

ORGANIC MARKET NEWS



AUGUST 1 - AUGUST 8, 2025

OUTSTANDING ORGANIC PEACHES & NECTARINES



GOOD NEWS! California and Washington **Organic White and Yellow Peaches, Nectarines**, and both **Red and Black Plums** remain in peak season with excellent, promotable supply. Strong availability and quality are expected to hold through much of August.

Eastern **Organic Peaches** are currently in a short production gap. We expect to see another round of varieties become available in late August before the season comes to a close.

Organic Cherries remain plentiful at the start of August but are expected to finish abruptly within the first half of the month. Take advantage of current supplies now before the season ends.

Organic Pluots are beginning to wind down and sell out during August.

Organic Apricots will wrap up for the season during early to the middle of August. Now is the time to capture remaining volume before availability drops off completely.



OG MELONS

GOOD NEWS! **Organic Cantaloupes and Honeydews** out of California are in abundant supply with attractive pricing. Satellite displays are recommended to help drive summer sales.

GOOD NEWS! **Organic Black Gem Watermelons**, including the Yumi brand, are back with stunning appearance and outstanding flavor from California and Washington.

NOTE: **Organic Seeded Watermelons** remain virtually unavailable until more seedless fields mature in August.

Organic Seedless Mini Watermelons are steady out of California and the Carolinas, with California fruit showing high sugar content.

Organic Seeded Mini Watermelons will return for early August with new crop out of North Carolina.



OG BERRIES

GOOD NEWS! **Organic Blueberries** are promotable with strong supply from Washington as Oregon slows. Quality continues to be excellent.

Organic Raspberries remain steady from California. Slight price increases expected as harvests slow slightly.

Organic Strawberries are slowing down from California with lower volume and rising prices. Quality remains nice with minor bruising seen on late summer fruit.

Organic Blackberries remain steady from California with excellent quality and some of the best eating fruit of the year.



OG TOMATOES

GOOD NEWS! **LOCAL Organic Roma Tomatoes** are promotable from King Family Farms in Lancaster County, Pennsylvania. High heat is bringing on strong volume and quality remains excellent.

GOOD NEWS! **LOCAL Organic Snacking Tomatoes** from Lady Moon Farms in Pennsylvania are promotable with increasing harvests and strong quality. **Organic Cherry, Grape, and Rainbow Cherry Tomatoes** are available with promotable volume.

NOTE: **Organic Beefsteak Tomatoes** are very limited out of Canada greenhouses due to heat and replanting.

GOOD NEWS! **LOCAL PA Organic Vine Ripened Round and Heirloom Tomatoes** are a great replacement with strong supply and excellent quality.



OG PEARS

GOOD NEWS! A good crop of California **Organic Bartlett Pears** is now available in bulk and retail pouches, with solid volume and promotable quality. We expect a good transition into an excellent Washington crop in early September.

California **Organic Bosc Pears** are set to begin shipping in early to mid-August. The crop will be limited.



OG GRAPES

GOOD NEWS! Strong supply of new crop **Organic Grapes** out of California.

Organic Green Grapes are coming on faster and stronger than **Organic Red Grapes**, allowing for more promotable pricing on **Organic Green Grapes** throughout August. Quality has been good on all colors.



OG SPECIALTY GRAPES

August is prime time for **Organic Specialty Grapes** including:

16/1lb **OG Champagne Grapes** (43725)

10/1lb **OG Candy Snap Grapes** (232213)

20/1lb **OG Thomcord Grapes** (43573)



OG FIGS

Peak season California **Organic Fresh Figs** are heating up with steady supply of both **Organic Brown** and **Black Figs** expected through August in 12/8 oz packs on both.



OG MANDARINS

GOOD NEWS! Excellent tasting **Organic Mandarins** from South Africa are now available in a 12/2 lb bagged option. A standout item to help separate your shelf from the competition.



OG ARTICHOKEs

GOOD NEWS! **Organic Artichokes** from California continue strong summer production into August. Affordable pricing paired with excellent quality and availability make this a promotable item.



