

ORGANIC MARKET NEWS



JUNE 2 - JUNE 9, 2023

PROMOTABLE ORGANIC STRAWBERRIES



GOOD NEWS! **Organic Strawberry** prices remain quite promotable. Baja, MX has finished up, and we are into full California production from the Santa Maria and Watsonville areas. The quality has looked very nice, and supplies remain plentiful. Early June will be a good time for ads and in-store specials.

Organic Blackberry prices remain steady. Fruit is still coming in from Mexico lightly and transitioning into California production as well. The quality has been looking decent. Volumes are steady.

Organic Blueberry prices are steady in California and Georgia. Georgia growing regions have had rain in late May, limiting harvests and shortening supply. Quality, however, has been nice overall, and supplies are steady. Local New Jersey **Organic Blueberries** should begin the week of 6/11.

Organic Raspberry prices are steady in California right now. Supplies and pricing are steady as well. **NOTE:** The quality has been fair to okay on arrival.



OG MELONS

GOOD NEWS! **Organic Mini Watermelon** prices continue to ease off with promotable volumes out of Mexico. The quality has been excellent, with great sugar.

New crop **Organic Seedless Watermelons** are easing off and becoming more available out of California and Mexico. The quality has been excellent.

Organic Cantaloupes and Honeydew are lightening up in Mexico as the desert in California starts up. Look for **Organic Melons** from the USA in house starting at the beginning of June including **Organic Galia Melons!**



OG MANGOS

GOOD NEWS! Mexican **Organic Mango** volumes are promotable with the Tommy Atkins variety. With growers beginning to transfer further north, large sized fruit will be a little more limited than 10 and 12 ct. fruit. Promote in June!

Crespo Organics 8/6 ct cases of club packs are available for the start of June! This is a great way to drive additional volume on **Organic Tommy Atkins Mango** fruit!

Organic Ataulfo Honey Mangos continue to be popular, with ripe, high flavor fruit available!

There will be a limited supply of Florida grown **Organic Mangos** at Four Seasons! This fruit is not hot-water treated giving a ripe and high-quality eating experience, and will be available in the months of June and July.

Organic Dried Mangos from our organic mango partner, Crespo Organics, will be available again in a 4-ounce bag option in both 12 ct and 60 ct cases.



OG TOMATOES

USA soil-grown **Organic Grape Tomatoes** by Lady Moon have started out of Georgia, and the quality is outstanding.

Lady Moon **Organic Cherry Tomatoes** are starting to arrive from Georgia, and the quality is excellent.

Organic Grape Tomatoes from NatureSweet will be available for the first time from Four Seasons Produce on 5/29 in a 16-ounce pack. An **Organic Grape** 10-ounce pack will be available in June, date to be determined.

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



OG BROCCOLI

Organic Broccoli production will tighten in early-June and will create increased prices. In addition to Virginia and California production, local Pennsylvania Organic Broccoli is beginning, just expect high prices headed towards mid-June.

GOOD NEWS! **Organic Broccoli Rabe** will return to stock in early June after gapping for most of May. Expect pricing to be elevated.



OG GREEN BEANS

ALERT! **Organic Green Beans** quality continues to be a struggle, while volumes also remain limited as June approaches. Expect limited to no availability throughout most of June until production moves locally in early to mid-July.

Earthbound and Eat Smart brand packaged **Organic Green Beans** have had spotty fill-rates too.



OG CABBAGE

LOCAL Organic Cabbage is beginning to increase in volume in early June.

Expect Pennsylvania-grown **LOCAL Organic Green** and **Napa Cabbage** in early June, followed by **Organic Red Cabbage** in mid-to late-June.

Organic Red Cabbage will be sourced from North Carolina in the interim.



OG CAULIFLOWER

Organic Cauliflower remains available in early June. Improved conditions, such as increased supply and strong quality, have helped decrease costs. Continue to promote in early June, as supply is expected to tighten in mid- to late-June.



