

ORGANIC STONE FRUIT PEAK SEASON



GOOD NEWS! Organic Dark Sweet Cherries remain abundant from Washington for July promotions with excellent quality, flavor, and value.

Organic Rainier Cherries are available and taste great, but will not be as abundant for promotable levels.

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

Organic Apricots are new crop Washington fruit, featuring the high-color "Robada" variety with red blush. Expect steady supplies for the rest of July.

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

Organic Pluots are available and a great addition to your stone fruit set!



OG BERRIES

Organic Blackberry prices remain promotable out of California. Quality has looked sharp and fruit is eating fantastic.

LOCAL New Jersey Organic Blackberries remains steady and will last through the end of July. Quality has been nice.

Organic Blueberry prices will be very promotable as we begin the Pacific Northwest deal. Quality has been exceptional to start and volume is very strong. **LOCAL** New Jersey fields are ending.

Organic Raspberry prices are steady out of California. Quality has been nice and supplies are steady.

Organic Strawberry prices remain steady overall. Production will begin slowing down, creating a gradual price increase. Quality has been excellent.



GOOD NEWS! Organic Round and Ataulfo Honey Mangos continue to be promotable out of 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 TOMATOES

LOCAL Organic Grape, Cherry, and Rainbow Cherry Tomatoes from Lady Moon Farms are expected to start harvesting in Chambersburg, PA at the end of July.

2-layer Organic Vine Ripe Round Tomatoes are delayed in starting, and are now expected at the end of July or early August.

Organic Roma Tomatoes prices are increasing with an unexpected gap until **LOCAL** product from Delaware, New Jersey, and Pennsylvania gets started.

NOTE: Organic Tomatoes from Savoura Bio have come to an end, but will return in the fall.



OG CAULIFLOWER

Organic Cauliflower availability from California remains steady with good quality, and prices continue to improve. Expect conditions to remain unchanged through mid-July.



OG LOCAL VEG

LOCAL Organic Cucumbers, Eggplant, Green Bell Peppers, Jalapeño Peppers, and Yellow Squash are currently in season from Pennsylvania and New Jersey. Expect strong local supply throughout the summer months.

Lady Moon Farms has begun harvesting **Organic Zucchini** with strong numbers.



OG LETTUCE

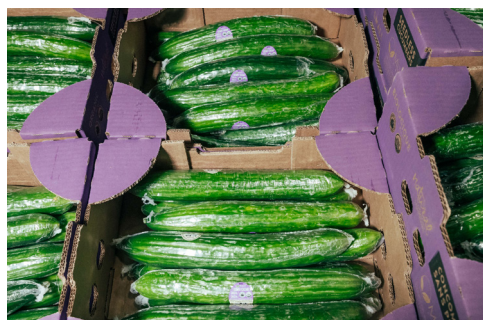
LOCAL Organic Leaf and Romaine Lettuce growing regions have moved to New York and Vermont. In addition, the Quebec season has begun, and availability will remain strong throughout the remainder of summer.

Organic Romaine Hearts and Iceberg Lettuce remain in steady supply from California and Quebec. Promotional opportunities in late July and early August will be available.



OG KIWIFRUIT

Zespri **Organic Green** and **SunGold Kiwifruit** from New Zealand will be available in good supplies for the month of July! Look to promote volume filled and clamshell options!



OG HOthouse CUCUMBERS

Organic Euro Seedless Cucumbers will be promotable for mid to late July out of Canada and Mexico. Quality is outstanding.

Organic Mini Seedless Cucumbers in trays and bags have firmed and there is a spike in pricing out of Canada.



OG FIGS

Organic Black Mission Figs from California will be available until the end of July. Then, California will gap for a few weeks before supplies return to finish out the summer and into fall.



OG HASS AVOCADOS

Organic Hass Avocado volumes have rebounded just a bit from Mexico as growers began to harvest "Flora Loca" season fruit.

Small amounts of Peru and California **Organic Hass Avocados** are available in the marketplace.



OG PEPPERS

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



OG GREEN BEANS

LOCAL Pennsylvania grown Organic Green Beans have begun harvesting, and volumes are growing quickly. Expect consistent supplies from local growers through the remainder of the summer. As July continues, prices are expected to improve.



OG GRAPES

We should be fully transitioned to California **Organic Grapes** by late July with fresh crop sizing XL for the start of the season!



OG ASPARAGUS

Organic Asparagus prices are expected to rise until Mexico really starts to ramp up again later in July and has the volume to drop the market.



