

AUGUST 18 - AUGUST 25, 2023

LOCAL ORGANIC TOMATOES SEASON



LOCAL Lady Moon Farms from their Pennsylvania fields continues to be in peak season with promotable pricing for **Organic Grape, Cherry, Rainbow Cherry, and Heirloom Tomatoes**.

Lady Moon is expecting to continue this production out of PA into the beginning of October. They will then switch production to Florida where they will have all the same varieties for the fall minus the **Heirlooms**.

During August and early September, **Organic Roma, 15lb Beefsteak/Vine Ripe, Heirlooms, and Grape Tomatoes** will also be available from other **LOCAL** growers in Pennsylvania and Ohio.



OG CAULIFLOWER & BROCCOLI

California grown **Organic Cauliflower** continues to have plentiful supply and competitive costs. It is an excellent time to promote throughout mid to late August. However, as September approaches, anticipate a decline in supply volume and a swift rise in prices. Quality continues to be strong.

NOTE: Californian **Organic Broccoli** continues to be a challenging crop during August. As the summer season progresses, quality has been mediocre. The beginning of September expects improvements, but supply will remain limited throughout the remainder of August. Continued issues with availability and quality will result in elevated pricing.

On a positive note, **Organic Broccoli Rabe** is still available, and **Organic Sweet Baby Broccoli** is again promotable for late August.



OG APPLES

There are excellent promotional opportunities available on import now on **Organic Gala Apples** to finish August. The transition from imports to new crop domestic fruit is starting now.

Organic Honeycrisp Apples out of the Pacific Northwest will not gap. We will transition in late August to new crop, and prices should come down.

Washington storage **Organic Fuji Apples** will finish for the season and have a smooth transition into imports for a month or so when new crop out of Washington will begin late September.

Storage crop USA **Organic Granny Smith** are done for the season. Firm supplies of imports are now available with strong and rising prices.

Storage crop **Organic Cosmic Crisp Apples** will sell out for the season in mid-August, and then gap until November or December.

Domestic storage **Organic Pink Lady Apples** are gapping and import supplies are very tight. We won't see new crop for about 2 months.



OG BERRIES

Organic Strawberries will be promotable for mid-August. Supplies are strong and pricing is promotable. Quality has been excellent.

Organic Blackberry prices and availability will remain steady out of California. Quality has been nice.

NOTE: **Organic Blueberry** prices will continue to increase slightly as Peruvian imports are sporadic. Expect lighter supplies for late August with higher pricing.

Organic Raspberry pricing is easing off to keep fruit moving. Quality has been decent, and supplies are steady.



OG ASPARAGUS

Organic Asparagus from Argentina will start to arrive by the end of August. Pricing will be slightly higher but it will be well worth it for better quality. **Organic Asparagus** from this region will cover us and the gap out of Mexico from September through most of October.



OG LETTUCE

GOOD NEWS! In late August, **Organic Romaine** and **Leaf Lettuces** from California are still readily available. Promotional opportunities have arisen throughout August as a result of favorable pricing and consistent availability. The quality remains superb.

Organic Iceberg and **Romaine Hearts** remain widely available with outstanding quality. Pricing remains average.



OG MELONS

LOCAL Organic Seedless Watermelons are available again out of Pennsylvania farms, including **Orange Flesh**. Supplies are on the limited side but quality should be excellent. There will also be some specialty varieties available by pre-order - talk to your rep for more information.

Organic Cantaloupes and **Honeydews** have bottomed out in price, and we should see slow rising costs with eating profile remaining superb.



OG GREEN BEANS

LOCAL Pennsylvania Organic Green Beans continue to produce at outstanding volumes. Peak quantities will remain through the month of August before beginning to decline in September as the local season ends in early to mid-October.



OG GRAPES

GOOD NEWS! **Organic Grapes** are showing first class quality on all **Reds** and **Greens**. **Organic Reds** are transitioning into the "Krissey" variety, and **Organic Greens** are transitioning into "Sweet Globes" - both should have crisp texture.

