

AUGUST 15 - AUGUST 22, 2025

## ORGANIC FRESH FIGS SEASON



**GOOD NEWS!** Organic Fresh Figs are in peak season during late summer.

Both **Organic Brown Turkey Figs** and **Organic Black Mission Figs** from California are in steady supply, making this the year to promote. 12/8 oz packs in both varieties will be stocked.

**Organic Fresh Figs** are delicate and highly perishable, but sought after by fruit enthusiasts, foodies, and lovers of Mediterranean cuisine.

**Fresh Figs** should be kept refrigerated and are ideal to display adjacent to berries or grapes.



### OG LOCAL VEG

**GOOD NEWS!** **LOCAL Organic Eggplants** and **Organic Green Bell Peppers** remain in excellent supply and quality from Lady Moon Farms in Pennsylvania and Flaim Farms in New Jersey.

**LOCAL** grown **Organic Butternut Squash** from Central PA Produce has arrived, bringing the full lineup of **LOCAL** hard squash including **Acorn**, **Delicata**, **Kabocha**, and **Spaghetti** varieties.

**LOCAL Organic Cucumbers** from Lady Moon Farms in Chambersburg, Pennsylvania are winding down and will be available through mid-August alongside some New Jersey product from Flaim Farms.

**Organic Green Beans** are steady with USA supply, and the first arrivals from Pennsylvania grower Mark Reed are expected by the end of August.



### OG BERRIES

**Organic Strawberries** out of California are producing steady volume. Quality has been fairly good overall, with very light bruising and great flavor on the late summer harvests. Pricing is expected to remain steady.

**Organic Raspberries** are in steady production and nice quality for August.

**Organic Blackberries** remain steady with no changes to pricing or supply out of California. Quality has improved and red-cell issues have lessened. Size and flavor on Driscoll's fruit is excellent.

**NOTE:** **Organic Blueberry** supplies will firm up as we transition to new crop Peruvian fruit to maintain the freshest, best quality available. Pricing will increase as Peruvian fruit commands a higher premium, while supplies should remain steady with strong quality.



### OG TOMATOES

**GOOD NEWS!** **LOCAL Organic Heirloom Tomatoes** from Lady Moon Farms in Pennsylvania are showing exceptional quality with steady availability.

**GOOD NEWS!** **LOCAL Organic Snacking Tomatoes** from Lady Moon Farms continue to be very promotable. Supplies are strong on **Organic Grape**, **Cherry**, and **Rainbow Cherry Tomatoes**, with exceptional quality.

**Organic Vine Ripe Tomatoes** from **LOCAL** growers in Pennsylvania and Ohio remain steady with excellent quality.

**NOTE:** **Organic Hothouse Tomatoes** continue to see limited production on **Beefsteaks** and **Tomatoes-on-the-Vine**. New production is not anticipated until mid-September, keeping pricing strong and availability tight.





## OG PEARS

**GOOD NEWS!** Fresh crop **Organic Bartlett Pears** are in peak season from both California and Washington. Now through mid-October is the best time of the year to promote!

The first California **Organic Asian Pears** of the season are expected to be in stock by August 21st.

**NOTE:** **Organic Bosc Pears** remain very tight out of California. Supplies will improve in October when Washington is in season.



## OG GRAPES

**GOOD NEWS!** **Organic Grapes** out of California are showing high brix (sugar) and outstanding quality across all colors.

Pricing on **Organic Grapes** is decreasing earlier than the conventional market, making this a great time to promote!

Specialty offerings include **Organic Candy Snaps**, **Organic Thomcords**, and **Organic Champagne Grapes**.



## OG PEPPERS

**Organic Hothouse Color Bell Peppers** remain steady overall. Production from Canada is consistent, with limited imports from Holland.

Pricing on **Red** and **Yellow Pepper** varieties will begin to ease, while **Orange Peppers** are holding elevated pricing due to limited production.