OG PEPPERS

GOOD NEWS! LOCAL Organic Green Bell and Jalapeño Peppers remain promotable with great quality from Pennsylvania and New Jersey. **LOCAL Organic Long Hot and Poblano Peppers** are also available from Flaim Farms in New Jersey.

NOTE: **Organic Color Bell Peppers** from Canada and Holland remain available. The expensive pricing on **Organic Red** and **Yellow Bell Peppers** has eased slightly. **Organic Orange Bell Peppers** remain limited. Quality has been excellent.



OG BROCCOLI

Organic Broccoli from California begins August with overall favorable conditions. While some growers face reduced output, quality remains high. Strong availability led to promotable pricing in late July, though pricing is expected to rise slightly as grower volumes adjust.



OG HARD SQUASH

Central PA Produce will expand their new crop **LOCAL Organic Hard Squash** offerings in early August; **Organic Acorn, Kabocha, Delicata, and Spaghetti Squash** will all be available.

Organic Butternut Squash is still arriving from Mexico but will switch to **LOCAL PA** grown with mid-August arrivals.



OG ONIONS

GOOD NEWS! LOCAL Bulk **Organic Candy Sweet Onions** continue from Christ King in Lancaster County, PA.

Samuel Stoltzfus is in with **LOCAL** PA grown jumbo and medium **Organic Red Onions** in the Eagle Shadow Farms label.

The first of the new crop **Organic Shallots** will arrive around 8/7 from Peri & Sons out of California. This will include the 12/10 oz biodegradable trays (229215) and the 5 lb bulk (226617).



OG TROPICALS

ALERT! Organic Pineapples will be very tight for the month of August. The month begins with no **Organic Pineapples** available in any size. Overall volume is trending lower, and pricing remains high due to low conventional availability and organic substitution. Market relief may come mid-August as demand cools or more fields open.

Organic Magenta Dragon Fruit will be available in 10 lb cartons around August 7 from Frieda's.

Organic Jackfruit is available in limited supply from Florida, and **Organic Mamey** and **Organic Sapodilla** are also available from Florida now.

- **Organic Brussels Sprouts** from Mexico remain readily available into early August. Pricing is beginning to increase, but quality has held steady throughout the summer. **Organic Brussels Sprouts** 1lb mesh bags will remain available with consistent quality.

- We will transition to new crop California **Organic Green Beans** for the beginning of August.

- **NOTE: Organic Lacinato Kale** is tight for early August due to slowed growth from hot weather.



OG WARM VEG

LOCAL Organic Eggplant is steady from Lady Moon Farms in Pennsylvania.

LOCAL Organic Graffiti, Organic Fairytale, and Organic Sicilian Eggplants are available from Flaim Farms in New Jersey.

LOCAL Organic Cucumbers are in season with strong volume from Lady Moon Farms in Chambersburg, Pennsylvania, but will wind down quicker than expected in August. New Jersey product will be available.



OG LETTUCE

GOOD NEWS! Organic Lettuce production from Quebec continues to be strong in early August with excellent quality, consistent availability, and promotable pricing. Look for deals on **Organic Romaine, Green Leaf, and Red Leaf Lettuce**.

California also provides supplemental **Organic Lettuce** supply, though with higher pricing.

Organic Romaine Hearts out of California will begin tightening in August and pricing is expected to rise sharply. Quebec volume will be key to supporting demand as California availability decreases.

OTHER STORIES

- **GOOD NEWS! Organic Celery** from California remains very promotable to begin August. Strong summer production, favorable quality, and affordable pricing support continued promotional opportunities.

- **GOOD NEWS! Organic Celery Hearts** are also in plentiful supply and should be priced promotably to drive movement. Conditions are expected to shift later in August, so now is the time to push volume while markets remain favorable.



OG AVOCADOS

Mexican **Organic Hass Avocados** remain in good supply as the "Flor Loca" season progresses. 60 ct fruit is tight with sizing trending toward 48 ct. Push 48 ct where possible.