Organic Thomcords continue in season.



OG BRUSSELS SPROUTS

In late August, Mexican **Organic Brussels Sprouts** are scarce or unavailable. To supplement, newly harvested crops from Wisconsin will be readily available in late August. They anticipate exceptional quality. In addition to bulk production, Wisconsin will offer packaged **Organic Brussels Sprouts** to increase your assortment of organic grab-and-go produce.



OG POTATOES

We will see our first arrival of Wisconsin **Organic Russet Potatoes** in mid-August, which will bring some much needed pricing relief to this category.

Organic Count Russets are expected to look very nice. We will also be back in on both 16/3lb and 10/5lb **Organic Bag Russets** with this arrival.



OG CELERY

Organic Celery quality continues to improve as harvest volume increases. In general, conditions are going to continuously improve during August, and there may be opportunities for promotions by early September.



OG FIGS

GOOD NEWS! **Organic Black Mission** and **Brown Turkey Figs** in 12/8oz clamshells are in peak summer season from California for the middle of August through September! Supplies are expected to be good.



OG KIWIFRUIT

Now is the time to promote **Organic Green** and **SunGold Kiwifruit** from New Zealand while the premium fruit is at its best quality and availability.



OG PINEAPPLES

ALERT! **Organic Pineapple** supplies will be very limited through the middle of September. Please do not plan large promotions over this time. Prices will be up and there may be pro-rates.



OG STONE FRUIT

GOOD NEWS! **Organic Peaches, Nectarines, Plums, and Pluots** continue in season with nice quality from late crop California, as well as Washington state.



OG AVOCADOS

NOTE: **Organic Hass Avocado** prices remain higher, but fruit volume is increasing each week in August. Expect prices to drop on 48ct fruit and larger in the coming weeks.

OKE's Equal Exchange **Organic Hass Avocado** season is under way! Four Seasons will have their first arrival of the 2023/24 season for the middle of August! Four Seasons will carry a 48ct and 60ct option, along with the new and popular 8/4ct pack from Equal Exchange.

Organic Green Skin Avocados from Florida will be promotable through August and September!



OG PEPPERS

ALERT! Limited **Organic Colored Pepper** harvests from Canadian growers have resulted in shortages of supply and increased costs through August. On a positive note, quality is good.

Mid to late August will bring a limited supply of **LOCAL Organic Color Bell Peppers** grown in Ephrata, Pennsylvania. The quality is exceptional!



OG MANGOS

Organic Mangos remain in good supply. Many growers are transitioning to Kent and Keitt fruit, and fruit should eat particularly well as we approach the final stages of the Mexican season over the next month. Sizing will be larger for the rest of August with 6-9ct and very few to no 10-12ct.

NOTE: **Organic Ataulfo Honey Mangos** are now gapping as Mexico's season is winding down.

RCF Crespo's specialty variety **Organic Nam Doc Mai Mangos** will be offered for the middle of the month before finishing for the season.

OTHER STORIES

- Organic Lemon** prices are just beginning to improve, with a bunch of Argentinean fruit hitting the market. Mexico is starting to ship followed by California in a few weeks. Expect sizing and availability as well as quality to improve.

- Organic Pomegranates** from California are expected to start around the middle to end of September.



OG SOLI ORGANIC

"That's Tasty" **Organic Packaged 3/.5oz Herbs** have transition to their new "**Soli Organic**" branding. New color coding by variety makes it easier for shoppers to find what they want every time.