## OG MELONS

**GOOD NEWS!** Best of the season **Organic Honeydew** and **Cantaloupes** are in heavy supply out of California with excellent flavor, making this an ideal time to promote on value and flavor as we approach Labor Day.



## OG CITRUS

**Organic Mandarins** from South Africa are excellent in flavor and are available in a 12/2 lb bag. These make an ideal back-to-school promotion.



## OG CELERY

**GOOD NEWS!** **Organic Celery** from California remains promotable through August. Production has been strong, quality excellent, and pricing aggressive.

**Celery Hearts** remain plentiful. Conditions are expected to shift toward the end of August, so now is the time to take advantage of favorable prices.



## OG APPLES

The first new crop "Premier" variety **Organic Honeycrisp Apples** are expected to arrive to the East Coast around August 21.

Supplies from Washington will be limited at first but should increase quickly, allowing prices to ease in September.



## OG STONE FRUIT

**GOOD NEWS!** **Organic Yellow Peaches** are in excellent supply through early September.

**Organic Yellow Nectarines**, **White Peaches**, **Pluots**, and **Red Plums** may last until Labor Day, although strong demand or weather could shorten the season.

**Organic Black Plums** are in a varietal gap, with improved supply expected in early September.



## OG LETTUCE

**Organic Lettuce** grown in Quebec remains excellent in quality and consistent in supply.

California's **Organic Romaine Hearts** are seeing rising prices, but Quebec volume will help support demand with favorable pricing.





## OG BROCCOLI

Braga is in season with their Josie's **Organic Carbon-Capture Regenerative Sweet Baby Broccoli** program (code 236807).

**Organic Broccoli** from California is experiencing favorable conditions in August. Some growers are facing minor challenges, but overall availability is keeping pricing aggressive. Expect a slight increase in pricing by the end of August due to grower limitations. Quality remains high.



## OG ASPARAGUS

**ALERT!** **Organic Asparagus** prices have increased considerably so far in August. Mexican production is limited due to declining yields in Southern growing regions, and with very limited new production in the Northern Baja region. Supplies are not ready to harvest until late August through early October.

Southern Peru will begin providing container volume by late August, with good quality expected through mid-November. Currently, arrival volumes from Peru and Mexico remain low, with broader availability anticipated by mid-September.

- **Organic Japanese Sweet Potatoes** have seen a price drop with product arriving in mid-August. Prices are expected to ease slightly as we move into fall.
- **ALERT!** **Organic Bunch Spinach** from California has tightened in supply, with higher pricing expected and the potential for some gaps in availability.
- **ALERT!** **Organic Pineapples** will be very tight through August, with a gap in mid-month.



## OG SPECIALTY VEG

There are some great **LOCAL** and California **Organic Specialty Veg** items in season for late August, including:

- **OG Romanesco**
- **OG Yellow Wax, Purple, and Romano Beans**
- **OG Graffiti Eggplant**
- **OG Cubanelle, Red Fresno, Anaheim, and Long Hot Peppers**
- **OG Shishto Pepper** pouch bags from Lady Moon



## OG WATERMELONS

**GOOD NEWS!** **Organic Seedless Watermelons** from California continue with stellar quality. **LOCAL** Pennsylvania product should begin by September.

**Black Gem Seedless Watermelons** from California and Washington remain readily available.

**Organic Seeded Watermelons** are out of supply in California, with a small amount from Washington offering high sugar content and strong visual appeal.

**GOOD NEWS!** **Organic Mini Seedless Watermelons** are abundant out of California, with **LOCAL** Ohio and Pennsylvania now entering the season in limited volumes. North Carolina product has concluded due to heavy rainfall.

