV HASS AVOCADOS

**ALERT!** Hass Avocado supplies fell drastically as border crossings were down in mid-June. The volume crossed was Mexico's lowest 1 week total since July of last year. This is the first large gap in supply ahead of the major 4th of July holiday. Pricing has jumped over \$10 per case at the border with inventory the lowest it has been in quite some time. Peru is also struggling to meet projected import volumes making markets climb even higher.



Georgia Sweet Corn field knocked over by storms.

## CV SWEET CORN

**ALERT!** Sweet Corn continues to sell out every day in Georgia due to major crop damage from high winds, hail, and heavy rain in mid-June.

**Sweet Corn** will be starting late out of the Carolinas and Virginia.

**LOCAL** Delaware Sweet Corn will be starting right before the 4th of July, and New Jersey will be after the 4th. With these other regions starting, we can then expect the Sweet Corn market to fall in early to mid-July.



## CV BRUSSELS SPROUTS

**ALERT!** Brussels Sprouts from Salinas, CA is still behind on starting, mainly due to rains and poor weather patterns that followed. Prices remain high heading into July.





## CV KIWIFRUIT

New crop **Green Kiwifruit** supplies will start to pick up as Zespri New Zealand fruit season begins. **SunGold Kiwifruit** from Zespri continue to be promotable from New Zealand.

California grown "Mighties" label **Green Kiwifruit** will be available into mid-July.



## CV TOMATOES

**LOCAL Vine Ripe Tomatoes** from Delaware are coming into season. We will transition all 2-layer boxes and 25lb volume fill boxes from Mexico to Delaware, New Jersey, and Pennsylvania as the **LOCAL** crops ramp up during early July.

**LOCAL Grape** and **Cherry Tomatoes** are expected to start by the first week of July in a small way out of PA and NJ.

**Cluster Tomatoes** are promotable with product flushing out of Mexico. Quality has been excellent. **Beefsteak Tomato** prices have dropped slightly as we head into the beginning of July with product from Canada in large sizing. Quality remains excellent.

**Roma Tomato** prices are steady for the beginning of July out of Mexico and the Carolinas. Quality is fantastic.

**Heirloom Tomatoes** will remain steady, and quality is outstanding. **LOCAL Heirloom Tomatoes** are expected to start by the third week of July in a small way. This is being pushed back from our original start date.

- **Mandarins** are in excellent supply as we head into 4th of July. Look for promotional opportunities on both 15/2 lb and 10/3 lb bags. Quality has been very nice from Uruguay and Peru.

- **ALERT!** Overall **Celery** supplies are tight, driving prices even higher with strong demand. Oxnard, CA is finishing up, Salinas, CA is behind, Santa Maria, CA is back in a gap. It is unclear



## CV PINEAPPLES

**GOOD NEWS!** **Pineapple** volumes have been up slightly over past weeks. Pricing has dropped temporarily but is expected to jump just before 4th of July sales. Look to push **Pineapple** over the next few weeks. Quality has been good.



## CV WATERMELONS

**Seedless Whole Watermelons** remain tight with higher prices. Quality on what is being delivered has been very nice - good color and sugars.

Georgia crops have begun, but it has rained almost every day since they started harvests just limiting fruit. Texas also has been rained out. Prices will remain snug through the 4th of July, and then expected to finally ease off as the Carolinas start. Georgia fields are almost finished already for a short season.

There are also some **Yellow Flesh Watermelons** available as a great item for the holiday demand.

**NOTE: Mini Seedless Watermelons** will be extremely short this week. Mexico is in a production gap, CA will not begin any harvests until 1st week of July, and Southeastern production has been limited due to the rain. Expect very limited availability ahead of the 4th of July.

## OTHER STORIES

when we will see relief. Once vendors feel like tables are turning, fields run into challenges.

- **NOTE: Asparagus** prices are on the rise. Washington and Michigan are done at this point and all new inbounds will be coming out of Peru and Mexico. Peru got hit with a lot of rain and are seeing very low yields, which is causing a short in the market.



## CV SWEET ONIONS

**Vidalia Sweet Onions** are in good shape with a fresh arrival hitting before 4th of July. Continues to be a great item promote. The price is expected to creep up as we head into July and round out this season.



## CV MELONS

**GOOD NEWS!** Eastern **Cantaloupes** and **Honeydew** are in good supply from Tifton, Georgia.

Our GA grower was extremely lucky, and was not as impacted as other growers from the severe weather this past week. They'll have plenty of premium bin **Athena-style Cantaloupes** with size mostly towards 120's, and the **Honeydew** will be mostly 5's and 6's. The dews are absolutely spectacular with good sugar - brix solid at 13-14.

Western **Cantaloupes** and **Honeydew** will be on the tighter side heading into the 4th of July. We're now entering about a 2-week transition until California begins to harvest. Most growers are slated to begin picking after the 4th of July, so expect this market to move up higher in the coming days. Quality has been very nice.

**Summer Kiss Melons** and **Tuscan Cantaloupes** are in season for late June and early July.

- **NOTE:** The Little Potato Co brand **Fingerling Potatoes** will gap until late July or early August.

- **Green Bean** prices will increase heading into July as the transition from GA to Carolinas, and local markets not started yet. Quality is fantastic.

- 230091 -12/2ct **Artisan Romaine Lettuce** is back in stock with promotions running 6/24 - 7/2!