OG PINEAPPLES

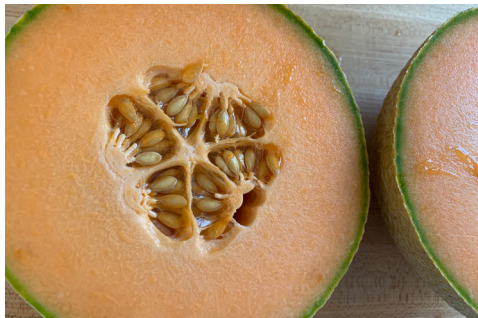
Organic Pineapple supplies are promotable from Costa Rica. Quality has been good. Volumes should be steady for July.



OG BROCCOLI

Organic Broccoli from California continues to experience improved volumes and strong quality. Pricing has improved as volumes increased.

Organic Broccoli Crowns supplies remain steady, but volumes are limited with elevated prices in comparison to bunched **Organic Broccoli**.



OG MELONS

Organic Cantaloupes and **Honeydews** are available out of Central California with excellent quality and supply to kick the season off.

Organic Seedless Watermelons are in season out of California. Quality has been excellent and volume will be steady overall.

Organic Mini Seedless Watermelons will be available out of California and Arizona. Quality has looked excellent.



OG ONIONS

LOCAL Organic PA Candy Sweet Onions, in jumbo and medium sizes, are now in season! Quality out of the gate is looking very sharp.

LOCAL Organic Red Onions from Lancaster County, PA grower, Christ King, will also be coming into season soon.

OTHER STORIES

- **NOTE: Organic Celery** conditions from California remain difficult in mid-July. Expect pricing to be elevated with subpar quality for most of July, but improvements appear to be on the horizon. If growing conditions continue to improve, August will have better availability and prices.

- **Organic Hard Squash** will be a bit tighter as we transition between growing regions within Mexico. We expect to be fully transitioned into the new crop Mexican summer **Organic Hard Squash** program by the end of the month. There will also be some California **Organic Hard Squash** available in August, so this tight supply will be short-lived.



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.



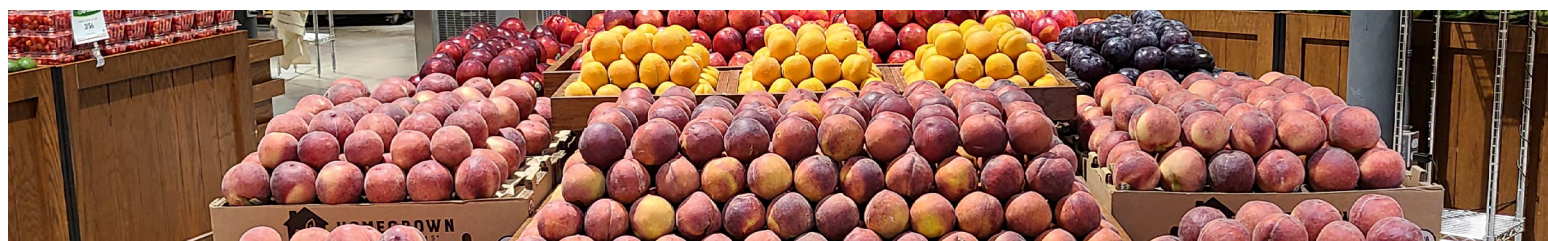
- Cull stone fruit often during each day to insure freshness. Remove any bruised or over-ripe fruit.

- 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



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 of 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)

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!

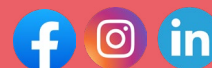
<https://www.stemilt.com/university/>

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



PHONE: 1.800.422.8384

| www.fsproduce.com



SPECIALTY MELONS

These melon varieties, with interesting flavors from around the globe, are in peak season from Arizona and California from June through September!

VARIETAL MELONS CAN BE SOLD BY THE EACH OR BY THE POUND.
FOR ORGANIC, THERE IS A "9" BEFORE THE PLU.

GALIA



PLU: 4326
ROUND SHAPE,
RICH AROMA,
SWEET MELON FLAVOR

ORANGE FLESH HONEYDEW



PLU: 4327
THIN SKIN,
CREAMY FLESH

CANARY



PLU: 4317
FIRM,
LIGHT-GREEN FLESH,
SWEET AROMA

CRENSHAW



PLU: 4322
RICH, GOLDEN-PINK
FLESH, PERSIAN
MELON FLAVORS

SUGAR KISS MELON



UPC: 8 57420 00615 1
SUPER SWEET,
SOFT, ENJOYABLE
EATING EXPERIENCE

SUMMER KISS MELON



UPC: 8 57470 00613 7
SWEET BUT NOT
OVERBEARING,
MELLOW, AND CREAMY

TUSCAN-STYLE CANTALOUPE



UPC: 8 27575 30000 3
RICH, BRILLIANT
ORANGE COLOR,
"JUST RIGHT" SWEETNESS

HAMI/HONEY KISS MELON



HAMI
PLU: 4375
HONEY KISS
PLU: 3623
UPC: 8 57470 00618 2
SWEET & CRISP,
CHINESE STYLE
CANTALOUPE

CONVENTIONAL MARKET NEWS

JULY 14 - JULY 21, 2023

ABUNDANT WASHINGTON CHERRIES



GOOD NEWS! Washington **Dark Sweet Cherries** continue in peak season with great supply!