**Organic Mini Seeded Watermelons** have also finished in North Carolina.

## OTHER STORIES

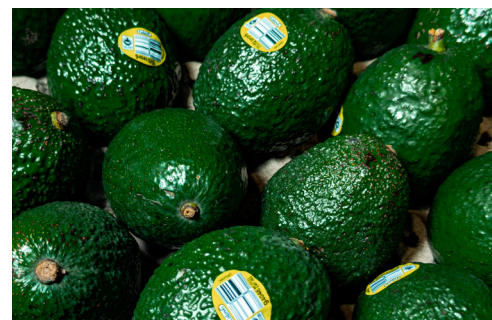
- **Organic Longan Fruit** from Florida is available in a 10 lb bulk case for a limited time.
- **NOTE:** **Organic Mangos** from Crespo Organics are winding down. The season will finish with **Organic Red Round Mangos**, as **Organic Ataulfos** and specialty varieties such as **Organic Nam Doc Mai** and **Mallika Mangos** have concluded.
- **Organic Magenta Dragon Fruit** will be available in a 10 lb carton by mid-August from Frieda's.



## OG ONIONS

**LOCAL PA Organic Red Onions** from Samuel Stoltzfus of Eagle Shadow Farms (PA) and **Organic Sweet Onions** from Christ King (PA) are in full swing.

For one week in August, **LOCAL Organic Jumbo Yellow Onions** will also be available from Samuel Stoltzfus (PA).



## OG AVOCADOS

**GOOD NEWS!** **Organic Hass Avocados** are in great supply, with more promotable costs on 48ct fruit for the rest of August.

Four Seasons is now offering **Organic Fair Trade Hass Avocados** from Calavo under a separate code from the standard **Organic Hass Avocados**.

**Organic Green Skin Avocados** from Florida are also available, adding variety to your set.

- **Organic Artichokes** continue with strong availability, high quality, and aggressive pricing through August.
- **Organic Brussels Sprouts** from Mexico are readily available in early August, although prices are beginning to rise. Quality has been consistent throughout the summer.
- **ALERT!** Dole will be passing along a price increase on **Organic Bananas** due to new tariffs going into effect starting in late August.



# CONVENTIONAL MARKET NEWS

AUGUST 15 - AUGUST 22, 2025

## NEW CROP USA APPLES BEGIN



The transition to 2025 new crop USA Apples has begun! An excellent crop is expected from multiple growing regions.

Get ready to increase Apple display size and adjust assortment for back-to-school promos and the change of stone fruit variety scaling back.

Washington **Gala Apples** are in transition, with most shippers finishing old crop before moving to new crop. Full transition is expected by the start of September.

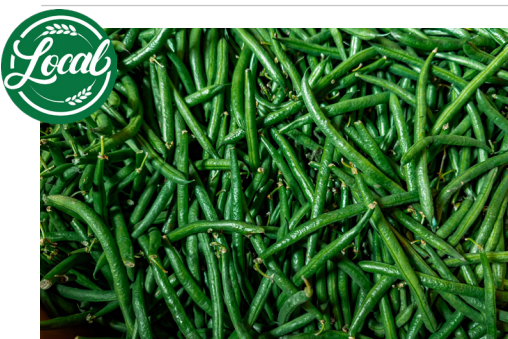
**LOCAL** Eastern PA and NY **Gala Apples** are expected to complete their transition to new crop here in August.

Eastern **Ginger Gold Apples** are now in season in mid-August with excellent supplies expected.

**GOOD NEWS!** The first new crop Washington **Honeycrisp Apples** have arrived and should ramp up in supply through late August, with prices easing once the pipeline fills.

New crop Eastern **Honeycrisp Apples** are expected to begin in mid-August, with product in house by August 20, available in bulk and bags.

Washington **Rave Apples** are the first new crop **Apple** to arrive this season. With Honeycrisp parentage, the **Rave Apple** offers strong flavor and early availability. This exciting apple is now in stock.



### CV LOCAL VEG

**GOOD NEWS!** **LOCAL Green Beans** are in good supply and quality from Pennsylvania, New Jersey, and New York, with promotable pricing.

**GOOD NEWS!** **LOCAL Eggplant** and **Green Bell Pepper** supplies are abundant, particularly from New Jersey and Pennsylvania, with excellent pricing and promotable quantities.