Four Seasons is now offering Fair Trade **Organic Hass Avocados** from Calavo, in a separate code from regular fruit. These make a positive impact for growers and workers.

NOTE: Fruit is hard and green for the current new crop. If you need ripe fruit, order from our Pre-Conditioned lines.



OG KIWIFRUIT

GOOD NEWS! The Zespri **Kiwifruit** Promo and Display Contest kicks off in August!

Organic Green and **SunGold Kiwifruit** from Zespri are in steady supply with excellent quality. Be sure to promote both clamshell and loose fruit all month long. Point of Sale materials are available, ask your Four Seasons Sales Rep!

- **Organic Parsnips** are back in stock.

- **Organic Specialty** and **Ataulfo Honey Mangos** will be winding down, though **Organic Round Mangos** will continue a few more weeks.

CONVENTIONAL MARKET NEWS

AUGUST 1 - AUGUST 8, 2025

NEW ZEALAND KIWIFRUIT PROMOTIONS



GOOD NEWS! It's time! One of the most popular promos of the year kicks off in August, the Zespri New Zealand **Kiwifruit** Promo and Display Contest has officially begun.

Both **Green** and **SunGold Kiwifruit** are in steady supply, with promotional opportunities available across clamshell and bulk offerings. Quality is excellent!

Connect with your Four Seasons Sales Rep for contest details and point-of-sale materials to help build your best display yet!



CV MELONS

GOOD NEWS! Honeydews and Cantaloupes are a strong promotional items heading into August, with excellent volume out of California. Quality and flavor is excellent!

We currently have a wide range of varietal melons available including **Tuscans**, **Golden Dews**, **Orange Dews**, **Canary**, **Galia**, **Golden Hami**, and **Lemon Drop Melons**. Now is a great time to feature a mixed melon display and drive incremental sales through variety and visual appeal.

Seedless Watermelons continue shipping steadily out of the Eastern Shore with minimal loading issues. There's an abundance of 60 ct fruit in the market, while 45s are more limited.

Seeded Watermelons are in season out of both the Carolinas and **LOCAL** Delaware, with recent quality out of Delaware described as phenomenal.

Mini Seedless Watermelons are arriving from Indiana, California, and the Carolinas. Indiana-grown fruit in particular has shown ideal quality so far this season.



CV STONE FRUIT

GOOD NEWS! Peak season **LOCAL** and California free-stone variety **Peaches** and **Nectarines** are in great supply and quality.

California-grown **White and Yellow (Peach Pie) Donut Peaches** are also back in stock.

Washington **Apricots** are expected to wrap up for the season by late August. In the meantime, excellent supplies of beautiful fruit are available, offering a strong close to the season with high-quality options still moving well at retail.

August signals the arrival of Pacific Northwest **Prune Plums**, available in both bulk and pouch bag formats.

Cherry prices are inching up as shippers begin to slow down for the season. Excellent quality remains, and harvests will continue from high-elevation orchards. Washington **Rainier Cherries** will wrap up at the start of August.



CV BERRIES

GOOD NEWS! **Blueberries** remain in a highly promotable position with abundant supplies out of both the Pacific Northwest and Michigan. Promote!

GOOD NEWS! **Strawberries** continue to be a strong promotional item as California fields push heavy volume. Quality has been very nice, and pricing remains aggressive, creating an excellent opportunity to drive sales while the pricing remains favorable.

Raspberry production has begun to level off, with harvests slowing, quality has been consistently strong, with flavorful fruit and solid pack-outs.

Blackberry supplies out of New Jersey are expected to wrap up over the start of August. Quality has remained very nice overall, with strong flavor and good sizing.



CV ASPARAGUS

ALERT! Asparagus pricing remains elevated, with overall volume down roughly 30% from levels seen just a few weeks ago. Volume out of Mexico is currently limited. Sizing continues to skew small, with Jumbo and Large sizes particularly scarce.

High temperatures in Southern Baja reaching up to 103°F are contributing to yield reductions and further pressuring sizing. Pricing relief is anticipated around mid-August, but expect continued volatility until then.



