

NEW CROP ORGANIC PEARS BEGIN



A sure sign of the mid-summer mark is the start of the California **Organic Pear** season.

New crop 2023 California **Asian** and **Bartlett Pears** are now in season. It will be a slow start until supplies fill the pipeline and Organic Pear sets return, but good supplies are expected.

New crop **Organic Bosc** Pears will come in season from California later in the summer.

By late August and early September new crop **Organic Red Starkrimson Pears** and **Organic Green Bartlett Pears** will also come into season from Oregon and Washington for the Fall and Winter peak.



OG BERRIES

Organic Blueberry supply volume will remain consistent across various regions in the Northwest. Quality remains strong, but pricing is beginning to increase. While still reasonable, expect pricing increases during mid-August.

Organic Blackberry prices are improving in August from California and are expected to remain at that price point into mid-to-late August. New Jersey fruit has concluded. Driscoll's fruit will be the main supply for the remainder of August out of California. Fruit is eating excellently right now.

NOTE: **Organic Raspberry** costs remain elevated in August, while volumes remain limited. Mexico has some fruit available to supplement any shortage domestically; however, this product will also be limited.

ALERT! **Organic Strawberry** pricing continues to be elevated, and supply volumes remain limited. Harvest volume has light availability issues; expect these conditions to remain a struggle in August. Pro-rates and limited availability should be expected with higher prices.



OG TOMATOES

GOOD NEWS!

LOCAL Organic Grape, Cherry and Rainbow Cherry Tomatoes are in peak season supply from Pennsylvania, including Lady Moon Farms. This is a promotable item group!

LOCAL Pennsylvania grown Lady Moon **Organic Heirloom Tomatoes** are in-house with great quality and availability moving forward, along with more local product from OH and VT.

For the rest of August **LOCAL Organic Vine Ripe Tomatoes** from Pennsylvania will be available in 20 lb 2 layer packs as well as in 15 lb single layers.

Organic Cherry Tomatoes TOV will be available from Nature Fresh on their "Hiros" label. These will be arriving this week and will be available for the foreseeable future with outstanding quality!



OG GRAPES

GOOD NEWS! **Organic Grapes** are coming along very strong during the start of August, with good supply on **Red** and **Green Grapes** from the San Joaquin Valley of California. Quality has been top-notch to kick off the season.

Organic Greens will primarily be the "Ivory" variety for early August. **Organic Red** will be "Flames" and "Ruby Rush".

Organic Champagne and **Organic Thomcord Grapes** are available currently! "Champagne" are mini-red seedless with thin-tender stems and high sugars. "Thomcord" are a seedless Concord. "Summer Royal" **Organic Black Seedless Grapes** are available too.

Organic Cotton Candy Grapes from Mexico are around for a last-of-the-season deal for early August.



OG BROCCOLI

Organic Broccoli will be sourced from California for most of August due to issues with the Quebec crop. Pricing is beginning to rise as supplies are low there too.

NOTE: In California aphids pest issues can reduce crop production when not controlled. In the middle to late of August, prices and low stock levels are to be expected due to this. Because of these issues in California plus the weather-related plant failures in Québec where they have suspended harvesting, production is down.



OG GREEN BEANS

GOOD NEWS! In August, the supply of **LOCAL Organic Green Beans** from Pennsylvania remained at a record high. If you combine "Locally Grown" with high quality, high quantity, low costs, and the month of August, you'll have a winning campaign.



OG PEPPERS

NOTE: High temperatures in late July cause low yields of **Hothouse Organic-Color Peppers** in Canada. In early to mid-August, you can count on seeing a rise in prices and a decrease in stock.



OG CAULIFLOWER

Promotable California **Organic Cauliflower** is still available in early August! There has been no drop in output or quality.



OG PEACHES & NECTARINES

GOOD NEWS! Peak season continues on **Organic Peaches** and **Nectarines** with yellow-flesh fruit from California and Washington available and promotable. White-flesh **Organic Peaches** and **Nectarines** are steady from California.