OG AVOCADOS

Organic Hass Avocado volume from Mexico is tightening a bit as we start the month of June. Pricing is expected to rise a bit during this time.

NOTE: Equal Exchange Fair Trade **Organic Hass Avocados** will be limited as they are in the final weeks of their Mexican season. Expect rich, high-oil-content fruit to close the season!



OG ARTICHOKE

GOOD NEWS: **Organic Artichokes** volumes are steadily increasing as June begins. Large size Organic Artichokes will have the best availability; promotional opportunities will be available.



OG CELERY

NOTE: **Organic Celery** volumes are improving in California as the Mexico production has concluded, but some quality issues in Santa Marie have arisen.

Availability should remain steady; however, expect costs to remain elevated until mid-to-late-June.



OG LEMONS

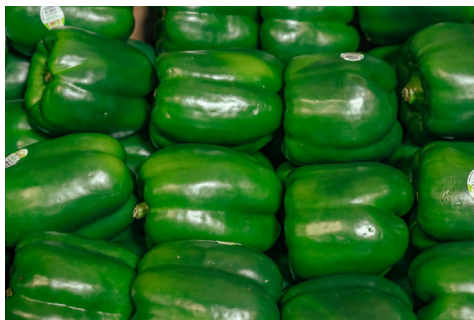
NOTE: **Organic Lemons** have become unexpectedly tight, and gaps should be expected through the start of June.

Argentina and Mexico are expected to begin towards the end of June and hopefully a steadier price and supply will return.



OG GRAPES

New crop **Organic Grapes** are finally ramping up in Mexico, with a full array of **Red, Green, and Black Grapes** in house now. Prices are high, but expect relief in mid-June.



OG PEPPERS

Organic Green Peppers will experience regular availability in early June as multiple growing regions are experiencing consistent yields.

NOTE: **Organic Color Bell Peppers** continue to increase in cost as availability has become limited. Shortages are being caused by Canada's limited availability, while both Holland and Mexico have no production. Expect costs to continue to increase.



OG ASPARAGUS

Organic Asparagus fields in Mexico are a new crop. There is also domestic **Organic Asparagus** that is coming out of California but is coming to an end, and New Jersey, and Washington have already ended. Quality is great on all inbounds.



OG KIWI

The first of the season **Organic Sungold Kiwi** from Zespri has arrived! This New Zealand grown fruit is always a huge favorite and will be in stock for the start of June!

NOTE: **Organic Green Kiwi** will be in a seasonal supply gap to start the month of June.



OG STONE FRUIT

California **Organic Cherries** are now in good, steady supply, with prices easing off a little in early June.

Organic Peaches and **Nectarines** are in and out, and a regular supply can be expected as growers hit their stride towards the middle of June with harvest volume and shipping.

Organic Plums and **Pluots** should begin in mid-June.

NOTE: **Organic Apricots** out of California are expected back in through the start of June but with very limited supplies and strong prices. Expect these conditions to exist for the season until Washington **Organic Apricots** begin.



OG TROPICAL FRUIT

Organic Jackfruit will be available through the month of June from Florida.

Organic Lychee fruits will be available starting in June from Florida! Be sure to get them while you can!

Supplies have been good on **Organic Royal Star Papayas** from Mexico. Overall quality has been good! Pricing will be steady.

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

Organic Turmeric from our growing partner, Secret Beach Organics in Hawaii, will be in good supply starting in June. Four Seasons will offer full 30-pound cases and 5-pound smaller cases for added convenience.



OG LOCAL VEG

LOCAL Pennsylvania and New Jersey Organic Vegetables season is in full swing.

Lady Moon Farms in Chambersburg, PA is harvesting **LOCAL Organic Greens**, such as **Kales, Dandelions, and Collards**; next up will be **Organic Parsley and Fennel**.

Also, **LOCAL Organic Romaine, Green and Red Leaf Lettuce** are available. Expect promotional opportunities on various items throughout June.

