

# ORGANIC MARKET NEWS



JULY 1 - JULY 10, 2022

## EARLY SUMMER ORGANIC GRAPES



The first half of July will be an excellent time to promote early summer crop **Organic Grapes** from Mexico!

There are good volumes to promote on all colors of **Organic Seedless Grapes** and some high flavor specialty varieties as well.

Specialty Organic Grapes:

**OG Gummy Berries** (Red type)

**OG Jelly Berries** (Black type)

**OG Cotton Candy** (Green/Yellow type)

New crop USA grown **Organic Grapes** from Coachella, CA are getting started, with volume kicking in after the 4th of July loading!



### OG BERRIES

**Organic Strawberries** remain promotable out of Watsonville, CA. Quality has been excellent, and supplies remain plentiful. Keep the fruit moving!

Local New Jersey **Organic Blackberries** are in season. Quality has been nice, but volume will be light with a short season. California **Organic Blackberry** harvests are in transition and volume is very limited.

**Organic Raspberries** will be promotable out of California. Quality has been excellent, and supplies are strong. Continue to look for promotable deals.

**ALERT!** **Organic Blueberries** are going to be extremely tight for early July, here is why: New Jersey harvests are limited, and they're the main region producing right now. California crops finished weeks earlier than planned due to hot temps. The Pacific Northwest deal is delayed due to frosts early in the cycle, and that is creating this huge gap in supplies. The first week of July is expected to be the worst and will improve each week after that.



### OG LOCAL VEG

Local **Organic Vegetables** continue to thrive in the peak of the Pennsylvania, New Jersey, and New York growing season.

**Organic Green, Red, Napa, and Savoy Cabbages** from Pennsylvania are in peak season and will remain steady for July. Help us promote **Organic Cabbage**, much of it grown within a few miles of our facility in Ephrata, PA.

**Organic Greens**, such as **Kales, Collards, Chards, and Dandelion**, remain strong in availability for the beginning of July. The Pennsylvania growing region will continue into mid-July before the heat brings a close to the season. Supplies should seamlessly shift north with availability from New York and Vermont until Pennsylvania begins again in the fall.

Other local items, including **Organic Fava Beans, English Peas, Red and Chiodga Bunched Beets, Bok Choy, and Kohlrabi** remain in strong availability from Lancaster Farm Fresh Co-op.

**Organic Lettuces** from Pennsylvania and New Jersey have mostly finished, but New York and Vermont have already begun harvesting their summer crop.

Early July will bring new local availability as **Organic Summer Vegetable** becomes available. **Organic Zucchini** and **Yellow Squash** have begun in mid-June from PA and NJ with excellent availability and quality, as well as **Organic Patty Pan Squash** and **Gold Bar Zucchini**. **Organic Cucumbers** began harvesting in PA during the final week of June and volumes are expected to strengthen in early July.

PA & NJ **Organic Green Peppers, Jalapenos, and Eggplants** are on the horizon with an expected start in the second week of July. As July continues, **Organic Hot Pepper** varieties, **Mini Sweet Peppers**, specialty **Eggplant**, and unique items like **Organic Purple Peppers** will join the line-up.





## OG BROCCOLI

**Organic Broccoli** is limited from California for the beginning of July. Extensive heat in June has created light yields and increased pricing. Expect conditions to continue into mid-July.

Limited supplies of local Pennsylvania **Organic Broccoli** will be available in early July and the Quebec crop is on the horizon.

**Organic Sweet Baby Broccoli** is in steady availability, but because of increased demand, costs have increased. **Organic Broccoli Rabe** remains steady in pricing and availability.



## OG TOMATOES

**Organic Grape Tomatoes** and **Cherry Tomatoes** from Lady Moon Farms are in excellent supply for July. Harvests will transition from their Georgia fields up to their Pennsylvania home farm during the mid-month.



## OG SWEET CORN

**Organic Bi-Color Sweet Corn** harvests from North Carolina remain strong, and local Pennsylvania crops have begun as well.

From the second week of July on, expect increased supply volume from both Pennsylvania and New York for the rest of the summer.