CV EGGPLANT

GOOD NEWS! LOCAL Eggplant supplies are becoming increasingly abundant out of New Jersey, with additional volume beginning to come on from Pennsylvania as well. Prices are trending downward as supply improves, offering a good window for promotion.

Of particular note are the specialty varieties from LOCAL Flaim Farms in New Jersey; **Fairytale**, **Graffiti**, and **Sicilian Eggplants**, all showing excellent quality and strong visual appeal.



CV SUMMER CITRUS

Summer Import Citrus programs remain strong with good supply on **Navels**, **Cara Caras**, **Mandarins**, **Minneolas**, and **Tangerines** out of South America.

As we approach back-to-school season, be sure to include bagged **Navels** and **Mandarins** in your displays for lunchbox appeal.



CV MANGOS

The Mexican **Mango** season is also beginning to wind down. **Kent** and **Keitt Mango** varieties are the primary varieties available now. These late-season **Mangos** are allowed to hang on the tree longer, giving them an extended ripening period. Flavor is exceptional.

NOTE: Champagne Ataulfo Honey Mangos are expected to finish by the end of July, and **Ataulfo Honey Mangos** in general will become scarce during early August before wrapping up entirely for the season shortly thereafter.



CV GRAPES

GOOD NEWS! California **Grapes** are now in peak season for August through October. **Grape** movement remains slow industry-wide, leading some shippers to sell under market to move product.

As we enter August, more proprietary varieties in **Red**, **Green**, and **Black Grapes** will begin to enter the mix. Supply will continue to build, and we expect prices to gradually decline as more volume comes online.

Gum Drops, **Cotton Candy**, and **Thomcord Grapes** are in season for August.



CV FIGS

California **Figs** are in full swing with steady harvests underway for both **Brown** and **Black** varieties. Supplies should remain consistent throughout August, and Four Seasons is stocking 12/8 oz packs of both types as availability allows.



CV SWEET PEPPERS

Hothouse Color Bell Peppers remain readily available out of Canada with steady supplies across all three colors. Demand has remained strong, keeping pricing elevated, but quality has continued to impress week after week.

NOTE: Field-grown **Red Peppers**, however, are in very short supply as California transitions into new fields. Weather-related delays have pushed harvests back, resulting in significant shortages, particularly on 15 lb La Rouge and 25 lb Choice **Red Peppers**.



CV LETTUCE

Quebec grown **Lettuce** remains in ideal condition into August, while California production begins to show signs of decline.

Romaine Hearts and **Iceberg** out of Canada are holding strong in both quality and volume. Expect pricing to rise slightly due to tighter West Coast supplies.

Green Leaf, **Red Leaf**, and **Romaine** remain consistently available from both regions.



CV SQUASH

GOOD NEWS! **Green** and **Yellow Squash** are in excellent supply from both LOCAL New Jersey and Pennsylvania farms. After weeks of pressure from heavy rain, quality has improved significantly thanks to drier weather, and prices are continuing to soften as a result. This is a great time to promote locally grown **Squash** while freshness and flavor are peaking.



CV TROPICALS

Yellow Dragon Fruit (Pitahaya) supplies are looking strong as we move into August, with both red skin/white flesh and yellow skin/white flesh varieties available. However, reports suggest supplies could tighten significantly by mid-month, so plan promotions accordingly.

Passion Fruit and **Star Fruit** are back from Florida and available for the summer! Both add great variety and tropical appeal to your specialty fruit sets.



CV PEARS

GOOD NEWS! California **Bartlett Pears** are in full production, offering a solid mix of large bulk fruit, smaller value sizes, and bagged options to promote. We will remain in California through late August before transitioning into Washington fruit in early September.

Now is a great time to build displays around this versatile, high-quality **Pear** while availability is strong across all packs. **Starkrimson Red Pears** are also in season.

California **Bosc Pears**, by contrast, remain in limited supply and are expected to stay that way until Washington begins harvesting toward the end of September. Expect continued tight conditions for several more weeks.

