

# ORGANIC MARKET NEWS



MAY 5 - MAY 12, 2023

## ORGANIC VIDALIA SWEET ONION SEASON



**GOOD NEWS!** Organic Vidalia Sweet Onions from Georgia are in peak season!

Quality has been excellent so far on this saucer-shaped, low-pungency, high-sugar variety. Jumbo Bulk and 16/3 lb high-graphic bass will be promotable for May.

Through the start of May, we will see a new crop of Peri & Sons El Centro, California, grown short-day **Organic Onions**. **Red, White, and Yellow Onions** will get started with our first arrival at the start of May.

A couple characteristics that we will see from "short-day" **Organic Onions** are that they are lighter in color with a more feathery skin set and a bit more mottled appearance than we see on long-storage varieties. These "short-day" **Organic Onions** will be shipping for the month of May and will bridge the gap between the Nevada and Firebaugh growing regions.



Spring crop aka "short day" Onions



### OG MELONS

**GOOD NEWS!** Organic Mini Watermelons from Mexico are available with steady supplies and fair prices. The quality has been excellent on the new crops. Expect steady supplies to continue.

**Organic Seedless Watermelons** have started out of Mexico and continue to increase in supplies weekly. The quality of the first arrivals has been excellent, with great sugar.

**Organic Cantaloupe** and **Honeydew** are back in season! New crop fruit is arriving from Mexico!



### OG MANGOS

**GOOD NEWS!** Mexican **Organic Mango** volumes are finally ready to go. Pricing will adjust down during May. It is finally time to start moving from fruit!

Crespo Organics new 8/6ct Club Pack **Organic "Tommy Atkins" Mangos** cases will be back in stock in mid-May! This is a great way to drive additional volume via big pack sales on Organic Tommy Atkins fruit!

Continue to look to promote **Organic Ataulfo Mangos**! Volume and quality are good!

**Organic Dried Mangos** in high graphic pouch bags from our organic mango partner, Crespo Organics are in stock! **Organic Dried Red**, as well as **Organic Dried Ataulfo Mangoes** are available!



### OG BERRIES

**GOOD NEWS!** **Organic Strawberry** prices are becoming very promotable. Baja fruit continues to be harvested, and California production is increasing every week. Quality has been excellent, and supplies will increase.

**GOOD NEWS!** **Organic Blueberry** pricing continues to be promotable out of Georgia. Quality has been exceptional, and harvests continue to flush. North Carolina is also producing light volume.

**Organic Blackberry** pricing remains steady. With light demand, prices have eased off some, and supplies are steady. Expect Mexico's production to finish around the end of May, depending on temperatures in the growing region.

**Organic Raspberry** pricing will continue to be tight. California production has started, but supplies continue to be limited. Quality is nice, but expect pro-rates and limits to continue.





## OG LETTUCE

**Organic Green Leaf, Red Leaf and Romaine Lettuces** continue to be sourced from Lady Moon Farms in Georgia in early May.

**LOCAL:** In addition, local farmers in Pennsylvania and New Jersey have begun harvesting as well and will increase production as May continues.

**NOTE:** California supplies will remain available as a supplementary option. **Organic Iceberg** and **Romaine Hearts** have remained elevated in price but have steady availability.



## OG BEATS & BOK CHOY

**Organic Bok Choy** and **Baby Bok Choy** from Lady Moon Farms in Georgia are concluding for the season in early May. Expect production to seamlessly transition to **LOCAL** Pennsylvania and New Jersey as their seasons begin.

**Organic Red** and **Gold Beets**, bunched and in bulk, are back in consistent availability. Prices remain elevated; however, as supply volume continues to improve, costs will too.



## OG CELERY

**ALERT!** **Organic Celery** supply has become very limited in May, while the quality has been sub par. Unfortunately, increased cost, limited volume, and unideal quality will plague the Celery market throughout the month. **Organic Celery Hearts** specifically, have become the most limited. Expect limited availability and potential gaps in supply.



## OG GREEN BEANS & BRUSSELS

**Organic Brussels Sprouts** from Mexico remain consistent in availability and cost. Quality has remained strong since May. Look to add **Organic Purple Brussels Sprouts** for a pop of color while they're in stock for mid-May.

**Organic Green Beans** from Mexico are ending their season in early May. Supply will shift to mainly be sourced on the East Coast. **LOCAL** Pennsylvania can be looked forward to in early to mid-July!



## OG AVOCADOS

**GOOD NEWS!** **Organic Hass Avocado** volume will remain abundant as growers ramped up for a big Cinco de Mayo. Look for supplies to be promotable for most of May in all sizes.