**LOCAL Chili Peppers** from New Jersey and Pennsylvania, including **Jalapeño**, **Anaheim**, **Poblano**, **Cubanelle**, **Long Hots**, and **Serrano** varieties, are plentiful, with pricing expected to ease as supplies remain strong.

The first New Jersey-grown **LOCAL Hard Squash** will arrive in mid-August from Flaim Farms.

Prices are increasing on **LOCAL Green Cabbage**, **Napa Cabbage**, and **Bok Choy** from New Jersey and Canada due to recent extreme heat affecting yields. Product remains available and reasonably affordable.

**LOCAL Cucumber** prices have increased slightly due to lighter supply from New Jersey, though Pennsylvania production is helping maintain availability.



### CV MELONS

**GOOD NEWS!** **Cantaloupe** and **Honeydew Melons** are at peak flavor, with prices favorable for promotion through September.

**GOOD NEWS!** **Specialty Melons** such as **Tuscan**, **Sugar Kiss**, **Golden Dew**, **Orange Dew**, **Canary**, **Galia**, **Golden Hami**, and **Bin Athena** are also in stock.

**Seedless Watermelons** remain available from Delaware with aggressive pricing. North Carolina has experienced heavy rain, which may delay production.

**Seeded Watermelons** continue from **LOCAL** Delaware harvests and North Carolina with moderate availability.

**Mini Seedless Watermelons** remain steady with California production, while East Coast season has ended.



### CV BERRIES

**GOOD NEWS!** **Raspberry** availability has increased quickly with extra volume from Mexico, leading to promotable prices and supplies, and quality is expected to be excellent.

**Strawberries** remain steady, with slight price increases expected as supplies stabilize. Quality is good, but quick turns are important this time of year.

**Blackberry** pricing has eased as production increases and demand slows, with quality remaining strong, primarily from California.

**NOTE:** **Blueberries** have been promotable from the Pacific Northwest and Michigan, though supplies are slowing, and quality from the Pacific Northwest and British Columbia has been inconsistent and showing weakening texture. Transition to new crop Peruvian **Blueberries** is expected during the week of August 18. Pricing is higher from Peru, but quality will be stronger.





## CV GRAPES

**GOOD NEWS!** Peak season California **Grape** harvests are strong, with new varieties of **Red** and **Green Grapes** available. Prices are expected to slowly become more promotable as harvest remains ahead of schedule and varieties overlap.

Three-tier pricing has emerged for LG, XL, and Jumbo-sizing and varietals.

On the specialty side, The Grapery is now shipping their **Cotton Candy** and **Gum Drops Grapes**.



## CV PEARS

**GOOD NEWS!** California and Washington new crop **Bartlett Pears** are in peak season with promo volume through October.

The first California **Asian Pears** are expected around August 20 with an excellent crop. **LOCAL** Pennsylvania **Asian Pears** are expected before the end of August from Subaruashii Kudamono.

Import **Anjou Pears** are expected to finish for the season by late August, with a small gap before Washington production begins in mid-September.



## CV LETTUCE

**GOOD NEWS!** In Quebec, the **Lettuce** category continues to benefit from ideal conditions. California production is beginning to decline in early August.

Canadian **Romaine Hearts** and **Iceberg Lettuce** remain consistent in volume and quality, while California continues to supply **Green Leaf**, **Red Leaf**, and **Romaine** with steady quality.



## CV CITRUS

Summer Import **Citrus**, including **Navels**, **Mandarins**, and **Cara Cara**, are in full supply in all sizes, making them ideal for back-to-school Vitamin C promotions.

**Lime** prices are rising across all regions, so advertising is not recommended.



## CV SWEET CORN

**LOCAL** Sweet **Corn** production is increasing in new areas, improving availability and lowering prices.

Quality has been excellent on both **White** and **Bi-Color Corn** varieties, with great eating quality.



## CV GREENHOUSE CUCUMBERS

**GOOD NEWS!** Mini Seedless **Cucumber** volumes are increasing with promotable spot buys available, and quality is expected to be excellent.

