



ORGANIC MARKET NEWS



JULY 7 - JULY 14, 2023

PROMOTABLE ORGANIC GRAPES



GOOD NEWS! July is presenting exciting promotional opportunities on **Organic Grapes** while both Mexico and Southern California are in season!

There are great deals on **Organic Red** and **Green Seedless Grapes**, and quality has been pretty nice.

Organic Specialty Grapes will also present some flavor and value opportunities. **Organic Gummy Berries**, **Jelly Berries**, and **Cotton Candy Grapes** from Mexico are all in great supply. Keep an eye out for spot buys!

Central California **Organic Grapes** will come into peak season at the end of July and run through the fall. **Organic Thomcord Grapes** and **Champagne Grapes** are expected to arrive by the end of July.



OG STONE FRUIT

GOOD NEWS! **Organic Dark Sweet Cherries** will be abundant from Washington for July promotion! Excellent quality flavor and value are expected.

Organic Rainier Cherries are available and taste great, but will not be as abundant for promoting as **Organic Dark Sweet Cherries**.

GOOD NEWS! California **Organic Yellow & White Peaches** and **Nectarines** and **Red & Black Plums** continue in peak season supply and excellent quality.

Organic Apricots have transitioned smoothly from California into new crop Washington fruit. Mid-July will feature the high color "Robada" variety with red blush. Expect steady supplies in the month of July.

Organic Verry Cherry Plums are now in season. Try this delicious little plum/cherry hybrid packed in 1lb clamshells

Organic Pluots continue to be sporadic in supply.



OG MELONS

GOOD NEWS! 9ct and 12ct **Organic Cantaloupes** are coming into peak season from Central California, with promotable pricing on the 9ct during mid-July.

Organic Honeydews are also in season from USA. Expect **Organic Specialty Melons** are expected to harvest the week of 7/10.

Organic Watermelons are available out of California. Prices are a higher due to growing costs and freight across the country but quality is excellent.

There are some East Coast **Organic Black Rind Seedless Watermelons** available as well, and quality looks excellent on those as well. There are limited amounts of **Organic Seeded Watermelon** varieties available as well.

Organic Mini Seedless Watermelons will be promotable on the larger sized 6ct fruit. New fields have started in NC and fruit is looking sharp with good availability. We'll also have some West Coast California and Arizona grown fruit available as well.



OG BERRIES

GOOD NEWS! **Organic Blueberry** prices are becoming very promotable. **LOCAL** New Jersey growers will continue through mid-July depending on weather. The heat is stressing some of the fruit. Pacific Northwest fruit is starting and coming on strong out of Oregon to start, so promotability will continue.

GOOD NEWS! **Organic Blackberries** remain promotable overall. California continues to see strong production with great quality.

GOOD NEWS! **Organic Strawberry** markets remain promotable out of CA. Harvests remain steady out of Watsonville/Salinas regions and quality has been arriving very nice.

Organic Raspberry markets are steady. Availability is steady as quality continues to improve and has looked sharp on arrivals. Expect steady availability overall out of CA.



OG MANGOS

GOOD NEWS! Continue to promote **Organic Round** and **Ataulfo Honey Mangos** while peak season is at its height in Mexico. Fruit is ripening quickly, so plan on fast turns.

Crespo is also beginning to offer 3 new varieties of **Specialty Organic Mangos** in the US marketplace: the yellow “**Nam Doc Mai**” variety, the yellow skinned “**Malikka**” variety, and a **Green Thai Mango** known as the “**Kiew Savoy**”. The “**Kiew Savoy**” is eaten when the flesh is hard to firm and resembles a crunchy apple when eaten. All 3 varieties will be very limited to start.



OG ASPARAGUS

Organic Asparagus fields in Mexico are new crop. Quality is great on all inbounds. Markets are expected to rise into the middle of July until Mexico really starts to ramp up again and have the volume to drop the market.



OG FIGS

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



OG BROCCOLI

Organic Broccoli market conditions continue to improve. Supply volume from California has continued to increase, and as a result, prices have begun to decrease. Expect steady supply, strong quality, and improved costs in mid to late July.

LOCAL Pennsylvania **Organic Broccoli** will come to a close in early July and return in the fall.

Québec **Organic Broccoli** production is beginning in mid-July, providing a supplemental opportunity if any short or quality issues arise in California.



OG CAULIFLOWER

Organic Cauliflower volume from California will remain consistent in early to mid-July. After strong volume in late June, yields have normalized and pricing has begun to increase slightly. Mid to late July will bring the beginning of the Canadian season. Product grown in Québec traditionally has strong quality and volume throughout the summer months, with a price advantage.