Equal Exchange Fair Trade fruit will be limited as they are in the final weeks of their Mexican season.



## OG SNAP PEAS

**Organic Snap Peas** are coming into season out of California.

Two options will be in stock starting the week of May 8th: 8/12 oz compostable trays and 10 lb bulk cases.



## OG LADY MOON VEG

**GOOD NEWS!** **Organic Eggplant** and **Zucchini** remain in flush supply from Lady Moon Farms in Punta Gorda, Florida. Additionally, **Organic Cucumbers** have experienced improved volume from Lady Moon Florida as well.

In early May, supplies from Lady Moon Farms' Georgia operation will begin harvesting additional **Zucchini** and **Cucumbers**. Expected strong supply volume and top-notch quality on all three commodities during mid-May.



## OG STONE FRUIT OUTLOOK

The first **Organic Apricots** should arrive towards the end of May.

The first **Organic Cherries** of the season are expected to arrive near the end of May. Once they get ramped up, good supplies are expected during June and should overlap with the Washington season.



## OG POTATOES

Our first of the season, Bakersfield Cal-O **Organic Gold Potatoes**, is available now. Cal-O will get started with **Organic Red Potatoes** with the product hitting stores early in mid-May. Quality is much nicer with these new crop **Organic Color Potatoes**, and pricing is steady.





## OG PEPPERS

**Organic Colored Bell Peppers** from Canada and Mexico remain available in early May; however, volumes are not as plentiful as in late April. Pricing is expected to increase while yields are down.

**NOTE:** Organic Green Bell Peppers and Mini Sweet Peppers remain limited in Mexico in May. Mid-May will mark the start of the Georgia Organic Green Bell Pepper season.



## OG TOMATOES

**GOOD NEWS:** Organic Cluster Tomatoes are promotable for mid-May.

**NOTE:** Organic Grape Tomatoes from Lady Moon came to an end due to quality issues found in the tomatoes due to weather and growing conditions. Supplies will be good on other labels of Grape Tomatoes available during this gap.

**NOTE:** Lady Moon Organic Cherry and Rainbow Cherry Tomatoes are finished in Florida. Lady Moon will transition to their Georgia crop in early May. In the meantime supply will come from out west via products from Wholesum Organics and A&A Organics.

**Organic Roma Tomato** prices are expected to increase slightly into the middle of May. Quality is outstanding, and availability will be steady.

**Organic Green Kiwi** from Italy are very tight. Chile and New Zealand will be next up for Organic Kiwi in late Spring or early Summer.

Supplies have been good on Fair Trade Royal Star Organic Papayas from Mexico. Overall quality has been good!

A very limited supply of Florida Organic Jackfruit will be available at the start of May.



## OG ASPARAGUS

There is domestic Organic Asparagus coming out of California and Washington, plus LOCAL supplies from New Jersey. The quality of the domestic Organic Asparagus is outstanding!



## OG CITRUS

California Organic Navels are expected to continue until the end of May, with larger sizes prevailing.

**Organic Blood Oranges** continue in season with late variety called "Sanguinelli". These have been eating great.

**Organic Cara Cara's** will finish for the season by mid-May.

**Organic Lime** pricing continues to ease slowly. Sizing should also improve in June.

**Organic Meyer Lemons** have finished for the season.

**NOTE:** Organic Grapefruit pricing has gone up again. With limited supplies and strong pricing, sporadic gaps should also be expected.

## OTHER STORIES

**Organic Pineapple** supplies from Costa Rica have been good. The quality has been excellent. Fruit should be in good supply for May!

**Organic Pomegranate Arils** are in stock. Four Seasons will be carrying the Green Belle label going forward!

**Organic Turmeric** from our growing partner Secret Beach Organics in Hawaii will be in good supply in



## OG ARTICHOKES

**Organic Artichokes** are back in stock in early May. The product is trending larger, with 12 ct Jumbo and 18 ct XL being the most available. Although supplies are not plentiful, they are steady.



## OG BROCCOLI & CABBAGE

**Organic Broccoli** availability has improved in May as supply volume from the East Coast has increased. California production remains available but limited and more expensive than East Coast production. Expect strong volume and possibly promotional opportunities from North Carolina in mid-May.

**Organic Cabbage** production will begin to make its way up the East Coast in May. As Florida concludes, North Carolina will begin, and the LOCAL Pennsylvania season will begin in late May or early June! Improved Organic Napa Cabbage should result in steady availability in May.