ALERT! **Pineapple** supplies will be very tight heading into August. Expect higher prices and potential pro-rates on orders, especially on the popular 6ct and 7 ct sizes. The 6 ct fruit in particular is the most limited. Consider shifting some displays to 8ct sizes in the interim to maintain in-stock conditions.



CV SWEETEST BATCH

Driscoll's Sweetest Batch Blueberries are expected to remain available from New Jersey through the start of August before we see a brief gap, as we wait for new Peruvian supplies to begin arriving.

Driscoll's Sweetest Batch Raspberries and Strawberries continue in season from California.

Driscoll's Sweetest Batch Blackberries are expected back in light volume during early August.



CV CAULIFLOWER & BROCCOLI

GOOD NEWS! California **Cauliflower** continues to yield excellent quality and promotable pricing. Additional volume from Maine adds to the availability.

Broccoli volume is ramping up out of Maine, bringing improved costs and strong quality. California continues to provide secondary supply, though pricing varies due to inconsistent growing conditions. Combined production should create favorable conditions into early August.

OTHER STORIES

GOOD NEWS! California **Celery** remains in steady supply with strong quality and low costs. With aggressive pricing and promotable volume, now's a great time to support with promos and push volume.

West Coast **Brussels Sprouts** are still facing limited supplies, but pricing has started to ease. While prices remain above average, early August is showing more favorable trends as volume improves.



CV AVOCADOS

Hass Avocados from Mexico continue to see downward pressure on pricing as the Flor Loca crop brings in strong volumes. The current size curve is weighted heavily toward 48s, with 60s not far behind.

Remember that "Flor Loca" **Avocados** tends to be firmer and greener and will require more effort in ripening and pre-conditioning. Limited supplies of Peruvian fruit are still available, but this program is quickly winding down.



CV TOMATOES

GOOD NEWS! LOCAL Heirloom Tomatoes out of Cedar Meadow Farms in Lancaster County, PA, remain a bright spot, with promotable volumes and excellent quality. The recent stretch of hot weather has helped push strong production, and we recommend continuing to feature these beautiful **LOCAL Tomatoes** prominently while the season is in peak.

NOTE: LOCAL Round Tomatoes continue to face some challenges, with availability and quality still fluctuating due to recent heavy rainfall and high temperatures. Growers are optimistic that new plantings will bring improvements as we move into August, but conditions remain variable for the time being.

Snacking Tomatoes remain in good supply with stable pricing overall. **Grape Tomatoes** are seeing slightly lower pricing in early August, while **Cocktail, Cherry, and Medley Tomatoes** continue to hold steady in both volume and cost.

GOOD NEWS! Artichokes will remain readily available as we head into August. Quality continues to impress out of California, with aggressive pricing through mid-month. Take advantage of promotional conditions and expand displays to drive incremental sales.

NOTE: Little Leaf is expecting reduced yields for August in the greenhouses impacting their **Red Leaf** and **Spring Mix** SKUs. Expects some prorates and occasional out-of-stocks.



ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 4 - AUGUST 31, 2025

Back for the 10th straight year, our annual Four Seasons Produce/Zespri Kiwifruit Display Contest always strikes “gold”, while putting “green” into the registers. Green and SunGold varieties, both conventional and organic, are now very promotable with outstanding eating quality. What a “golden” opportunity to boost the tropical category sales in your department with this fun display contest! It’s time to get the kiwi kapers started, get creative, and make kiwi the centerpieces of your next awesome display!

DISPLAY CONTEST CRITERIA:

- Build an amazing Kiwi display that any Kiwi Bird would be proud of! ALL fruit **MUST** be purchased from Four Seasons Produce. We will have both conventional and organic bulk and packaged Kiwi available. All codes for product and point of sale are listed on page 2.
- Both **Green AND SunGold Kiwi** must be in your display in order to qualify for entry.
- Utilize the high-graphic Zespri bins, boxes, and point of sale signage in your displays. Point of sale signs will be available through your Four Seasons Sales Rep or Merchandiser. These Zespri bins will look great anywhere in your department and store. We have some new razor sharp display bins available for this year’s contest. See page 2 for details.
- All displays must remain up for a **minimum of 1 week**.
- Email your display contest entry photos to contests@fsproduce.com by **September 4, 2025**.