## OG CAULIFLOWER

There are some modest supplies of local Pennsylvania **Organic Naked Cauliflower**, **Organic Color Cauliflower**, and **Organic Romanesco** available in early July. The Canadian crop is expected to begin in early to mid-July.

**Organic Cauliflower** from California is in steady supplies for most shippers, but some are experiencing light harvests for early July. As shippers face extra demand from the limitations of other shippers, costs are expected to rise.



## OG ONIONS

**NOTE:** Local Pennsylvania **Organic Sweet Onions** are expected to get started the week of 7/11. **Organic Sweet Onion** will be unavailable until then.

Multiple shippers in California are gapping on **Organic Yellow Onions**, including Peri & Sons, which is causing a lot of movement in this market.



## OG CELERY

**Organic Celery** from California has fully recovered from limited yields that plagued most of May and June. Supply volumes continue to grow weekly, and promotional opportunities will be available throughout July with expected nice quality.



## OG PEPPERS

**Organic Color Bell Pepper** supplies are beginning to experience lighter supplies for early July. Quality remains strong, but pricing will be on the rise in early July and availability will decrease. Conditions are expected to remain this way until mid to late July.

**NOTE:** **Organic Mini Mix Sweet Peppers** are very limited for early July as Mexican suppliers transition to the Baja growing region that has started slowly. Expect supply gaps and increased costs during July. Local product is expected to begin in mid-July.



## OG LETTUCE

**Organic Romaine Hearts** and **Iceberg Lettuce** from California are in steady supply for the beginning of July.

**Organic Iceberg** remains promotable, and **Organic Romaine Hearts** are experiencing better supplies as both are perfect for promotions! Quebec suppliers have begun harvests and product will be available during July.



## OG GREEN BEANS

**Organic Green Beans** from Pennsylvania are set to begin harvests after the 4th of July. Supplies will remain limited to begin the season, but volumes are expected to grow throughout the month. Pennsylvania's season will run July to mid-October.





## OG ASPARAGUS

**Organic Asparagus** prices are easing off with more product available out of Mexico. This is expected to be a promotable market through the end of July. We continue to source from California as well.



## OG PAPAYAS

**Organic Formosa Papayas** will be available in promotable supply from Mexico for the start of July!



## OG KIWIFRUIT

Zespri **Organic SunGold Kiwifruit** and **Green Kiwifruit** from New Zealand continue to be available with promotable pricing for July.



## OG STONE FRUIT

**NOTE:** **Organic Cherries** from Washington are coming into season later than usual. Prices will be expensive due to the crop being significantly lighter in volume than other years. Now that the weather has improved, and we move into new varieties there will be more volume to put on counters. For the first week of July, we expect to see **Organic Dark Sweet, Rainier, and Skylar Rae Cherries**.

**Organic Apricots** will transition from California to Washington between the weeks of 7/4 and 7/11. Good supplies are expected.

**Organic Yellow & White Nectarines and Peaches** are in good supply for the month, along with **Organic Red and Black Plums**. Four Seasons is pleased to offer premium fruit from Homegrown Organic Farms!

On the specialty front, **Organic Verry Cherry Plums** and **Organic Pluots** are in season.

- **Organic Pineapples** continue to remain tight coming out of Costa Rica. We have been able to source a limited supply from Mexico. Expect market costs to come off just a bit to start July.



## OG MELONS

**Organic Seedless Watermelons** are available. Bakersfield, CA crops have started up with excellent quality. There will be a small Georgia deal this season as well. Quality should be excellent as well.

**Organic Mini Watermelons** are tight as regions are gapping. Mexico and SoCal harvests finished and new fields in are just starting very lightly. Quality has been excellent, and more availability is expected to come as the month progresses.

**Organic Cantaloupes** are in season with promotable pricing and excellent quality. We are pulling our first shot from Westside with arrivals expected after 4th of July.

**Organic Honeydew** are also in season from USA. **Organic Hami and Galia Melons** continue, and there's still some Mexican Organic Honeydews at a promotable pricing.

## OTHER STORIES

- **Organic Euro and Mini Seedless Cucumber** prices are promotable. Quality and availability should be excellent for July.