OG PLUMS & APRICOTS

Organic Red and **Black Plums** continue in peak season from California with "Catalina" and "Friar" varieties on Black and "Fortune" on Red.



OG HARD SQUASH

LOCAL Pennsylvania **Spaghetti Hard Squash** will get started with our arrival in the beginning of August from "Central Pennsylvania Produce Co-op".

We will have some very aggressive pricing on **LOCAL Organic Acorn, Butternut, and Spaghetti Squash** from our local growers through the Fall.

We are still about two weeks away from the **LOCAL Butternut Squash** will come into season during late August.



OG HASS AVOCADOS

60-ct **Organic Hass Avocados** will be available in both Mexico and California. There are good supplies to be had in the 60-ct fruit.

ALERT! 48-ct and large fruit is extremely limited in California and Mexico. This price has jumped significantly over the course of the month. Supplies are low on big fruit.



OG POTATOES

New crop **Organic Russet Potatoes** will get started out of Washington State in early to mid August. Supplies may gap for a couple days on count packs until this product hits around the middle of August.



OG CELERY

GOOD NEWS! As of early August, **Organic Celery** supply has increased, leading to lowered pricing. Each week in August has seen an improvement in volume and quality, and this trend has continued into the month of September.



OG LETTUCE

Due to weather-related supply challenges in Québec and Vermont, **Organic Leaf** and **Romaine Lettuce** are presently sourced mostly from California.

The quality and price of California's produce have remained stable and reasonable. All of August, California will provide consistent supply.

The quality of California's **Organic Romaine Hearts** and **Iceberg Lettuce** hasn't changed. In general, August should be of reasonable quality and cost.



OG FLORIDA TROPICALS

There are some cool **Organic Tropical Fruits** in season from South Florida for early to mid-August!

- **Organic Star Fruit**
- **Organic Longan Fruit**
- **Organic Mamey**



OG MANGOS

Organic Mangos are currently coming in from Mexico in the "Kent" variety. Over the course of August, we will transition into **Organic Mexican "Keitt" Mangos**, arriving around the middle of August.

NOTE: **Organic Ataulfo Mangos** will start to wind down their supply outside of Mexico starting at the beginning of August. We will see our last arrival of **Organic Ataulfo Mangos** around the middle of August.

Organic "Nam Doc Mai" Mangos from Mexico will briefly be in season in the first half of August.



OG MELONS

GOOD NEWS! Premium California **Organic Melons** continue to peak in production as well, with **Organic Cantaloupes/Honeydews** being very promotable for the month of August.



OG STONE FRUIT

Organic Cherries are almost done, with the last-of-the-season supplies likely selling out by the 3rd week in August.

NOTE: **Organic Apricots** are done for the season.





HOMEGROWN
ORGANIC FARMS™



HOMEGROWN ORGANIC FARMS GRAPE DISPLAY CONTEST

JULY 31-AUGUST 28, 2023

It's time for another super fun, volume driving display contest brought to you by Four Seasons Produce and Homegrown Organic Farms! This exciting contest is all about one of the highest tonnage categories in the produce department—GRAPES!! We are headed full steam into the California season and fruit quality and color is forecasted to be outstanding all season so it is a great time to promote organic grapes and drive sales and category growth.

CONTEST CRITERIA

- Build a BEAUTIFUL display of organic grapes in your produce department using the Homegrown Organic Farms label. ALL fruit MUST be purchased from Four Seasons Produce.
- Must carry three (3) grape SKUs in order to qualify. We will have reds, greens, blacks, Thomcords and champagnes all in the Homegrown label for this contest.