In addition to Lady Moon production, other **LOCAL** Pennsylvania and New Jersey growers will have **Organic Chards, Cilantro, Iceberg, Romaine Hearts**, and much more as the weeks continue.

Make sure to highlight "Local" to show your support for local agriculture.

OTHER STORIES

Organic Euro Cucumbers 12 ct. will be available into the middle of June with products from Canada and Mexico. The quality is outstanding.

NEW! **Organic Cocktail Cucumbers** from Naturesweet will be available for the first time at Four Seasons Produce at the start of June. The quality will be outstanding. Product of Mexico.

Organic Gala, Granny Smith, Honeycrisp and Pink Lady Apples are getting tight, and we will begin transitioning to imported fruit from Argentina, Chile and New Zealand.

Organic Cucumbers, Eggplant, and Zucchini remain in steady supply from Lady Moon Farms in Bainbridge, Georgia. Top-notch quality and consistent availability should be expected in early to mid-June.

California **Red, White, and Yellow Onions** from Peri will start the transition up to Firebaugh, California, over the start of June. We will see some nicer skin set and more uniform color on the **Onions** as we make this move to more northern growing regions.



NEW FROM SOLI ORGANIC!



235196



231213



235195



NEW ITEMS NOW AVAILABLE FROM GT KOMBUCHA!



ISLAND BLISS

235290



BLOOD ORANGE

235291



235258



235257

NEW ITEMS NOW AVAILABLE! FROM





CRESPO ORGANIC MANGO MANIA DISPLAY CONTEST

JUNE 12 — JULY 30, 2023



Well, its that time again!!! Mango Mania is finally here and we are going to celebrate it in style! Four Seasons Produce has again teamed up with Crespo Organic to bring you the annual Mango Mania promotion and display contest. BEAUTIFUL organic mangoes from Mexico are in full swing with AMAZING quality fruit coming off of the trees and onto your department displays and counters. It is the PERFECT time to promote this PERFECT fruit! Remember, BIG mango displays will lead to BIG mango sales for sure, so plan out your next mango masterpiece and watch your mango sales soar.



CONTEST CRITERIA

- Build a BEAUTIFUL and impactful mango display in your produce department. ALL fruit MUST be purchased from Four Seasons Produce. Product codes are below:

Mango Product Codes:

44169—OG Mangoes Mex 8ct
44163—OG Mangoes Mex 10ct
44165—OG Mangoes Mex 12ct
44177—OG Mangoes Ataulfo 12/14ct
44185—OG Mangoes Ataulfo 16/18ct
234668—OG Mangoes 8/6ct Club pack

Mango Bin Codes:

230749—POS Display Bin Ataulfo/Honey
224210—POS Display Bin Mango
235364—POS Display Bin Mango Crespo

Dried Mango Codes:

235754—OG Dried Mangoes 12/4 oz Crespo
235041—OG Dried Mangoes 60/4 oz Crespo
235755—OG Dried Mangoes Ataulfo 12/4 oz Crespo
235044—OG Dried Mangoes Ataulfo 60/4 oz Crespo

- All displays must include round (Tommy Atkins/Kent/Keitt) mangoes, Ataulfo (Honey) mangoes as well as at least one of the SKU's of Crespo dried mangoes.
- Displays must remain up for at least one week
- Displays must have Crespo point of sale posters/cards in it or have the Crespo graphic boxes built into the display. Point of sale signs, posters and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase a total of 25 cases of mangoes within the contest period
- Send all display contest photos to contest@fsproduce.com by Thursday August 3rd 2023



CONTEST PRIZES

Displays will be judged on overall eye appeal & use of the Crespo branding.

1ST PLACE

Four Seasons Jacket + \$50 Gift Card

2ND PLACE

Four Seasons Hoodie + \$25 Gift Card

3RD PLACE

Four Seasons Hat + T-Shirt + \$25 Gift Card



EVERYONE IS A WINNER!