OG GREENHOUSE TOMATOES

NOTE: Our Quebec greenhouse grower of **Organic Cocktail** and **Cherry-on-the-Vine Tomatoes**, Savoura Bio, will be going through a seasonal gap on these items as they replant. We'll source some other brands on these items.



OG BEANS

LOCAL **Organic Green Beans** from Pennsylvania are beginning harvest in mid-July. Supplies will be limited to start the season, but volumes will quickly increase as July continues. **LOCAL** availability should remain consistent until mid-October.

LOCAL **Organic Fava** or **Romano Beans** from Pennsylvania are also in season.



OG ONIONS

All **Organic Onions** have transitioned up to Firebaugh, and should have a bit better skin set and slightly darker appearance.

LOCAL **Organic Candy Sweet Onions** are running ahead of schedule and will get started the week of 7/10.



OG HASS AVOCADOS

NOTE: **Organic Hass Avocado** volumes rebounded just a bit from Mexico as growers began to harvest “**Flora Loca**” season fruit, but overall pricing is up. California 48ct **Organic Hass Avocados** are available to help fulfill demand as the seasons wind down.



OG CUCUMBERS

GOOD NEWS! Organic Euro and Mini Seedless Cucumbers will be promotable into the middle of July. Quality is outstanding.



OG PEPPERS

Organic Color Bell Peppers from Canada are consistently available, but supply volume does remain limited in mid-July. Pricing is average and is expected to remain consistent throughout most of July. Quality has remained strong.



OG KIWIFRUIT

Both Organic Green and SunGold Kiwifruit from New Zealand will be available in good supplies through the summer.



OG LETTUCE

LOCAL Organic Leaf and Romaine Lettuce from Pennsylvania and New Jersey have all but concluded for the spring/early Summer season. New York and Vermont will begin to have supplies in mid-July.

The Québec season on Organic Romaine Hearts and Iceberg Lettuce is also beginning in mid-July. Expect steady supplies from these growing regions for the remainder of the summer.

Organic Romaine Hearts and Iceberg Lettuce remain in steady supply from California.



OG WARM VEG

LOCAL Organic Cucumbers, Eggplant, Green Bell Peppers, Jalapeños, Zucchini, and Yellow Squash are all in season or becoming available in the coming weeks from PA and NJ.

Lady Moon Farms has begun harvesting Organic Zucchini with strong numbers in early July. In mid-July, Organic Cucumbers, Green Bell Peppers, and Jalapeño Peppers from Lady Moon will start in Pennsylvania.

LOCAL Organic Eggplant from New Jersey will begin in mid-July. Expect strong local supply throughout the summer months.



OG TOMATOES

LOCAL Organic Round Tomatoes in 2-layer packs are expected to start by the middle of July with product out New Jersey, Delaware, and Pennsylvania.

Organic Roma Tomato prices will be promotable with domestic product. Quality is great on our in-bounds. **LOCAL** is expected to start by the middle of July in a small way with product from Delaware, New Jersey, and Pennsylvania.

Lady Moon Farms' Organic Grape, Cherry, and Rainbow Cherry Tomatoes from Georgia will be ending and will transition by the 3rd week of July into their new crop **LOCAL** Pennsylvania product.

NOTE: Organic Tomatoes from Savoura will be ending by middle of July and will be in a gap until mid-September when they will start back up.

• **NOTE:** Organic Navel Oranges and Mandarins have finished for the season.

OTHER STORIES

• **ALERT!** Organic Celery availability from California remains a struggle. Conditions are expected to remain unfavorable through the month of July.

• **ALERT!** Organic Rainbow Carrots (24/2lb) will be gapping for the month of July. Code 40397.

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

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





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 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.



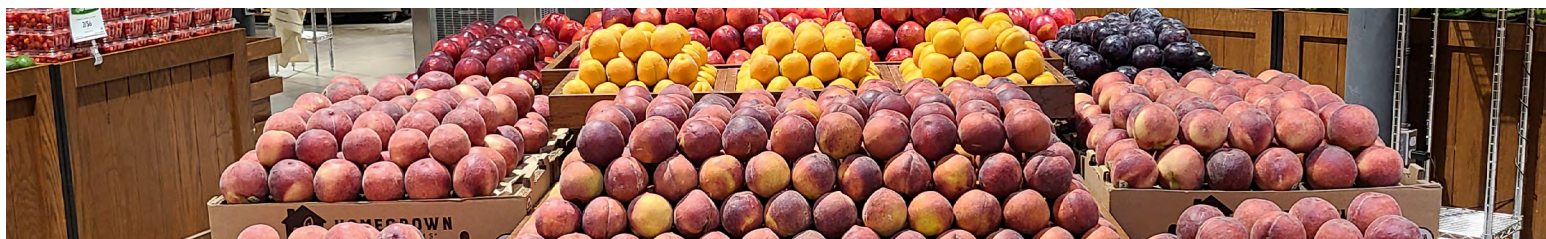
- Cull stone fruit often during each day to insure freshness. Remove any bruised or over-ripe fruit.