# JULY 4<sup>TH</sup> MERCHANDISING

**It's time to make your scheduling, ordering, and merchandising plans for the Independence Day holiday sales period!**

## INDEPENDENCE DAY "MUST-HAVES" CHECKLIST

### GRILLING VEGETABLES

- ☐ Asparagus
- ☐ Eggplant
- ☐ Fennel
- ☐ Mushrooms - Portabella Caps & Slices
- ☐ Sweet Onions
- ☐ Peppers - Sweet Bell & Mini Sweet
- ☐ Potatoes - Russet Counts
- ☐ Potatoes - Grill-Ready Packs
- ☐ Squash - Zucchini & Yellow
- ☐ Sweet Corn - Bulk & Tray Packs

### STONE FRUIT

- ☐ Apricots/Apriums
- ☐ Cherries - Dark Sweet & Rainier
- ☐ Nectarines - Yellow, White, & Donut
- ☐ Peaches - Yellow, White, & Donut
- ☐ Plums - Red & Black
- ☐ Pluots/Plumcots

### VALUE ADDED

- ☐ Croutons
- ☐ Dips
- ☐ Dressings
- ☐ Fresh cut Fruits and Veg
- ☐ Garlic Expressions Marinade
- ☐ Guacamole
- ☐ Juices
- ☐ Kabob Kits
- ☐ Salsa
- ☐ Veggie Trays

### PICNIC INGREDIENTS

- ☐ Lettuces
- ☐ Onions
- ☐ Potatoes - Red & Gold (for potato salad)
- ☐ Slicing Tomatoes

### MELONS

- ☐ Cantaloupes - Athena-style, Tuscan, & Western
- ☐ Honeydew
- ☐ Watermelons - Mini
- ☐ Watermelons - Whole & Cut
- ☐ Specialty Melons (Kiss Melons)

### BERRIES & GRAPES

- ☐ Blackberries
- ☐ Blueberries
- ☐ Raspberries
- ☐ Strawberries
- ☐ Grapes - Red/Green
- ☐ Grapes - Cotton Candy

## ORDERING TIMELINE

Four Seasons Produce will be delivering on a standard schedule for the week before and of the 4th of July. On Independence Day, the office will close at noon. Don't wait until the last minute to fill your cooler and back rooms or you might be caught with empty shelves and be waiting on a delivery to satisfy your customers.

### TUESDAY 6/27:

**Order your hard goods such as croutons, dips, dressings, snacks, juices, etc) to arrive this day.** Get 'em in and pack 'em out early so you're not messing around with these areas of your department during the busiest times of the selling period.

### WEDNESDAY 6/28 - THURSDAY 6/29:

**Order your hard fruits and vegetables.** Have your evening associates pack out your semi-perishables and non-perishables & hard fruits and vegetables. Have your back rooms and storage areas organized and straightened in preparation for large deliveries. Be organized and the holiday will go smoothly.

### FRIDAY 6/30 - SATURDAY 7/1:

**Get your tonnage items in early!** Start taking delivery of your sweet corn, summer fruits, watermelon and cantaloupe needs. If you wait until Saturday 7/1 to bring in our heaviest orders, you'll be waiting on your delivery for product that you need to sell that day. The heavy surge of customers will begin on Friday and pick up momentum as you get further into what will be a long holiday weekend.

### SUNDAY 7/2 - TUESDAY 7/4:

**Bring in your refill of ad items, highly perishables, and product to cover your holiday sales and Wednesday morning business.**





## MELON MERCHANDISING

- The summer heat of the holiday makes your customers crave refreshing of fresh melons.
- Keep your melon displays chuck full with variety.
- Your cut display space should be heaviest on halves giving you the higher rings.

## BERRY MERCHANDISING

- Keep your berry patch full with all sizes and varieties of **Strawberries, Blackberries, Blueberries, and Raspberries**. This is an ideal time for big packs.
- During the heat of summer, it is recommended to solely merchandise in refrigerated cases to keep turns fast on berries and protect shelf-life.



## FRESH CUT FRUIT & VEGETABLES

- Expand your display space on clamshell fruit chunks, cored and chunk pineapple and watermelon chunks, veggie trays, kabob kits, bean dip, guacamole, and salsa.
- Prepare your in-house fresh cut team for more volume or order organic and conventional fresh cut packs from Four Seasons Produce.

## GRILLING DISPLAY

- Set up a display in your department to focus on items that are perfect for grilling to get your customers inspired!
- Cross merchandise with multiple items, including charcoal.
- Encourage fruit grilling as well! Print out our "Grilling Produce Infographic" to put on your display.

## SWEET CORN

- To satisfy demand you will need to build a secondary display of corn using a bin dum-mied up to control your display quantities.
- Position a clean trash can at the display for your customers to shuck their corn.
- To make very good margin, trim, strip and tray pack 5 ears of corn and get premium retail for the added value and convenience.

## 4<sup>TH</sup> OF JULY SCHEDULE

### JULY 1 - JULY 5:

NORMAL OFFICE AND DELIVERY SCHEDULES EACH DAY.

### \*\*TUESDAY, JULY 4:

NORMAL DELIVERY SCHEDULE, SALES OFFICE OPEN BETWEEN 8:00AM-NOON.

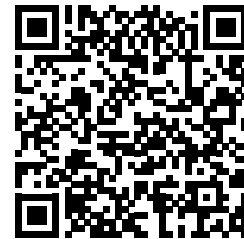
HAPPY  
Fourth of July  
★ INDEPENDENCE DAY ★





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