Crespo Organic is giving out some great swag just for entering the contest!



MANGO MERCHANDISING TIPS

- Merchandise mangoes in a high traffic area to give them great visibility and create some impulse sales
- Be sure to rotate fruit on display and in backroom areas to control ripening.
- Be sure to have both ripe and unripe fruit on display. This allows for a consumer to eat one immediately and buy a few for later in the week
- BIG displays sell BIG amounts of mangoes. Don't be afraid to shoot for the stars when it comes to display size. With the popularity that mangoes now have, these are now on a lot of consumers shopping lists.
- Sell in multiples for the best results (2/\$3.00 over \$1.49 each)

For more information on mangoes and for display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser



PHONE: 1.800.422.8384

WWW.FSPRODUCE.COM



CONVENTIONAL MARKET NEWS

JUNE 2 - JUNE 9, 2023

JUNE STONE FRUIT OUTLOOK

California **Dark Sweet Cherries** are finally in decent supply, with prices easing off weekly. 9.5 and 10.5 row larger fruit is prevailing. There are some price breaks on smaller 11.5 row **Cherries**. The Washington crop will be arriving during June so when there's an overlap between growing regions things should be promotable near the 4th of July.

Rainier Cherries are expected to arrive the first weekend in June with very limited supply of small sized fruit and then a limited supply of larger fruit is expected mid-June.

South Carolina **Peaches** are in a small gap. Fruit is available in small shots but is then expected to be more steady the second week of June.

California **Yellow Peaches** are in good supply in smaller fruit and will size up over the month of June. California **White Peaches** are due in to start June, and **Donut Peaches** will be in and out of stock to start the month until that season ramps up fully.

California **White** and **Yellow Nectarines** are starting off small and should begin to size up as supplies increase as we move further into June.

California **Apricots** remain very limited in supply and are expected to continue to be in and out of stock for the season with higher prices than usual until the Washington crop starts later in the season.

The first California **Pluot's** are due mid-June.



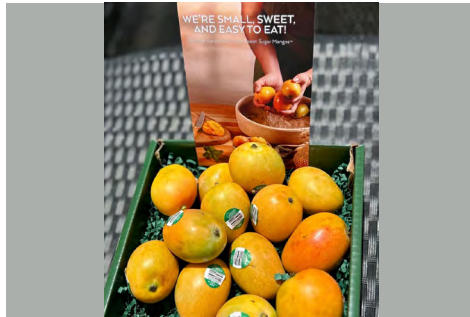
CV BERRIES

GOOD NEWS! **Strawberries** are priced to sell out of California. All major regions are harvesting strong numbers with decent quality overall. Look for great deals to pass on to consumers while the California season is in full swing during June.

Blackberry prices are firming up as we move out of Central Mexico into Georgia and California's domestic production.

Blueberry prices have been on the high side overall as Mexico finished. Delta, California crops are delayed, and the East Coast had a few days of rain down south that really tightened up supplies. Georgia is expected to start rebounding, and New Jersey harvests are right around the corner as well. Expect the first **LOCAL** New Jersey **Blueberries** to be available the week of June 11.

NOTE: **Raspberry** prices remain steady outside of California. Harvests are tight, and quality has been fair right now, showing signs of being soft and overripe from weather challenges during the growing season.



CV MANGOS

NEW! **Mini Sugar Mangos** from Columbia will be available starting in June! Be sure to give this new ultra-sweet fruit a try!

Mangos are in good supply. Mexico has plenty of fruit, mainly "Tommy Atkins", and some "Kent" varieties are also available. Pricing has fallen with importers dealing in fruit. Larger fruit will command higher prices over the month of June, while many are dealing in 10-size fruit and smaller.

NEW! Four Seasons will feature some Florida-grown, "non-hot water-treated" **Mangos** as the Florida mango season is just getting started. This fruit will be tree ripened and should provide a great eating experience!