- **Organic Grapefruit** out of California is in good supply as we are seeing small fruit transition to larger fruit. Look for promotional opportunities on large fruit.



## OG TROPICALS

**Organic Mangos** are beginning to open a bit as fruit is starting to come on strong. Look for continued great promotable offerings in July.

**Organic Ataulfo Honey Mangos** will be also available for the first part of July.

**ALERT!** **Organic Fair-Trade Francique Mangos** are coming to an abrupt halt after a rough week of rain and less than ideal weather. Growers feel it will be detrimental to good quality fruit when it arrives to the States.

**NOTE:** Prices continue to stay very high on Mexican **Organic Hass Avocados**. Only a very limited amount of the "Flora Loca" crop is ready to be harvested, making demand very high.

In the meantime, some fruit from Columbia and Peru will be available. This fruit is more affordable now and offers a large savings over the Mexican grown fruit.

- California **Organic Lemons** and **Valencia Oranges** are tighter, but should improve after the 4th of July.

- **Organic Limes** are in good supply.



# Watermelon Display Contest

## July 4 - September 18, 2022

Four Seasons Produce has teamed up with the National Watermelon Board to bring you a display contest sure to drive your sales throughout the summer months with, you guessed it—WATERMELON!!! Watermelon is the quintessential summer staple fruit, and Four Seasons Produce will be offering some awesome promotional opportunities throughout the rest of the summer! Quality of the fruit this year has been outstanding, on all colors and all sizes! We have some really great prizes ripe for the taking, so start planning your melon masterpiece and enter for a chance to win!

### CONTEST CRITERIA:

- Build a dynamite display watermelon. Any variety or size of watermelon (CV or OG) will qualify for entry.
- All watermelon **MUST** be purchased from Four Seasons Produce.
- Must keep your display up for at least one week.
- Send all pictures in to [contests@fsproduce.com](mailto:contests@fsproduce.com) Friday, September 23, 2022

### PRODUCT CODES:

(Availability subject to change. Check with your Four Seasons Sales Rep or Merchandiser for availability on watermelons.)

#### ORGANIC

41434 - OG Watermelons Mini 30 lb 8 ct  
43805 - OG Watermelons Mini 35 lb 6 ct  
22560 - OG Watermelons Black Skin 55 ct Bin Seedless  
43796 - OG Watermelons 60 lb 4 ct Carton  
43765 - OG Watermelons 60 lb 5 ct Carton  
43806 - OG Watermelons Seedless 60 ct 11# Average

#### CONVENTIONAL

12028 - CV Watermelons Mini 35 lb 8 ct  
12035 - CV Watermelons Seeded 35 ct 20# Average Bin  
12004 - CV Watermelons 55 lb 5 ct Carton  
12003 - CV Watermelons 60 lb 4 ct Carton  
11991 - CV Watermelons 60 ct 11# Average Bin  
11997 - CV Watermelons 45 ct 15# Average Bin  
11996 - CV Watermelons 36 ct 18# Average Bin

### CONTEST PRIZES:

Prizes will be judged on overall eye appeal and creativity.

**Grand Prize:**  
**\$1000 Gift Card**



**1<sup>ST</sup> PLACE:**  
**\$500 GIFT CARD**



**2<sup>ND</sup> PLACE:**  
**\$400 GIFT CARD**



**4<sup>TH</sup> PLACE:**  
**\$200 GIFT CARD**



**3<sup>RD</sup> PLACE:**  
**\$300 GIFT CARD**



**5<sup>TH</sup> PLACE:**  
**\$100 GIFT CARD**



PHONE: 1.800.422.8384

www.fsproduce.com





# ORGANIC STONE FRUIT DISPLAY CONTEST

**July 4th - July 31st, 2022**

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 cases 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 Nectarine** (Code: 220426)

**OG White Nectarine** (Code: 220427)

**OG Yellow Peach** (Code: 220428)

**OG White Peach** (Code: 43832)

**OG Black Plums** (Code: 220430)

**OG Red Plums** (Code: 220429)

**Empty Display Boxes** (Code: 220443)



- Must have a minimum of 4 varieties of fruit in your displays

- Displays must remain up for at least one week

- Send all display contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday August 5th 2022

## 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 Produce sales rep or merchandiser!*



## GRAND PRIZE! (Homegrown Home Run)

# \$1000 gift card!

Display **MUST** contain **ALL** varieties of stone fruit from Homegrown Organic Farms stone fruit listed above and will be judged on creativity and eye appeal.