- 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





CONVENTIONAL MARKET NEWS

JULY 7 - JULY 14, 2023

LOCAL SWEET CORN IS BACK!



GOOD NEWS! Sweet Corn prices fell dramatically after the 4th of July as new fields are coming into season throughout the Mid-Atlantic region.

LOCAL Sweet Corn has started from New Jersey, Delaware, and Pennsylvania, bringing relief to the market from the Georgia weather issues.

50 dozen bins and 48ct crates are available.

LOCAL Sweet Corn will continue to be promotable for July, and likely much of August!



CV BERRIES

GOOD NEWS! Blueberry prices remain promotable as fruit is plentiful. New Jersey, California, and Pacific Northwest harvests are all available. **LOCAL** New Jersey Blueberries are expected to continue through mid-July depending on weather as extreme heat hits the region.

GOOD NEWS! Blackberry prices hit rock bottom during early July to move extra fruit. More normal prices will return later in the month as the California flush cleans up. Supplies will continue to be steady, and quality has been very nice. There are pockets of **LOCAL** production around out of New Jersey and Pennsylvania.

GOOD NEWS! Strawberry prices will ease off as the Salinas, CA crops are beginning to flush. Look of spot buys and overall lower prices for the week of 7/10. Quality has been looking sharp and improving on every arrival.

ALERT! Raspberries continue to be extremely tight with limited availability. Expect this to continue into August. Quality has been improving on every arrival. **Organic Raspberries** will be more available and pricing will be similar during July.



CV MELONS

GOOD NEWS! Seedless Watermelons are easing off to promotable levels with good volumes. Georgia fruit is finishing up, South Carolina is going with good volume, North Carolina is expected to start any day, and Maryland is starting as well. Plenty of regions are harvesting right now, leading to plentiful supplies. Quality has been very nice from all regions. **LOCAL** Delaware Watermelons are expected to begin the week of 7/17.

Cantaloupes and **Honeydew** are now from California with Turlock Fruit (Peacock, King O' the West) harvesting here in mid-July, along with some other quality shippers. We will continue to have good supplies.

120ct **Bin Cantaloupes** from Docia are available from Tifton, GA but finishing up as we transition into North Carolina, with excellent taste, smell, and quality.

Tuscan-style Cantaloupes, **Sugar Kiss**, and **Summer Kiss Melons** are also available. Look for 6ct **Orange Flesh Honeydews** to arrive the week of 7/10 at a promotable price.



CV STONE FRUIT

GOOD NEWS! Washington Dark Sweet Cherries continue to be in excellent supply. Growers have an abundance of high-quality fruit coming and will be relying on retailers to promote all the volume. Keep an eye out for spot buys, and in-store specials and ads are encouraged.

"Peach Pie" Peaches and **Donut Peaches** from Family Tree Farm are now in season. **"Midnight Rose"** and **"Crimson Rose" Apriums**, in both bulk and clamshells, will be available in mid-July.

California **Peaches**, **Nectarines**, **Red & Black Plumcots**, and **Red & Black Plums** are in good supply.

Eastern **Peaches** will transition from South Carolina to **LOCAL** New Jersey and Pennsylvania. Excellent supplies are expected with large fruit prevailing.

Verry Cherry Plums are now in season! Supplies are expected to be steady through mid-August.

Apricots have transitioned from California to Washington with good supplies for July.



CV GRAPES

GOOD NEWS! Grapes continue to show plentiful supplies from both Mexico and Southern California. There are a number of varieties available, creating nice spreads in price on different sizes and varieties. Headed towards mid-July, the proprietary varieties are trending bigger towards XL.

Cotton Candy Grapes are in peak season from Mexico with more affordable pricing.



CV PEPPERS

GOOD NEWS! Green Bell Peppers are becoming promotable with **LOCAL** volumes coming on in New Jersey, and the Pennsylvania crop peaking soon too.

11lb Hothouse **Red, Orange, and Yellow Bell Pepper** prices are steady, and there will be promotable opportunities in August.



DEL MONTE JAR FRUIT

NOTE: Del Monte Foods will be prorating and cutting orders on their **Jarred Grapefruit and Citrus Salad** products through at least the fall.

All promotions have been suspended on these SKUs due to lower yields and increased consumption in the US on these products until supplies recover for Del Monte later in 2023.