Growers have an abundance of high-quality fruit coming and will be relying on retailers to promote all the volume.

Kyle's Pick Dark Sweet Cherries from Stemilt have been very nice.

Keep an eye out for spot buys, and in-store specials and ads are encouraged.

Rainier Cherries are available through July, but will be winding down in volume.

OUTLOOK:

A Half Mile Closer to the Moon® Cherries will begin in August and last through the month



CV STONE FRUIT

LOCAL **Peaches** from New Jersey and Pennsylvania are in season! Excellent supplies are expected with large fruit prevailing.

"Peach Pie" Peaches and **Donut Peaches** from Family Tree Farms continue in season. **"Midnight Rose"** and **"Crimson Rose" Apriums** will be available in mid-July.

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

Verry Cherry Plum supplies are expected to be steady through mid-August!

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



CV BERRIES

LOCAL Driscoll's late season New Jersey grown **"Sweetest Batch Limited Edition" Blueberries** have arrived, and fruit is looking and tasting outstanding!

Other **LOCAL** New Jersey growers are finishing up. Fruit is still eating well but the fields are finishing quickly.

West Coast **Blueberry** prices continue to be promotable as we begin to transition to the Pacific Northwest deal. Early arrivals have looked very nice and eat well.

Strawberry prices and harvests remain steady out of Salinas, California with nice quality.

Blackberry prices will continue to be promotable out of California. A small amount of local fruit is available but should finish in late July. Quality has been exceptional from both regions.

Raspberries continue to be limited with high pricing. California production remains light, but more growers have started, leading to a little more supply. Expect harvests to remain limited through July.



CV MELONS

Seedless Watermelon prices have come down as new fields begin production. North Carolina, South Carolina, and **LOCAL** Maryland **Watermelons** have started. 60ct sizes are more promotable right now as fruit is sizing smaller. Quality has been looking excellent.

LOCAL Delaware and Pennsylvania **Watermelons** are expected to start by the end of the month.

Cantaloupes and **Honeydews** are ramping up! We will continue to have good supply on 9ct **Cantaloupes** and 5ct and 6ct **Honeydews**.

Bin Cantaloupes are available from North Carolina with steady volumes.

Be sure to add these in-season **Varietal Melons**:

- **Tuscan-style Cantaloupes**
- **Sugar Kiss & Summer Kiss**
- **Orange Honeydews**
- **Canary**
- **Galia**
- **Golden Honeydews**
- **Golden Hami & Hami Melons**



CV PINEAPPLES

Pineapple supplies will remain tight for the rest of the summer. Pricing has jumped considerably.

Del Monte's **HoneyGlow Pineapples** and Dole's **Golden Selection Pineapples** will be extremely limited through August.



CV CUCUMBERS

Super Select Cucumbers are seeing a wide range in pricing. **LOCAL** New Jersey and Pennsylvania are seeing high demand and lower yields, but remain hopeful on future crops coming in with stronger harvests.

12ct **Euro Seedless Cucumber** prices are unexpectedly increasing in price. Quality continues to be great.



CV HASS AVOCADOS

Hass Avocado supplies are a little steadier with 60ct and smaller fruit being most prevalent. 48ct fruit and larger are still commanding higher pricing.

Peru and Columbia offer some cheaper pricing, but volumes there are more limited than years past.



CV GRAPES

Grapes are beginning to transition with Mexico dealing on almost all sizes and colors to close out their season, as California gets started with fresh crops from Bakersfield and San Joaquin Valley. Expect firm prices and larger fruit.



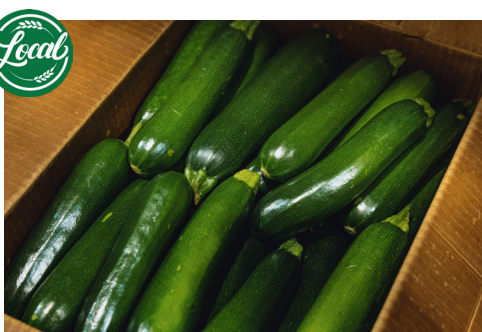
CV SWEET CORN

LOCAL Sweet Corn prices continue to come down. Bins and crates will be readily available and promotable out of New Jersey, Delaware, and Pennsylvania for the remainder of July.