APPLE CIDER SEASON



ZEIGLER'S



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6226	CV Cider Apple	9-1/2 gal Zeigler's	034256000644
Available Now	3247	CV Cider Apple	4/1 gal Zeigler's	034256001283
Available Now	226005	CV Cider Cinnamon Spice	9-1/2 gal Zeigler's Shelf Stable	034256250643
Available Now	226006	CV Cider Carmel Apple	9-1/2 gal Zeigler's Shelf Stable	034256270641
Available Sept Only	226007	CV Cider Apple Gala Blend	9-1/2 gal Zeigler's Shelf Stable	034256010643
Available Oct-Dec	225997	CV Cider Apple Honeycrisp Blend	9-1/2 gal Zeigler's Shelf Stable	034256040540
Pre-order for 9/22	222020	CV Cider Autumn Harvest	4/1 gal Zeigler's Shelf Stable	034256251282
Pre-order for 9/22	222021	CV Cider Autumn Harvest	9-1/2 gal Zeigler's Shelf Stable	003425625064

Country Acres APPLE CIDER Quality Blend



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available Now	6165	CV Cider Apple	4/1 gal Country Acres	831134000105
Available Now	6167	CV Cider Apple	9-1/2 gal Country Acres	831134000785
Available Sept	222097	CV Cider Apple	12/16 oz Country Acres	831134000532
Available End of Sept	226659	OG Cider Apple	9-1/5 gal Country Acres	831134000518


MAYER BROS.
SINCE 1852
FINE BEVERAGES



AVAILABILITY	CODE	DESCRIPTION	PK/SZ	UPC
Available 9/15	46007	OG Cider Apple	9/52 oz Mayer Bros	022198004059

ASK YOUR REP ABOUT FALL PRE-ORDER ITEMS!



JULY 31-AUGUST 28, 2023



JULY 31-AUGUST 28, 2023



CONVENTIONAL MARKET NEWS

AUGUST 18 - AUGUST 25, 2023

NEW CROP APPLES OUTLOOK



Eastern **Apple** growers are expecting a very good season. New crop **Gala** and **Ginger Gold** are available in bulk, bags, and totes. The first Eastern **Honeycrisp Apples** are starting 8/24. Storage Eastern **McIntosh** and **Fuji Apples** will be sporadic at best for the remainder of the season until new crop begins in October.

The official report is out, and Washington is expecting a possible record crop of **Apples** for this coming season. 134 million total boxes are expected. There is sure to be many promotional opportunities in the month ahead.

New crop **Rave Apples** are in season from Stemilt. Get these beautiful **Apples** mixed into your sets as it is one of the first varieties with **Honeycrisp** parentage available!

The first of the season Western **Gala Apples** are expected by the week of 8/21. Volumes will ramp up weekly with new varieties. Honeycrisp Apples will be available by the beginning of September.

Eastern **Granny Smith Apples** are gapping, and Western fruit is extremely limited with high prices. Expect at least a month gap in late September and October.

Envy Apples have transitioned from domestic old crop to new crop out of Chile, and then we may see some New Zealand fruit.



CV STONE FRUIT

GOOD NEWS! August is peak season for **Specialty Stone Fruit!**

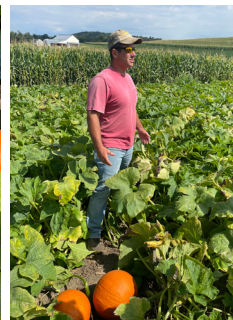
From Family Tree Farms, high-flavor "**Midnight Rose**", "**Crimson Rose**", and "**Purple Rose**" **Apriums** continue in season, plus "**King Kong II**" **Plumcots** (black), "**Flavor Granade**" (Green), and "**Summer Punch Plumcots** (Reds) are at their best. **Saturn White Donut Peaches** too!

Brand new **Specialty Stone Fruit** items currently available from Mountain View Orchards - the red flesh "**Rocking Chair Ranch**" **Peaches**, "**Green Mambo**" **Pluots**, and **Red Raspberry Pluots**.

Black Plum supplies are very tight right. New crop **Italian Prune Plums** are available in new 30 lb boxes.

Washington **Dark Sweet Cherries** are in the final stretch with less than 2-3 weeks left to the season. Pricing is up.