April. Four Seasons will offer full 30 lb cases and 5 lb smaller cases for added convenience.

## EARTH WEEK 2023 CAMPAIGN RESULTS

Thank you to our incredible customer partners, Kimberton Whole Foods and Harvest Market Natural Foods, plus to our amazing supplier partners, Lady Moon Farms, Mother Earth Organic Mushrooms, and Stemilt Artisan Organics for their participation with us in donating to Pasa Sustainable Agriculture during Earth Week 2023!

To learn more about Pasa visit: [Pasafarming.org/](https://Pasafarming.org/)



**\$12,134.20**



**\$3,532.83**



**\$1,160.00**



**\$8,836.00**



**\$3,250.00**



**\$1,548.50**

**\$30,461.53 to Pasa!**

**THANK YOU!**



# CONVENTIONAL MARKET NEWS

MAY 5 - MAY 12, 2023

## SWEET PEPPER OUTLOOK

**GOOD NEWS!** 15 lb XL **Sweet Red Peppers** from the field production have now started to drop in price as we head into the middle of May with product out of Mexico and California. The quality has been excellent.

Canadian greenhouses are more limited with 11 lb **Red Bell Peppers** but more promotable on **Yellow** and **Orange Peppers**. Mexico currently has the cheapest pricing as they are cleaning up old crops, but quality is still very strong.

Looking ahead, Four Seasons will have promotional opportunities on all three colors of **Hothouse Bell Peppers** the week of 5/15, which will be a great deal better than the rest of the market.

Then the week of 5/30 there will be some nice promo deals on 12/1 lb bags of **Mini-Mix Sweet Peppers**.



### CV STONE FRUIT

The first California and "May Zee" **Peaches** are due in the second week of May; good supplies are expected but may be slow to get started.

The first California **Cherries** and **Apricots** are due in the third week of May, barring any more weather events. Right now, the crop is looking pretty good in volume, and due to the delays, fruit size should be on the larger side.

The first California **Nectarines** are due before the end of May.

**ALERT!** The South-eastern **Peach** crop has taken significant damage from the cold weather and hail in South Carolina and Georgia. Some estimates have the crop estimated at a 95% loss. This is expected to keep western pricing very strong.

Import **Black Plums** have finished for the season, and we expect a gap until California gets started around the first week or so of June.



### CV LETTUCES & GREENS

**LOCAL:** New Jersey grown **Red Leaf**, **Green Leaf**, and **Romaine Lettuce** are now in season for the Spring.

**LOCAL:** **Boston Lettuce** from New Jersey is also here!

**LOCAL:** New Jersey **Kale**, **Collards**, **Dandelion**, **Green Chard**, **Rainbow Chard**, **Red Chard**, and **Mint** are in peak season for the Spring.

California **Lettuces**, including **Iceberg** are finally dropping in price for mid-May. **NOTE:** Quality is still iffy. Expect tip burns, light weights and shorter shelf life for now but improvements will come.

**Romaine Hearts** have the best availability in the lettuce line, up from California. Pricing is steady with some growers making spot deals.



### CV TOMATOES

**GOOD NEWS!** The **Tomato On-the-Vine** and **Hothouse Beefsteak Tomato** pricing will be promotable into the middle of May.

Be cautious of **Cluster** and **Beefsteak** promotions for June as the west coast will be looking to pull product from the east coast, causing pricing to rise. Quality has been excellent.

**Snacking Tomatoes** are starting to tighten up slightly, and market pricing is increasing out of Canada and Florida. Mexico is still bringing the cheapest product with great quality at this time. We will continue to promote plenty of snacking tomato varieties for as long as possible.

**Round Tomato** pricing will continue to rise with fields winding down and pulls picking up as we head into summer and demand rising before local production begins.

We will continue with 2-layer **Vine Ripe Tomatoes** out of Mexico and 25 lb **Vine Ripe Tomato** volume fill packs to cases out of Florida. Quality will be excellent in both regions.





## CV KIWI

We are approaching the later stage of **Green Kiwi** supplies from Italy and Greece. Price increases will take place over the month of May as fruit begins to transition to Chile and then to New Zealand.

Sungold **Kiwi** from Zespri will be starting around the middle of May! Four Seasons will offer a bulk, volume-filled option, along with clam-shelled fruit.

California-grown "Mighties" label **Green Kiwi** Clamshells will be available in good supply.



## CV ONIONS

Vidalia Sweet Onions continue in peak season supply and quality!