**Seedless Cucumbers** remain available from Canada. After a quick price surge, crops have rebounded, and pricing is easing.



## CV HATCH CHILI PEPPERS

**Hatch Chili Peppers** from New Mexico are in peak season! Ask your rep about prebooks for late summer.



## CV MANGOS

**Mangos** from Mexico are winding down quickly for the season.

Four Seasons Produce is offering large 6 ct **Keitt Mangos** under the "Keitt KONG" label, which are Jumbo-sized non-hot water treated and available through the end of August. Contact your rep to pre-book.



## CV BROCCOLI

**GOOD NEWS!** Maine-grown **Broccoli** is producing outstanding quality and abundant volume, helping to lower costs.





## CV CELERY

**GOOD NEWS!** California **Celery** production will remain steady throughout August with favorable growing conditions. Promotions are encouraged, as quality is excellent and pricing remains advantageous.



## CV DRAGON FRUIT

Both Red Skin/White Flesh and Yellow Skin/White Flesh **Dragon Fruit** are in good supply for mid-August, though supplies are expected to tighten by the end of the month.



## CV CHERRIES

**NOTE:** Washington **Cherries** are mostly finished for the season, with limited supplies of high elevation orchard harvests expected through Labor Day. Canadian fruit may be available, but pricing will likely remain high.



## CV TOMATOES

**GOOD NEWS!** Grape **Tomatoes** remain promotable with good supplies and excellent quality. **Cherries, Cocktail, and Medley Snacking Tomatoes** are steady but with tighter production, and quality remains strong.

**LOCAL** PA **Heirloom Tomatoes** from Cedar Meadow Farms are rebounding with steadier availability as fruit ripens following a strong flush. **Heirloom Tomatoes** remain short from Canada with high pricing and strong demand.

**NOTE:** **LOCAL** **Vine Ripe Tomatoes** remain limited as weather events have reduced production. Quality has been good with nice sizing, but harvests are lighter than anticipated after grading.

Alabama Jumbo and XL **Vine Ripe Tomatoes** are expected to begin harvest in mid to late August after a brief delay from light rain. Weather has improved, and the forecast looks favorable for producing large, high-quality fruit. Pricing will start strong as production is light across regions.

**Tomatoes On-the-Vine** from Canada and US greenhouses remain short with strong pricing, with production expected to stay limited until mid-to-late-September.



## CV AVOCADOS

**GOOD NEWS!** Hass **Avocado** pricing is more promotable for mid-August as Mexico continues strong production and Peru winds down. The size curve is heavily weighted toward 48ct fruit, so promoting this size is recommended.

Four Seasons offers pre-conditioned fruit in all sizes, which ripens more quickly for consumers and can drive incremental sales.



## CV SWEET PEPPERS

**Hothouse Color Bell Peppers** remain in strong demand with limited availability across all three colors.

**NOTE:** **Orange Bell Peppers** remains the tightest due to light harvests, while **Yellow** and **Red Bell Peppers** are more available but still at strong prices.

15lb field-grown **Elongated Sweet Red Peppers** will come back into stock from California around August 21.

## OTHER STORIES

- Peak season California **Fresh Figs** are available, with **Brown Turkey** and **Black Mission Figs** in 12/8 oz clamshells.
- **ALERT!** **Pineapples** remain very tight.
- **Brussels Sprouts** supplies from the West Coast are improving with easing prices and favorable growing conditions. Quality continues to strengthen.
- **ALERT!** Both Dole and Del Monte **Banana** pricing will increase starting mid-August due to new higher tariffs going into place.
- Washington grown Italian **Prune Plums** are in peak season in both 30lb bulk and 12/2lb Pouch bag offerings for late August and early September.
- **LOCAL** Pennsylvania and New Jersey **Yellow Peaches** continue in peak season!
- **ALERT!** Mexican **Asparagus** remains limited due to declining production in Southern Baja and Central Mexico, with only minimal new harvests from Northern Baja. Relief in supply originally anticipated for the end of August is now projected for mid-September.