LOCAL Pennsylvania **Peaches** are in a short varietal gap but supplies will be available again in great supply for late August.



CV PUMPKINS & ORNAMENTALS

OUTLOOK:

Quality of **Pumpkins** in Pennsylvania fields are looking good so far. The hope is that we stop getting these downpour rain showers that we have been getting lately for an even more promising **Pumpkin** season.

Right now, we can expect that the first picks of **Pumpkins** out of the field may see some issues to do the amount of water we have gotten as of late. Product is looking to be ready for the beginning of September as normal. Expect Four Season to have a small selection starting by 9/1, and then really ramp up availability around 9/15 when quality is best and demand is strong.

This will allow us to keep product as fresh as possible, turn product quick and offer the best quality to you and your customers by allowing more time for the pumpkins and fields to dry out.



CV BERRIES

Strawberry prices are coming down as overall demand and sales have slowed way down. Harvests have increased a little but the slowdown in business is leading to more availability and deals from shippers. Quality overall has been nice.

Blackberry prices and supplies are steady out of California. Quality has been nice overall and eating like candy.

Raspberry availability is getting better as Mexico and California continue to harvest fruit. Quality is good and harvests are expected to increase.

NOTE: **Blueberry** prices will jump up as domestic product finishes up. Peruvian fruit is delayed and not expected to come in with any significant volume until late September. Expect very short supplies with high pricing for a good while.



CV MELONS

Watermelon prices ease off as demand slows down. There are plenty of **LOCAL Watermelons** around from Maryland, Delaware, Pennsylvania, and North Carolina. Quality is nice overall. The heavy rains have affected some local farms, and some have lost crops. Fruit been received overall has been eating great with great sugar.

Honeydews and **Cantaloupes** remain promotable out of the West Side, California deal as both has hit the bottom. We should expect a slow upward trajectory now with quality remaining excellent.



CV COLOR PEPPERS

NOTE: Red, Orange, and Yellow Bell Peppers will remain high in price through the month of August. This is due to Mexico not starting with their new crop field **Peppers** and Canada has very minimal **Peppers** available. We will have more promotable pricing by the first week of September.

NOTE: Choice Bushel Peppers are hard to come by, especially in a tight market. We carry this option in all three colors: **Red, Yellow, and Orange.** We can expect this item to come into better supply by September.



CV TOMATOES

LOCAL Snacking Tomatoes took a fast turn last week with very low yields. Pricing jumped drastically and will be this way into the beginning of September until new plantings start. There will be spot buys available on greenhouse **Specialty Snacking Tomatoes**.



CV BELGIAN ENDIVE

ALERT! California is gapping on conventional and organic **Belgian Endive** until new crop is ready in October. Heavy rains and flooding from January have heavily impacted current crops. Inventory will be extremely limited with a possibility of no availability week to week.

Conventional **Belgian Endive** is still available out of Holland but supply is stretched with California out of stock.



CV HASS AVOCADOS

Hass Avocado volume has begun to rebound just a bit as the “Flor Loca” crop volume was up from early August. Expect pricing to drop a little bit but a heavy premium is still being charged for fruit that is 48sz and larger.

Peru, Columbia, and California crops are all available in lesser volumes as well.



CV LETTUCE

California is readily available on all **Lettuces** (Iceberg, Red Leaf, Green Leaf, Romaine, and Romaine Hearts).

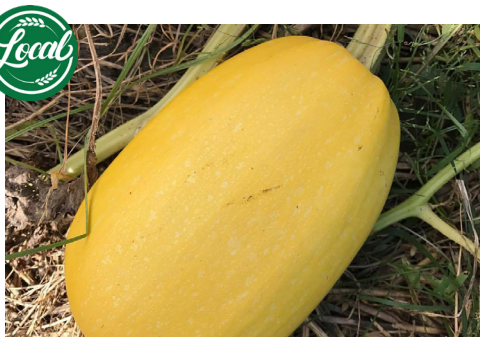
Quebec product has better availability with each week and is back with full availability as we close out August. Expect unpredictable prices as demand will fully drive pricing the end of August into the beginning of September.