FOR MORE DISPLAY TIPS AND IDEAS,
PLEASE CONTACT YOUR FOUR SEASONS SALES REP OR MERCHANDISER!

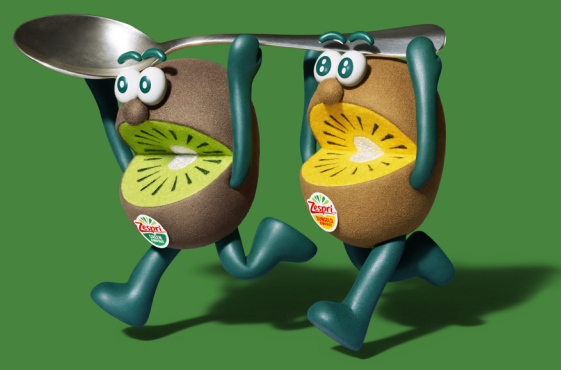
FOR MORE INFORMATION ON ZESPRI KIWIFRUIT, OR FOR COOL
DOWNLOADABLE RECIPES FOR YOUR CUSTOMERS, PLEASE VISIT: WWW.ZESPRI.COM



PHONE: 1.800.422.8384

| www.fsproduce.com





ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 4 - AUGUST 31, 2025

DISPLAY CONTEST PRIZES:

(displays will be judged on overall eye appeal, use of Zespri POS, and meeting all display contest criteria)

Most Creative Display:

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

Best All Organic:

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

Entry Prize

EVERY CONTEST ENTRY WILL
RECEIVE A SUPER COOL
ZESPRI SUNGOLD KIWI
T-SHIRT JUST FOR ENTERING!

Best Small Store Display:

(3 registers or less)

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

Largest Display:

(4 registers or more)

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



CV:

228266 CV Kiwi NZL 36 sz 102 ct Volume Filled
225074 CV Kiwi 12/1 lb Zespri Clamshell
224710 CV Kiwi SunGold NZL 13 lb 27 sz 44 ct
224712 CV Kiwi SunGold 8/1 lb Clamshell

OG:

228305 OG Kiwi 36-39 sz 102/115 ct Volume Filled
225078 OG Kiwi 12/1 lb Zespri Clamshell
208486 OG Kiwi SunGold 13 lb 22/25 sz 37/41 ct
224713 OG Kiwi SunGold 8/1 lb Clamshell

POS Material Codes (**while supplies last**):

225669 POS Display Bin 1 ea Zespri
231310 POS Display Bin SunGold OG 1 ea Zespri
228487 POS Display Bin SunGold 1 ea Zespri
228488 POS Display Box Formed GreenKi 1 ea Zespri
221149 POS Display Box Formed SunGold 1 ea Zespri
240106 POS Kiwi SunGold Promo Tower 1 ea
245273 POS Display Bin Small SunGold 1 ea Zespri Hexagon
245272 POS Display Bin Small Green 1 ea Zespri Hexagon

PRODUCT CODES:



PHONE: 1.800.422.8384

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INSPIRATION CORNER





EST 1996 | CALIFORNIA

All Natural Wow!®

News Drops

July, 2025 | Version 25.1

Sweet News for Summer 2025 – Drive Sales, Simplify SKUs, and Delight Shoppers with Gum Drops®.



Capitalize on Peak Demand — Make Room for Gum Drops Now.

Shoppers are in peak summer fruit-buying mode and Grapery is back in season with the sweet, surprising standout they've been waiting for: **Gum Drops**. With bold flavor, strong brand recognition, and devoted fan following, **Gum Drops** are primed to drive premium sales and repeat purchases.

Don't miss your window.

Cross-purchasing between cherries and grapes is at its highest right now. A **secondary Gum Drops display near your cherry set** captures attention, boosts engagement, and increases basket size. This is the moment to turn casual shoppers into raving fans.

Act Fast!