We will see some **Red, Yellow, and White Onions** available through the start of May out of Georgia. The Texas and Mexico **Onion** prices are volatile due to poor weather disrupting harvest schedules. California is about two weeks away from shipping any meaningful volume, so this **Onion** market will be a little unsteady for the month of May.



## CV WATERMELONS

**NOTE: Watermelons** have become very tight in supply. April saw a lot of rain and damaging storms that hurt crops. Quality has been nice out of Florida, but expect higher prices and tight availability as demand will begin to pick up with nice weather ahead.

**GOOD NEWS! Mini Watermelons** continue to be available from offshore programs and Mexico. Texas is also starting its harvests. Quality has been excellent, and supplies are steady.



## CV BROCCOLI

Georgia **Broccoli Crowns** still harvesting beautiful crowns and is staying aggressive in comparison to California.

**Broccoli Crowns** from California have gotten a big push due to some warm weather. After this push, they expect to go right back to limited availability.

**Sweet Baby Broccoli** is readily available, with promotional numbers expected into Mother's Day.



## CV MELONS

**Melons** continue to show peak quality out of Guatemala, but Honduras is getting hit hard with white fly issues, disrupting arrivals to the USA.

Mexico has started with **Honeydew** and will ramp up with **Cantaloupes** from different growers as we enter May.

Currently in house on specialty **Melons** are **Dino, Galia,** and **Mag** Melons from Del Monte (limited).

There are some 120 ct Athena style bin **Cantaloupes** available for the week of May 8th.



## CV PEARS

Good supplies of domestic **Anjou Pears** continue and should do so for a few months.

Domestic **Bosc Pears** are virtually finished for the season, and limited supplies of imports will be available.

Import **Asian, Bartlett, Bosc, Comice,** and **Forelle Pears** are in decent supply.



## CV APPLES

Washington **Apple** prices are climbing, due to storage supplies dwindling and some shippers finishing some varieties. Expect some imported Apples to begin hitting the market from South America possibly offering some value over domestic fruit, towards the end of May.



## CV SWEET CORN

**GOOD NEWS! Sweet Corn** continues to come out of Florida with outstanding quality. **Corn** is expected to start in Georgia around the middle of May.

Right now, we have packaged corn along with **White, Yellow,** and **Bi-color** bulk **Corn**. All corn will be arriving in ECO crates.



## CV CAULIFLOWER

**NOTE:** The warm weather brought on more **Cauliflower** products. Pricing is falling off. This is expected to be short-lived, and pricing will resume at higher levels by mid-May.





## CV BOK CHOY

**LOCAL:** Baby Bok Choy, Bok Choy, and Napa Cabbage are coming in with the first crop out of New Jersey. We are expected to see more product out of New Jersey in May with **Green** and **Red Cabbages** to follow.



## CV AVOCADOS

**GOOD NEWS!** Hass Avocado supplies were up at the start of May, and volumes will remain so throughout May. Look for promotable deals in the middle of May to keep Cinco de Mayo displays stocked and ready to capitalize on residual sales!



## CV CUCUMBERS

**GOOD NEWS!** Seedless Euro Cucumbers 12 ct pricing will be promotable into the middle of May with product out of Canada. Quality is outstanding. It is expected that the flush will come to an end by the end of the month.



## CV POMEGRANATES

Imported **Pomegranate Arils** will be steady on the Sun Belle label.

**Pomegranates** are back in stock. In stock fruit will be from Peru in a 10 ct single-layer pack.



## CV PINEAPPLE

**NOTE:** Pineapples are projected to be in light supply for the rest of May. Some premium, high-color Pineapples from Dole "Golden Selection" and Del Monte "HoneyGlow" are available but at a premium price.



## CV ARTICHOKE

**GOOD NEWS!** Artichokes 12 ct, are promotable through Mother's Day. These Jumbos are a Spring favorite!



## CV MANGOS

**GOOD NEWS!** Red Round Mango supplies are finally starting to hit promotable supplies. Mexico is finally starting to see volume open up.

Keep looking to promote Ciruli Brothers "Champagne" **Ataulfo Mangos**. These delicious Mangos will be steady into June.



## CV ASPARAGUS

**LOCAL:** Asparagus out of Delaware and New Jersey is rolling in, and the quality is outstanding! Peak season will be through the month of May, and volume is ramping up, which will cause the price to continue to step down. By the end of May and early June, we should start to see more Asparagus available in Michigan.