# RAVE APPLES - INSPIRATION CORNER

221612 CV Apples Rave 40 lb 72/88 ct Stemilt

213690 CV Apples Rave WFCY 12/2 lb Bag Stemilt

IN PEAK SEASON MID-AUGUST THROUGH SEPTEMBER!





# Fall Planning... *ALREADY?!?*



August through early September is **PRIME TIME FOR PLANNING** for a successful fall selling season. Soon your shoppers' tastes will change from summer type fruit, such as Cherries and Peaches, and move into commodities like Apples, Pears, and Fall decorations.

- Now is a **great time for doing deep cleans of your cases and counters.** The historically slower month should allow a full on sanitation assault, so your counters are fresh and ready for the Fall harvest changeovers.

- **August is also Back to School Month.** Start thinking of bringing in some extra fruit for parents to pack in the kids' lunch boxes. Opening up on **bagged apples** and **oranges** is generally a good start, but also be thinking about items like **dried fruit, nuts, and other dry line snacking items.**

- **Start thinking and forecast a date for your counter resets.** Ideally a couple weeks after Labor Day is a good time to move. Peaches, Nectarines, and Plums will still be available and great items to promote, although they should take a backseat when Apples take center stage. Contact your Four Seasons Merchandiser to plan a date together.



- **Building an outdoor display with Pumpkins and other Fall Ornamentals add a "fall harvest" feel as customers walk into your store.** Other commodities are great to promote outdoors are local apples, broccoli, and cauliflower.

- **Look at areas of your department where items may have gotten "lost."** It's a perfect time to load in on those lower risk items such as Apple Dips, Apple Crisp, Juices, Dressings, Jarred Fruit, and Jarred Garlics to name a few.

- **Set up a cross merchandising calendar** with other departments in your store with space allocated for tie-in items.

*Success starts with great planning! September is right around the corner. Having a set plan in place ahead of time for the bountiful season ahead will set you up for some bountiful harvests of your own!*





# NOW'S THE TIME TO PRE-ORDER NUTS & FALL ITEMS FOR THE HOLIDAY SEASON!



Displays are not pre-packed.



**TALK TO YOUR FOUR SEASONS REP TO ORDER!**

## LABOR DAY SCHEDULE

**Saturday 8/30:** Normal office and delivery schedule.

**Sunday 8/31:** Normal office and delivery schedule.

**Monday 9/1 (Happy Labor Day!):** Normal delivery schedule, office open 8:00am – 12:00pm to process orders for Tuesday 9/2 delivery.



# FALL MUM ORDERS

## 9" MUM



## 10" HANGING BASKET MUM



## 10" DECK POT



## 8" ORNAMENTAL PEPPERS



## 10" PURPLE FOUNTAIN GRASS 10" WELCOME PLANTER 225593

240268



ORDER BY FRIDAY AT 12 NOON FOR DELIVERIES BEGINNING FOLLOWING FRIDAY



# HOLIDAY GREENS PREORDER



CODE: 232002  
CODE: 232051



CODE: 232026  
CODE: 232053



CODE: 232027  
CODE: 232055



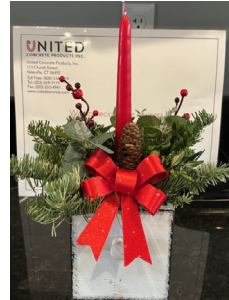
CODE: 232056



CODE: 232029



CODE: 232030



CODE: 232048



CODE: 232031



CODE: 232032



CODE: 232033



CODE: 232036



CODE: 232040



CODE: 232041



CODE: 232042



CODE: 232043



CODE: 232045



CODE: 236357



CODE: 236358



CODE: 245350



CODE: 245351

**ORDER BY AUGUST 29! CONTACT REP FOR MORE INFO.**



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

## NOW AVAILABLE!



PHONE: 1.800.422.8384

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