Use of social media is strongly encouraged, but not mandatory.



## LARGEST DISPLAY (High Powered Homegrown)

**1<sup>ST</sup> - \$300 gift card**

**2<sup>ND</sup> - \$200 gift card**

**3<sup>RD</sup> - \$100 gift card**

## MOST CREATIVE DISPLAY (Homegrown Hip)

**1<sup>ST</sup> - \$300 gift card**

**2<sup>ND</sup> - \$200 gift card**

**3<sup>RD</sup> - \$100 gift card**

## BEST SMALL STORE DISPLAY *3 registers or less* (Homegrown Hut)

**1<sup>ST</sup> - \$300 gift card**

**2<sup>ND</sup> - \$200 gift card**

**3<sup>RD</sup> - \$100 gift card**

## ALL ENTRIES WILL RECEIVE:



*1 Tumbler & Bottle Opener*

# CONVENTIONAL MARKET NEWS

JULY 1 - JULY 10, 2022

## LOCAL SWEET CORN SEASON



July is peak season for local **Sweet Corn**!

Delaware is ramping up into their peak season for **Bi-Color Sweet Corn** with crates shipping for 4th of July and 50 dozen bins available starting 7/5. Delaware growers will have some **White Sweet Corn** but not as much as in Bi-Color.

New Jersey growers are now picking their summer **Sweet Corn**, arriving just in time for Independence Day weekend.

Local Pennsylvania **Sweet Corn**, including from Amish and Mennonite growers located within a few miles of Four Seasons Produce, will start their peak season summer **Sweet Corn** program sometime between 7/11 and 7/15.



### CV BERRIES

**Strawberry** prices remain fairly promotable. Case costs did come up off the "floor" but remain affordable overall. Harvests are strong and quality has been excellent out of California.

**Blackberry** prices are up a few dollars as harvests slow down. Quality has been good, and supplies are steady coming out of CA.

**NOTE:** Local **Blueberry** prices will be higher than usual due to limited availability out of New Jersey this season.

New Jersey **Blueberry** growers will have a shorter season as farms yields are down roughly 40-50%. Quality has been excellent. The Pacific Northwest deal is expected to start light harvests around July 4/5th, and then will really ramp up quickly as July progresses.

**Raspberry** prices are down some as harvests start to come on stronger out of California. Volumes are projected to stay strong through July. Quality has been nice.



### CV MELONS

Specialty Melons! **Tuscan-style Cantaloupes**, **Sugar Kiss**, **Summer Kiss**, **Limon Kiss**, **Orange Honeydews**, and **Heirloom style Cantaloupes** from Turlock Fruit will be available for early July.

**Cantaloupes** and **Honeydew** are arriving from Yuma, AZ. We will be transitioning into the West side growing region of California the first week of July.

90ct and 120ct Bin **Athena Style Cantaloupes** from Docia continue in season out of Tifton, GA but finishing up as we transition into North Carolina. The taste, smell, and quality are excellent.

**Watermelon** prices are expected to rise a bit. Weather has been very hot, and heavy rain has shut down some farms. 45ct larger fruit is still readily available, however 60ct smaller fruit will be tight. Georgia crops will start to finish and then transition to North and South Carolina.

**Mini Seedless Watermelons** continue in season from Georgia. Harvests are fresh, and fruit is expected to remain larger as new crops are generally larger in size as they ripen on the vine longer.



### CV STONE FRUIT

**NOTE:** **Cherries** are finally coming into peak season out of Washington but it will be a very different year. The 2022 crop is now projected at less than 50% of last year's yield, so prices will be high, but expect large sized fruit with better quality than was available in June.

**Dark Sweet Red**, **Rainier**, **Skylar Rae**, and **Orlando Cherries** will start to become more available across the first three weeks of the month.