Keep looking to promote Ciruli Brothers "Champagne" **Ataulfo Mangos**. These delicious mangoes will be steady for the rest of May.



CV TOMATOES

We will continue to promote plenty of **Snacking Tomato** varieties for as long as possible, offering a great advantage in the market and winning for you and your customers! Overall, **Snacking Tomatoes** are starting to tighten up slightly, and market pricing is increasing out of Canada and Florida. Some Florida fields are transitioning to northern areas. Mexico is still bringing the cheapest product with great quality at this time.

Greenhouse **Beefsteak** and **Cluster Tomato** prices are increasing into the beginning of June with product from Canada on large sizes. Be cautious of promotions for June, since the west coast will be looking to ship product from the east coast.

Round Tomato prices will continue to rise, fields are coming to an end, and demand will rise before local production begins. We will continue with 2-layer **Vine-Ripe Tomatoes** out of Mexico and 25-pound **Vine-ripe packs** out of Florida. The quality will be excellent in both regions.



CV KIWI

Sungold Kiwi from Zespri is in good supply as the New Zealand Sungold season has started. A bulk volume-filled option, along with an 8/1lb Clamshell will be stocked.

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



CV POTATOES

10/5 Green Giant **White Potatoes** continue to come out of storage crop from Maine and will have a slight gap until we get going out of new crop North Carolina during mid-June.

Dole label **Red** and **Gold Potatoes** will be switching over to Florida-grown **Potatoes** starting in June, which will bring some higher costs. We should see some pricing relief as we get into NC potatoes later in June.



CV GRAPES

New crop **Grape** crossings have been irregular from Mexico as color and sugar levels continue to be the struggles, but growers are in better shape than the last week of May with more varieties and shippers coming along. Prices are high to start the season and will drop as more fruit is harvested.

Look for super promotable pricing on **Red** and **Green Grapes** as we enter the second and third weeks of June!

Cotton Candy Grapes are expected in late June.

Sugar Kiss – Dissolving like sugar on the tongue, its uniquely soft sweetness makes this the sweetest "Kiss Melon"

Summer Kiss – Known for its bold golden rind and creamy, mellow green flesh

Honey Kiss – Oblong Chinese Golden Hami melon is unique in its flavor and shape. Its crisp, refreshing flesh holds hints of honey and pear



CV MELONS

Variety **Melons** are showing strong quality regardless of growing region. We are offering "Dino" **Melons**, "**Honey Kiss**" **Melons**, **Tuscan Style Cantaloupe** (slight gap for early July), "**Sugar Kiss**" and "**Summer Kiss**" in season.

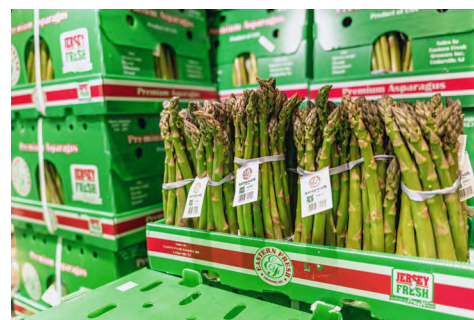
Melons are transitioning into the Southern Desert Region of California with **Cantaloupe** being more available than **Honeydew**.



CV WATERMELONS

Watermelon prices are staying up for the start of June as northern Florida fields slow down and Georgia fruit isn't ready to harvest. Supplies are expected to be short during the gap, especially on larger 36- and 45-ct. fruit. The quality has looked excellent.

GOOD NEWS! Mini **Watermelons** remain available out of Mexico, and the quality has been excellent.



CV ASPARAGUS

Asparagus prices are steady. The **LOCAL** deal is coming to an end fast, as shippers are already starting to end fields. We will be transitioning to Michigan for 28-pound asparagus by the second week of June.