Gum Drops are here now, and **Cotton Candy™** and **Tear Drops®** are just around the corner. Early buyers of Gum Drops are your most likely Cotton Candy superfans. Stocking up today ensures you're building anticipation – and loyalty – for what's next.



Product Spotlight: Gum Drops Deliver Big Flavor.

At Grapery, flavor is everything. We breed, grow, and hand-harvest grapes with one goal: to deliver unforgettable WOW flavor and our Gum Drops are no exception.

Picked at a minimum of 21 brix, Gum Drops may be small in size, but they pack a powerful flavor punch. In a market crowded with year-round offerings and inconsistent quality, Grapery stands out as the go-to solution for retailers and consumers alike.

Here's why Gum Drops are a win for your produce department:

- **Flavor Shoppers Crave** – Grapery's version of Skittles, Gum Drops are instantly recognizable to flavor-seeking shoppers. The name alone signals taste you can trust and data shows consumers are happy to pay a premium for it.
- **Simplified SKU Management** – With one clear, compelling brand for candy grapes, you will reduce clutter and complexity at the POS. Fewer SKUs, less confusion, and better inventory control.
- **A Brand Consumers Seek Out** – Grapery's iconic packaging and strong brand loyalty bring shoppers back again and again. When featured in high-traffic areas like front-of-store displays Gum Drops drive incremental purchases and higher basket rings.



Category Update: A Unique Start to the Season

It's been an unusual beginning to the California grape season. With Mexican fruit lingering in the market and California fruit arriving slowly, the landscape is still evolving. Cooler-than-usual temperatures in the Central Valley are delaying the full flavor development of some heat-loving varieties like Cotton Candy™. But here's the good news: while Cotton Candy™ ripens to perfection, another fan favorite is ready to shine—**Gum Drops**.

Consumer Buzz: What Shoppers are Saying...

"I just have to tell you that the Gum Drop grapes are THE BEST grapes I've ever eaten in my life."

"As someone who worked in the food biz for over 30 years, I have to say that 'All Natural Wow' is an understatement. Damn, they're great!"

"We cannot stop eating them. They are the sweetest, best-flavored grapes we have ever tasted."

"I rarely reach out to producers, but you have amazing food. Thank you!!!"

Your customers are not just buying grapes – they're buying joy. When you carry Gum Drops, you're delivering a product that builds loyalty, repeat purchases, and word-of-mouth excitement.

IN SEASON NOW!

CODE: 225809

CV Grapes Gum Drops 16 lb

PLU: 3907

Let's Make This Season Profitable!

With high-margin grapes, simplified SKU management, and proven shopper demand, **Gum Drops** are a powerful tool to drive category performance and boost your bottom line.

- This is just the beginning with **more Grapery favorites are on the way**. Each variety brings unique flavor, loyal fans, and new opportunities to maximize sales. **The more Grapery varieties you carry, the more profitable your grape season becomes.**
- We're here to help you move volume faster, keep your customers coming back, and build sustained momentum all season long.

Stay tuned for more Grapery News Drops and let's make this your most successful grape season yet.

get your
green
on



big butter!

+ big butter is kind of a BIG deal - buttery texture and delightfully sweet!

+ This plantpack™ uses
30% less plastic
and is 100% paper recyclable

+ 100% organic

+ tender & sweet
green butter
lettuce head



good fresh greens

at organicgirl, we provide you the highest quality, fresh, nutritious organic produce.

LINE EXTENSION

CODE	DESCRIPTION	PK/SZ	UPC
245393	OG Lettuce Big Butter	12ct PlantPack Organic Girl	8-95203-00179-0

DELIVERY STARTING 8/8



PHONE: 1.800.422.8384

| www.fsproduce.com



Refrigerated Protein Crunch Bars

HONEY MAMA'S®



Functional Snacking at its *Finest*

Meet consumer demand for a delicious source of daily protein with 8g of plant protein in a snackable bar

Satisfy high dietary standards through an ultra-clean ingredient label that delivers on taste as well as nutrition