**White & Yellow Nectarines** and **Peaches** are expected to be in good supply out of California from our Prima/Wawona program.

**NOTE:** On Eastern **Peaches** prices are on the firmer side due to the heatwave that devastated the SC/GA crop. Growers do expect fruit to start around the second week of July from local PA and NJ orchards. Supplies will be better than the southern deal but pricing is expected to be higher than last year.

**Black Plums**, **Red Plums**, **Verry Cherry Plums**, **Black Pluots**, **Mottled Pluots**, **Plumgranates**, and **Red Pluots** are expected to be in firm supply.

**Crimson Red Rose Apriums** are due in right after the July 4th holiday.





## CV AVOCADOS

**ALERT!** **Hass Avocados** continue to be tight out of Mexico. Some growers are starting to have “Flor Loca” season fruit that is passing acceptable maturity tests to pick. This has allowed some fruit to cross and prices to ease just a bit. This early “Flor Loca” fruit from Mexico will be hard and green with lower oil content, thus taking longer to ripen.

Peru and Columbia **Hass Avocados** continues to be a cost-effective option for the beginning of July. There are promotable deals in large fruit from Peru.



## CV MANGOS

**Mangos** from Mexico are increasing in volume each day. The Tommy Atkins variety is leading the way in production, and sizing is peaking on mostly 10ct with fairly good volume on 9ct and 12ct. 8ct and larger will still be very tight.

**NOTE:** The **Haitian Mango** seasons is winding done, and due to adverse weather and other challenges, will now be done.

**NOTE:** **Pango Mangos** from Puerto Rico will be done for the season for the last week of June.

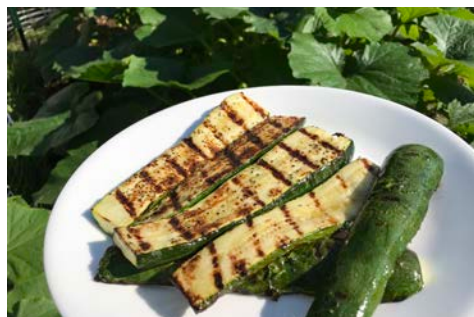


## CV GRAPES

Specialty grapes! **Cotton Candy Grapes** from Mexico will be in good supply through mid-July. Super sweet **Candy Hearts** and **Candy Dreams Grapes** are also available.

“Red Flames” and “Sweet Celebration” **Red Grapes** will be promotable out of Mexico through the first 2 weeks of July with excellent quality and taste! The California season is off and running in a small way (Flames and Black Seedless) but the price spread isn’t comparable to good Mexican fruit right now.

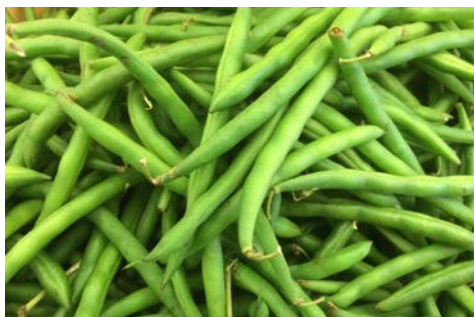
“Sugarones” and “Sweet Globe” **Green Grapes** will be arriving from Mexico through the second week of July. We have California “Sugarones” **Green Grapes** available as well. The California season will officially start up the first week of July and ramp up by the middle of the month.



## CV SQUASH

Local **Green** and **Yellow Squash** from PA and NJ will continue to arrive with outstanding quality, as well as North Carolina. Prices are increasing slightly with the transition to NJ and PA.

Local **Gold Bar Squash** (Yellow Zucchini) is available upon request for retailers who would like to add this to their display.



## CV GREEN BEANS

**Green Bean** prices are expected to drop in the beginning of July, with local product out of PA, NJ, and the Carolinas. Quality and availability have been excellent.



## CV LETTUCE

Quebec will be our primary growing region for lettuces including **Leaf**, **Romaine Hearts**, and **Iceberg**, during July and August as New Jersey is now finished with their spring crop.

California remains more limited on **Romaine** and **Romaine Hearts** but still have full availability. Pricing has been holding steady and not dipping too low.