CV GRAPES

GOOD NEWS! Grape supply has expanded from California with fruit being plentiful in all colors. We will carry sizes from LG, XL, and Jumbo the entire California season to offer value options to high-end options.

Gum Drops and **Cotton Candy Grapes** are now in peak season from The Grapery with nice quality and big flavor/sweetness.



CV SQUASH

LOCAL Acorn, Butternut, and Spaghetti Squash are all now coming in all from New Jersey. Product is fresh, with excellent quality and attractive pricing.



CV SWEET CORN

GOOD NEWS! LOCAL Sweet Corn continues to be in peak season and will be readily available as we head into Labor Day. We have pricing set as we head into the holiday, so speak to your rep for more information and get your prebooks in now.



CV PEARS

We have been seeing beautiful **Bartlett** and **Bosc Pears** out of California. New Washington fruit will be available in late August, including some value-priced fancy grade fruit and ripened Euro boxes, plus **Starkrimson Red Pears**.



CV FIGS

Black Mission Figs from California are now back in season for late summer peak in a 12/8oz clamshell. Expect a consistent supply of fruit through early fall.



CV POMEGRANATES

California **Pomegranates** will start in the middle of August with the Grenada variety. Pricing will be the high to start the California season but comparable to the expensive import crops that have been offered over the summer months.



CV CITRUS

Import Mandarins are showing good supply from all regions (Chile, Uruguay, Peru, and South Africa) as varieties and regions continue to overlap causing a gap in the market. "Halos" are back in stock!

Navel Oranges are arriving from Chile, South Africa, Peru, and Uruguay in excellent condition with the crop peaking on larger size fruit.

California **Valencia Oranges** are showing good color and excellent quality as they are peaking on fancy fruit vs. choice fruit but have all sizes available.

NOTE: We will transition into **Import Lemons** as quality is better than the California fruit. **Lemons** from California remain extremely tight for all sizes and grades, and supplies are being rationed due to quality and District 3 starting later than projected (early October). September will be a rough month for California **Lemons**.

NOTE: **Lime** prices is elevating while heat is playing a huge role in quality.



CV ONIONS

LOCAL Pa Simply Sweet Onions are in promotable supply on both bags and jumbo with steady pricing and nice quality.

Red, Yellow, and White Onions have come off slightly as more product is coming in now from multiple growing regions. California, Idaho, and Washington are all getting into full swing with very nice quality.

Bagged Yellow Onions are also down in price to reflect that better supply on product out west.



CV POTATOES

We are now in full swing on **LOCAL New Jersey Fresh Red, Gold, and White Potatoes**. The pricing on White will come down slightly to give us a very attractive promotable cost on this product.

Green Giant **Red and Gold Potatoes** are both now new crop Idaho.

New crop 50ct, 70ct, and 100ct **Idaho Russet Potatoes** are coming into season. Growers in Idaho are expecting to see a very good crop this season in terms of quality and size profile. Look for this market to continue to ease off on price.



CV RED CURRANTS

Red Currants in 12/6oz clamshells are now in season from the Pacific Northwest, and available at Four Seasons in code 236678. **Currants** have a sweet and bright acidic berry flavor.

OTHER STORIES

- **LOCAL Cabbage** has finished, and we will primarily be pulling from Canada at this point until around the 3rd week of September when local starts back up again.

- North Carolina **Sweet Potatoes** continue to be in short supply, driving the price up on Medium, #1, and Jumbo product up again.

- **Mango** supplies remain strong for now from Mexico. Rain has affected some growing regions and may play a factor in the quality of the late season fruit. Brazil has begun to start shipping Tommy Atkins variety fruit for the 2023 season.