75% look for food & beverages that contain only ingredients they recognize

66% define a healthy food as “fresh” and/or “good source of protein”

58% avoid “chemical-sounding” ingredients when making purchase decisions

NO PRESERVATIVES,
ADDITIVES, OR ARTIFICIAL
INGREDIENTS

Made from Real Foods

FREE FROM
DAIRY, SOY,
& GLUTEN

NO SEED OILS
NO PALM OIL
NO CANE SUGAR

LINE EXTENSION

CODE	DESCRIPTION	PK/SZ	UPC
244993	CV Protein Bar ChocolateCookie	8/1.25 oz Honey Mama's	8-50057-21007-1
244995	CV Protein Bar Peanut Brownie	8/1.25 oz Honey Mama's	8-50057-21012-5
244994	CV Protein Bar Peanut ChocChip	8/1.25 oz Honey Mama's	8-50057-21010-1

DELIVERY STARTING 7/24



PHONE: 1.800.422.8384

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ROOTED IN REGENERATION.

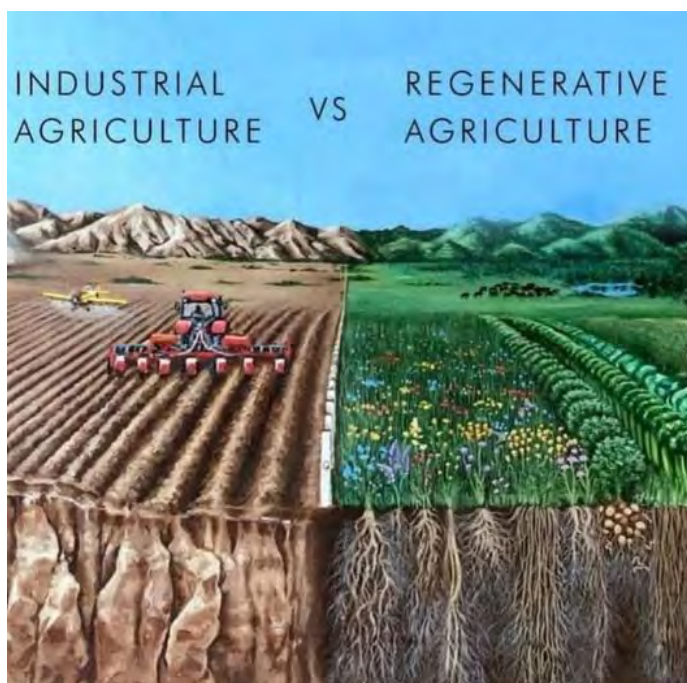
Cedar Meadow Farms is operated by the Steve Groff and his family in Lancaster County, PA. He pioneered the “Permanent Cover Cropping System” to enhance soil and water quality, along with reducing pesticides. Fresh produce is grown on 200 acres of land that was purchased by his grandparents in 1935 – a legacy that the 4th generation is beginning to manage.

Very simply, cover crops are specific crops that they plant in the off-season on the very same fields where they grow our cash-crops (gourds, pumpkins, tomatoes...) These cover crops provide a “cover” during the winter and spring seasons to protect their fields. The living roots that dig into the soil year-round infuse it with nutrients, replacing what was removed during harvest.

The roots also create healthy soil that’s resistant to run-off during rain, protecting the surrounding water shed and providing immensely better water far down-stream. This is all done in place of traditional tilling, which simply turns the soil over with no added or long-term benefit. No-till farming is much more work, but the long-term benefit is enormous. After 30+ years of cover-cropping, the fields planted help grow better, more nutrient-rich plants.



Cedar Meadow Tomatoes in Season July-August



THESE AVOCADOS DO GOOD!

Each Fair Trade Certified purchase empowers farmworkers to improve their lives and invest in their communities, helping create a more sustainable and ethical food system.



Calavo®

THE FIRST NAME IN AVOCADOS®

FOUR SEASONS PRODUCE CODES:

245370 - OG Avocados Hass MEX 48 ct Calavo Fair Trade

245371 - OG Avocados Hass MEX 60 ct Calavo Fair Trade