CV HASS AVOCADOS

NOTE: On **Hass Avocados**, Mexico's "Negra" crop is finishing, so overall supplies are limited. There will be some "Flora Loca" crop fruit this summer, but prices are up.

Peru and Columbia also have lower yields than expected. Pricing for this fruit will be a value over the Mexican fruit.



CV LETTUICES

GOOD NEWS! Quebec **Leaf, Romaine, Romaine Hearts, and Iceberg Lettuces** are readily available with great quality. They're expected to be priced as a value against the California product.

California **Lettuce** prices are rising for mid-July.

New Jersey **Lettuce** crops have wrapped up for the spring season.



CV BROCCOLI & CAULIFLOWER

East Coast **Broccoli Crowns** are still gapping, so the primary supply is from California. Lighter availability and pricier markets are expected to continue into mid-July.

Cauliflower supplies are tightening and prices are rising out West. Quebec **Naked Cauliflower** is coming into peak season and should be priced at a value vs the Western product.



CV KIWIFRUIT

Zespri **Green** and **SunGold Kiwifruit** supplies are in full swing from New Zealand.

The 16/11lb **Green Kiwifruit** from California in the "Mighties" label will be transitioned to Zespri 12/11lb clamshells from New Zealand for the middle of July.



CV PINEAPPLES

Pineapple supplies are tightening, so expect to see pricing creep up a bit through July.

ALERT! Del Monte's **HoneyGlow Pineapples** and Dole's **Golden Selection Pineapples** will be entering a time of low production for the summer. Availability will be sparse.



CV LOCAL VEG

LOCAL Baby Bok Choy, Bok Choy, Cabbages, Cucumbers, Pickle Cucumbers, and Green Peppers are in peak season out of New Jersey and Pennsylvania.



CV CUCUMBERS

Super Select Cucumber prices will increase slightly with **LOCAL** product bringing a premium.

GOOD NEWS! **Euro Seedless Cucumbers** are expected to remain steady and promotable heading into the middle of July. Quality is outstanding.



CV GREEN BEANS

GOOD NEWS! **Green Bean** prices come down for the middle of July. **LOCAL** Pennsylvania new crop **Green Beans** have arrived with fantastic quality.



CV SQUASH & EGGPLANT

LOCAL **Green** and **Yellow Squash** from New Jersey, Delaware, and Pennsylvania will be steady. Quality is outstanding.

LOCAL **Eggplant** is expected to be available by mid-July.



CV TOMATOES

LOCAL **Vine Ripe Round Tomatoes** are in season. We will transition all 2-layer boxes and 25lb volume fill boxes from Mexico to Delaware, New Jersey, and Pennsylvania product. Quality will be excellent.

Roma Tomato prices are steady heading into the middle of July out of Mexico and the Carolinas. Quality is fantastic. **LOCAL** **Roma Tomatoes** will start by the middle of July.

Greenhouse **Heirloom Tomatoes** will remain steady with outstanding quality. **LOCAL** field-grown **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.

Greenhouse **Beefsteak** and **Cluster Tomato** prices are promotable and are dropping with product flushing out of Mexico. Quality has been excellent and there is still product out of Mexico, Canada, and US.



CV MANGOS

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

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

"Champagne" **Ataulfo Mangos** will be winding down by the middle to end of July at higher pricing.



CV CITRUS

Import **Mandarins** remain in high demand from Peru/Chile/South Africa/Uruguay as the California crop is finished. This market will remain firm though as the end of July could get tricky due to weather in these regions.

Grapefruit crop remains strong with great quality and excellent promotable pricing. Look for "Star Rubies" from CA to be around through end of July. 5lb bag options available as well.

Lemons are increasing in price slightly as this market may become crowded with Mexico and Argentina in the mix. **Lime** prices continue to increase while quality has remained solid.

Navel Orange prices are firm with large and fancy fruit remaining tight. We are offering import fruit at promotable pricing with outstanding quality on 56ct and 9/3lb options.

Cara Cara Oranges are available.

OTHER STORIES

• 12ct **Jumbo Artichokes** are readily available and promotable through the month of July.

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

• **ALERT!** **Celery** demand continues to exceed supply, which is holding prices high. Relief isn't expected until end of July.

• Both **Red** and **Gold Potatoes** in the Green Giant label continue to be from California with nice quality and high pricing. **LOCAL** New Jersey **Red** and **White Potatoes** are ahead of schedule and expected to get started by the 3rd week of July. There should have a plentiful crop, specifically on the **White Potatoes**.

• **Vidalia Sweet Onions** are still rolling along and are expected to bridge the gap all the way to new crop **LOCAL PA Simply Sweet Onions**. This market has bumped up by a couple dollars as supplies are winding down in Georgia. Jumbos are expected to continue to increase in price over the next couple weeks.