CV EGGPLANT

LOCAL Eggplant is struggling to get started out of New Jersey with lower yields than expected. Prices are higher, but this should be short-lived.



CV LOCAL VEG

LOCAL Baby Bok Choy, Bok Choy, Napa Cabbage, Green Cabbage, Green Squash, Yellow Squash, and Green Peppers are in peak season out of Pennsylvania and New Jersey. Availability fluctuates as both regions experience hot weather accompanied with little to no rain, or nonstop rain!



CV PEPPERS

LOCAL Jumbo Green Bell Peppers are now primarily out of New Jersey. Pricing is expected to hold steady.

11lb **Red, Yellow, and Orange Hothouse Bell Peppers** continue to be in good supply and promotable heading into August.



CV FIGS

Black Mission Figs from California will continue into late July. Then, there will be a gap on fruit at the end of the month before more returns in August from California.



CV KIWIFRUIT

Zespri **Green** and **SunGold** Kiwifruit supplies are in full swing from New Zealand! Make sure you have both varieties available in your sets.



CV GREEN BEANS

Green Bean prices have dropped as we kick off the **LOCAL** season out of Pennsylvania. Quality is beautiful.



CV ASPARAGUS

Asparagus prices remain high as Peru continues to be challenged with low yields and Mexico can't keep up with demand. High prices are expected to continue through the end of July.



CV MANGOS

The "**Pango Mango**" label from Puerto Rico remains available in a 9ct carton through July.

Round Mango supplies are ample out of Mexico. Promotable pricing continues on the 10ct and 12ct sizing, while larger sizing has been more expensive.

Ataulfo Honey Mangos supplies are tightening and will wind down by the end of July. Expect limited fruit for the duration of the season. Pricing will be higher as well.



CV TOMATOES

Vine Ripe Tomato availability has been a struggle with East Coast growers seeing limited yields. **LOCAL** 25lb **Jumbo Tomatoes** have been our main supply out of Delaware. North Carolina has been struggling to keep up with any demand.

Roma Tomatoes are unexpectedly gapping as North Carolina is struggling due to rain. **LOCAL Roma Tomatoes** should start here in mid to late July.

Cluster Tomato prices are trending upwards. Supplies have been mainly out of Canada. **Beefsteak Tomato** prices have increased as with reduced availability out of Canada.

Hothouse Heirloom Tomatoes have been steady out of Canada. **LOCAL Field-grown Heirloom Tomatoes** are still delayed and are not expected until the end of July or early August.



CV CITRUS

Import **Mandarins** are in good supply for now, but expect market changes due to weather effects in multiple regions.

The **Grapefruit** crop remains strong with great quality and promotable pricing as many shippers are looking to push product! **Star Ruby Grapefruit** from California will be available through the end of July.

Lemons prices are up with quality being spotty. Both bagged **Lemons** and choice **Lemons** remain in good supply, while fancy fruit has become hard to procure. **Lime** prices will continue to rise into August due to heat that's causing quality issues.

Navel Orange prices are firm with large and fancy fruit remaining as this season is coming to an end out of California. We are offering import fruit at promotable pricing with outstanding quality on 56ct and 9/3lb bags. **Cara Cara Oranges** are also available in 56/64ct and 9/3lb bags.

OTHER STORIES

• **LOCAL** 10/5lb **White** and **Red Potatoes** will be ready to start in late July. Pricing will be attractive out of the gate on the New Jersey **Whites**.

• **Hard Squash** has gotten a little tighter across the board. **Spaghetti Squash** is more limited than **Acorn** and **Butternut**. Late July should be in a little better supply as more Eastern growers get going out of North Carolina and New Jersey.

• **LOCAL** Pennsylvania **Hard Squash** is a bit behind schedule with the dry weather we had in

June, so harvests are not expected to start until the 2nd week of September (which is about 3 weeks later than normal).

• North Carolina **Sweet Potato** prices are increasing a bit with shorter supplies as growers try to stretch their product through to new crop.

• **Red Skin/White Flesh Dragon Fruit** will be available in limited quantities along with some **Yellow Skin/White Flesh** fruit from Ecuador. Florida will also have some limited availability on red flesh fruit.

• **Rambutan** will be available in 5lb bulk cases from Mexico and Guatemala for the end of July.

• **Passion Fruit** will be steady through July from Florida.

• **Pomegranates** are steady from Peru in a 10ct single layer pack.