AUGUST SPECIALTY FRUIT AT FOUR SEASONS



STEMILT RAVE APPLES
CODE: 221612



RED RASPBERRY PLUOTS
CODE: 236684



CHERRY ROSE RED FLESH PEACHES
CODE: 236583



FLAVOR GRENADE PLUMCOTS
CODE: 233326



SUMMER PUNCH PLUMCOTS
CODE: 233351



MIDNIGHT ROSE APRIUMS
CODE: 236291



KING MIDAS YELLOW PLUMS
CODE: 231835



THE GRAPERY COTTON CANDY GRAPES
CODE: 10570



THE GRAPERY GUM DROPS GRAPES
CODE: 225809

ALSO AVAILABLE:

CRIMSON ROSE APRIUMS
PURPLE ROSE APRIUMS
DONUT/SATURN WHITE FLAT PEACHES

KING KONG II PLUOTS
PLUMOGRAATE PLUMCOTS
AMBER JEWEL SUGAR PLUMS

VERRY CHERRY PLUMS
GREEN MAMBO PLUOTS
ITALIAN PRUNE PLUMS



THE LITTLE
POTATO
CO.



THE LITTLE POTATO CO.

BACK TO SCHOOL DISPLAY CONTEST

AUGUST 27 – SEPTEMBER 30, 2023

The Little Potato Company and Four Seasons Produce will partner once again for our annual "Back to School" Display Contest. As the days get shorter and summer fades, most of your customers will be looking for items that they can quickly prepare before heading out to their children's after school activities.

These Little Potatoes are available in bags, grilling trays, and microwavable trays - making them nutritious, quick, and easy-to-make side dishes for any meal. The Little Potato Company products are great value-added items that offer little to no shrink for retailers.

If you are interested in participating in this year's contest, or just add some extra sales in your department, contact your Sales Rep or Merchandiser for assistance with building a display, growing some customer excitement, and capturing more sales!

CODES:

218908 CV Potatoes Little Trios 8/3 lb
218909 CV Potatoes Little Duos 8/3 lb
218906 CV Potatoes Little Yellows 8/3 lb
218907 CV Potatoes Little Reds 8/3 lb
213076 CV Potatoes Little Fingerlings 16/1.5 lb
213075 CV Potatoes Little Duos 16/1.5 lb
213074 CV Potatoes Little Trio 16/1.5 lb
213062 CV Potatoes Little Yellows 16/1.5 lb
213073 CV Potatoes Little Reds 16/1.5 lb
212055 CV Potatoes Little Savory Herb 6/1 lb
229351 CV Potatoes Little Smoked Salt 6/1 lb
229352 CV Potatoes Roasted Garlic Rosemary Thyme 6/1 lb
222885 CV Potatoes Lemon & Garden Hrb 6/1 lb
212056 CV Potatoes Garlic & Parsley 6/1 lb
212051 CV Potatoes Garlic & Herb 6/1 lb
212052 CV Potatoes Onion & Chive 6/1 lb
212054 CV Potatoes Roasted Red Pepper & Onion 6/1 lb
212058 CV Potatoes Variety Shipper 36/1 lb
218975 Empty POS shipper display

PRIZES:

1st Place
\$200 Visa Gift Card

2nd Place
\$150 Visa Gift Card

3rd Place
\$100 Visa Gift Card



CONTEST CRITERIA

- All product must be purchased from Four Seasons Produce
- Displays must have a minimum of 10 cases on display
- All lines must be represented and incorporated in your display-
Trays, 1.5 LB and 3-LB bags
- Pictures must be sent to contests@fsproduce.com
no later than October 4th.



PHONE: 1.800.422.8384

| www.fsproduce.com





THE LITTLE POTATO CO.

BACK TO SCHOOL DISPLAY CONTEST

AUGUST 27 – SEPTEMBER 30, 2023



218908



218909



218906



218907



213076



213075



213074



213062



213073



212055



229351



229352



222885



212056



212051



212052



212054



212058



218975

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