## CV EGGPLANT

**Eggplant** prices have remained steady and are expected to stay this way heading into July out of North Carolina. Quality has been excellent, and there is plenty of volume. This will lead right into local New Jersey **Eggplant** coming by mid-July.



## CV CUCUMBERS

**Local Cucumbers** from Pennsylvania and New Jersey are now ramping up for the summer season. Pricing is on the high side to start.

**Euro** and **Mini Seedless Cucumbers** will be promotable.



## CV PINEAPPLES

**Pineapples** will tighten up just a bit for the month of July. Volume will be down just slightly.

**NOTE:** Del Monte **HoneyGlow Pineapples** will be limited for the beginning of July.





## CV BROCCOLI

**Broccoli Crown** pricing has firmed up in all growing regions.

Maine and Quebec expect strong field yields towards the end of July.



## CV BRUSSELS SPROUTS

**Brussels Sprouts** are readily available again for almost all vendors. Demand has been keeping up with supplies, so pricing has not lowered as expected.



## CV CAULIFLOWER

Quebec **Bikini Cauliflower** is right around the corner. The first harvests are expected around the 2nd or 3rd week of July.



## CV POTATOES

We are now into new crop 10/5lb **Red and White Potatoes** out of NC. Both are fresh and quality is looking gorgeous.

10/5 **Gold Potatoes** out of Virginia have been delayed by about a week and are expected to get started the week of 7/12.

**NOTE:** 10/5lb **Green Giant Russet Potatoes** are expected to continue to tighten up significantly as we round out the old crop season. The next 1-2 months will be extremely tight on product and will quite possibly have some occasional gaps.

**NOTE:** **Count Russet Potatoes** will also tighten up significantly out of Idaho as we near the end of the old crop season. Large **Count Russets** in particular have been VERY tight. Expect this market to jump as we switch to Burbanks and due to tight supply in early July. New crop Idaho is not expected to get started this season until late August – so again, the next couple months will be challenging.

- **PA Simply Sweet Onions** are expected to start harvesting in a limited way the week of 7/18, and should have some better supply by the week of 7/25.

- Sleeved 30ct **Celery** is readily available, and most shippers are pushing. Dole is holding steady on the higher end of pricing.



## CV TOMATOES

Local **Vine Ripe Tomatoes** are in season from Delaware! Product is also available from Arkansas and Alabama at more affordable prices than the early local fruit. New Jersey and Pennsylvania vine ripe tomato growers will be in peak season by mid July.

**Cluster Tomatoes** will remain steady as we head into July. Quality has been outstanding on all in-bounds.

**Beefsteak Tomato** prices are expected to go up during July as plant disease caused by the Rugose fungus issues are impacting yields for the greenhouse growers.

**Roma Tomatoes** are promotable as we head into the middle of July. Supplies will remain steady. We should start to see some local **Romas** in July out of PA.

## OTHER STORIES

- **Navel Oranges** out of California are finishing in early July on bulk fruit. We will transition into Import **Navels** and some new crop **Valencia Oranges** from California in early July.

- **Blood Oranges** are finished for the season out of California.

- **Limes** are in great supply, but prices are supposed to rise a bit due to drought conditions.



## CV PEPPERS

**Green Pepper** volumes are tightening a bit as some crops finish up, but there's steady product out North Carolina. Quality and availability are expected to hold strong for July when we should start to see some local New Jersey **Green Peppers**.

11lb Hothouse **Color Bell Pepper** volumes tightened up a bit with **Red Peppers** leading the pack. This is due to the demand heading into the 4th of July. Expect to see a drop in price following the holiday. Canada will be flushing with their new crop. Quality is excellent and supplies will increase in July. We continue to source most of our product from Canada which is jumbo sizing.

15lb **Red Peppers** should be back in stock by the middle of July. Quality of the **Peppers** out west is hit or miss, and with the lack of water, a lot of the crop is burnt up.

**Mini Mix Sweet Pepper** prices will increase as we transition into hothouse product in July.

- **Asparagus** prices will increase slightly as Michigan product will be coming to an end. Mexico is ramping up, and quality has been good. We will be moving into all 11lb cases by July, and for rest of the year.