**ALERT!** White Asparagus will not be available for the month of May in any large quantity. There has been a very small amount of unexpected volume coming from Peru, but nothing to write home about. The crop in Peru suffered a lot of damage due to the weather they had, so we can expect to see white grass from Peru again around early June.



## CV CITRUS

Navels have increased in price as some growers are switching to "Late" Navels. Look for deals on Extra Large fruit (36-48ct) as this size is peaking right now!

**Cara Cara's** remain vastly promotable with prime quality throughout mid-May. Look for deals on extra-large fruit (36-48 ct) as this size is peaking.

**Halo Mandarins** from California continue to size down, and with an end in sight for many, this season should end this month for California. Imported Mandarins from Morocco are showing impressive quality as well as a full range of sizing, but will finish soon as Peru and Chile kick off.

**Lemons** are of balanced quality and size as the crop continues to peak on larger choice fruit. Reach out for deals on Large Lemons from different growers and on Meyer Lemons.

**Grapefruit** crop (Star Rubies) is showing a great internal appearance but more than normal yellowing externally. Import Grapefruits have just started for folks looking for more value in this sub-category.





# VIDALIA SWEET ONIONS DISPLAY CONTEST

## May 1 - May 28, 2023

Do your customers have a sweet tooth? Are you looking for a surefire way to "sweeten" your profits! Well then, we have the answer for you to satisfy both of those "sugar" cravings! Vidalia Sweet Onions from Georgia are here, and we are going to kick off the season in style!

Four Seasons Produce has again partnered up with Stanley Farms (Richter Produce) to bring you another super exciting display contest for the month of May! The long awaited, highly anticipated Vidalia Onion season is upon us and your customers will definitely be looking for these precious gems from the south. Vidalia's add great sales opportunities and potential impulse sales for your produce department so be sure to jump in on the fun!



### CONTEST CRITERIA:

- Build an amazing display of organic and/or conventional Vidalia Sweet Onions. **\*\*Product must be purchased only from Four Seasons Produce.**
  - 4105 - CV Onions Sweet Jumbo 40 lb Vidalia
  - 4166 - CV Onions Sweet 16/3lb Vidalia Bag
  - 41541 - OG Onions Sweet 40 lb Vidalia
  - 41540 - OG Onions Sweet 16/3lb Vidalia Bag
  - 230952 - POS Vidalia Display Box
- Participants must order at least **8 cases** of product throughout the contest period.
- Vidalia Onion point of sale signage must be included on or by your displays. Use of Vidalia Onion boxes would qualify for this criteria.
- Email all contest photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Thursday 6/1.  
**\*\*While not a requirement to qualify, the use of social media presence is strongly encouraged.**

### PRIZES:



**FIRST PLACE:**  
Grill



**Two other winners** will each receive a \$100 Visa gift card!



**One store** will receive a \$100 Visa gift card for use of the most creative Vidalia Onion signage.  
Every qualifying entry will receive a Stanley Farms hat just for entering!

### MERCHANDISING & HANDLING TIPS:

- Vidalia Sweet Onions are a lower risk display commodity. Go BIG with your displays in high traffic areas and get them seen!
- There are so many items that Vidalia Sweet Onions can be paired with! Corn, peppers, tomatoes, zucchini to name a few but any grilling type vegetable (or fruit!) will add potential impulse sales to the basket! Cross merchandise and build into your displays from grocery departments, balsamic, hot sauces, lime juice and olive oils; the list goes on. Build your basket size, build your sales!
- Store Vidalia Onions in a cool, dry area. Keep away from any moisture or humid storage areas.
- Add some recipe cards onto your display for quick meal ideas for your customers.
- Cross merchandise a basket or two in your meat department for quick impulse sales and a nice grilling addition to those burgers!



Now its time to build some "sweet" displays with these sweet onions sure to indeed "sweeten" those sales!

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



1.800.422.8384

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







## ASPARAGUS AND BRUSSELS SPROUTS DISPLAY CONTEST WINNERS

### MARCH 13<sup>TH</sup> - APRIL 9<sup>TH</sup>, 2023

The results are in for our Hippy Asparagus and Brussels Sprouts contest! We had an incredible month seeing some great display builds from all of our entries. We had many amazing displays to choose from and it's been narrowed down to five winners. Be sure to check out the winners below. Thanks to everyone who participated in this contest! We look forward to seeing more creativity like this in the future!



## WINNERS



**Henning's Market - Harleysville, PA**



**The Common Market - Frederick, MD**



**River Valley Co-op - Easthampton, MA**



**City Market - Burlington, VT**



**Lexington Co-op Market - Buffalo, NY**



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