CV JUMBO PEPPERS

GOOD NEWS! **Jumbo Green Peppers** prices are falling fast with crown picks out of Georgia and new fields starting in Mexico. Quality is good both in Mexico and Georgia. Early to mid-June will be a great time for in-store specials!



CV VIDALIA SWEET ONIONS

Vidalia Sweet Onion prices will push up a bit at the start of June as growers transition from fresh-pack to storage-pack.

Demand is strong as we head into June, and quality remains very good.



CV CELERY

NOTE: **Celery** continues at more expensive pricing than normal but there are signs things will improve during June.



CV LETTUCE

GOOD NEWS! California **Iceberg Lettuce** and **Romaine Hearts** are in better availability and prices are reasonable for early June. **LOCAL** New Jersey **Leaf** and **Romaine Lettuces** continue in season and will transition to new crop Quebec in mid to late June.



CV AVOCADOS

Hass Avocado supplies continue to be fairly steady from Mexico; however, volumes have been down in Mexico. Prices have inched up as we head into June. Peru volumes year to date have been down over 50% from 2022, and the import season has been slower to start.



CV CUCUMBERS

Cucumbers, both Large and Super-select, will be available into the middle of June with flushes out of Mexico and Georgia.



CV SPECIALTY FRUIT

Lychee fruit from Mexico will be available over the next month in a bulk 10-pound pack. A small amount of **Rambutan** will also be available in bulk 5-pound packs.



CV PINEAPPLE

Pineapple supplies are tight heading into June.

There will be some premium, high-color fruit from Dole and Del Monte in the "Golden Selection" and "HoneyGlow" labels, respectively.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are steady and reasonably priced out of Virginia and California for early June.

Cauliflower was in a harvest flush to start the month but pricing is firming back up for the second week of June.



CV SWEET CORN

Sweet Corn has transitioned into new crop Georgia with outstanding quality.

Right now, we have packaged corn along with **White**, **Yellow**, and **Bi-color Bulk Corn**. All corn will arrive in ECO crates, but other packs are available on request.

Speak to your sales reps about forward corn pricing for promotions.



CV SWEET PEPPERS

15-pound **Sweet Red Pepper** have now started to increase, with 11-pound **Red Bell Peppers** tightening up as we head into the middle of June with product out of Mexico and California. The quality has been excellent.

Mini Mix Peppers are in transition to different fields in Mexico. We will receive plenty of product and be able to promote it at an uncertain price through June. Talk to your sales rep about getting pre-orders in now!

Dulce Italiano **Pepper** will be available from NatureSweet for the first time at Four Seasons Produce at the start of June. The quality will be outstanding.



CV CITRUS

Mandarins have finished in California (including Halos), and we transitioned into Import Peru/Chile fruit. Quality has been outstanding to start the season.

Lemons are still running strong, with the crop peaking on 95/115s and small fruit remaining firm and tight.

Limes continue to show strong volume and quality. June is a great month to push **Limes**, and in July, this price is expected to jump.

California **Navel Oranges** proceed with firm prices on smaller fruit while the crop is peaking on larger fruit. Look for promotable large **Navel** deals through the month of June. There is aggressive pricing on 9/3 lb import **Navel Oranges** too.

Cara Cara Oranges are finished on fancy or larger fruit, with smaller fruit still being available, mainly for bagging.



Sunkist



Sunkist Growers Citrus Display Contest Winners

March 6th - April 2nd, 2023

The results are in for our Sunkist Citrus Display 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 winner's displays below. Thanks to everyone who participated in this contest! We look forward to seeing more creativity like this in the future!

1st



GRAND PRIZE WINNER!

The Common Market - Frederick, MD



2nd



SECOND PLACE:

GreenStar Food Coop - Ithaca, NY



3rd



THIRD PLACE

Weavers Way Co-op - Ambler, PA

4th



FOURTH PLACE

Green's Natural Foods - Briarcliff Manor, NY

5th



FIFTH PLACE

Landis Supermarket - Perkasie, PA



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