Grape Codes:

- 42682** OG Grapes Black PREM 19 lb
- 43885** OG Grapes Green PREM 19 lb
- 43878** OG Grapes Red Seedless PREM 19 lb
- 43725** OG Grapes Champagne 16/1lb
- 43573** OG Grapes Thomcord 20/1lb



- Must purchase a total of 10 cases of grapes during the contest period.
- Displays must show the Homegrown Organic Farms branding.
- All displays must remain up for at least one week.
- Send all display contest photos to contests@fsproduce.com by Thursday August 31, 2023



About the Homegrown Organics and EFL partnership:

"Growing our fruit is not possible without the care and passion of our employees and farmworkers. We are proud to partner with Equitable Food Initiative (EFI) to provide transparency, innovation, and progress in the workplace. The EFI label is rooted in forward-thinking ideas ensuring the worker are treated well, compensated fairly, and engaged to identify problems and solutions that prevent food safety issues."

LARGEST DISPLAY MOST CREATIVE BEST SMALL STORE

- | | | |
|-----------------------|-----------------------|-----------------------|
| 1ST - \$400 gift card | 1ST - \$400 gift card | 1ST - \$400 gift card |
| 2ND - \$300 gift card | 2ND - \$300 gift card | 2ND - \$300 gift card |
| 3RD - \$200 gift card | 3RD - \$200 gift card | 3RD - \$200 gift card |



Every qualified entry will receive a Four Seasons Produce/ Homegrown Backpack! So everyone is a winner with this SUPER sweet entry prize!



Time to get your grape on and build some fantastic displays of Homegrown Organic Farms Grapes! Talk with your Four Seasons Sales Rep or Merchandiser for display tips and ideas!



PHONE: 1.800.422.8384

| www.fsproduce.com



ARE YOU LEVERAGING THE POWER OF AROMATICS WITH FRESH HERBS?

Vibrant living herbs and the aromas they fill your produce department with can help drive seasonal fruits and vegetables sales and inspire cross-merchandised item purchases that help shoppers imagine meal or recipe ideas on the spot.

Check out these sensory-impact display pics from Brian Dey featuring Soli Organic living basil and mint built with the great people at Weavers Farm Market (NY), River Valley Market Coop (MA), Greenbelt Food Coop (MD), and Takoma Park Food Coop (MD).





ZESPRI KIWIFRUIT DISPLAY CONTEST

JULY 31-AUGUST 28, 2023

Four Seasons Produce has partnered again with Zespri to bring you a “golden” opportunity to get some “green” in the registers! Kiwifruit, both green and gold, are very promotable with amazing quality, and ready to be the centerpieces in your next awesome display! Have fun, get creative, and let’s get the kiwi fun started with a chance to win some awesome prizes!

CONTEST CRITERIA

- Build an amazing kiwi display that would get high marks from the kiwi bird themselves! ALL fruit MUST be purchased from Four Seasons Produce. We will have both conventional and organic bulk and packaged kiwi.
- Both green AND gold kiwi must be in your display in order to qualify for entry.
- Utilize the super high graphic Zespri bins and point of sale signage in your displays. Point of sale signs will be available through your Four Seasons Sales Rep or Merchandiser. These Zespri bins are high graphic and will look amazing in your departments! Bin codes are found at the bottom.
- All displays must remain up for at least one week.
- Email your display contest entry photos to contests@fsproduce.com by Thursday August 31st 2023

Also, while not a requirement, use of social media is a great way to get product info out to your customers.



For kiwi display tips and ideas,
please contact your Four Seasons Produce Sales Rep or Merchandiser



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ZESPRI KIWIFRUIT DISPLAY CONTEST

JULY 31-AUGUST 28, 2023

CONTEST PRIZES

(prizes will be awarded based on overall eye appeal and use of Zespri point of sale signage and bins)

Grand Prize

Best Overall Display--\$500

Most Creative:

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Best All Organic:

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Best Small Store Display:

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Entry Prize

Everyone's a winner! Each qualifying entry will receive TWO Zespri T-shirts just for entering (Sizes may vary)

PRODUCT CODES

228266 - CV Kiwi NZL 36 sz 102 ct Volume Filled
225074 - CV Kiwi 12/1 lb Zespri Clamshell
224710 - CV Kiwi Sungold NZL 13 lb 27 sz 44 ct
224712 - CV Kiwi Sungold NZL 8/1 lb Clamshell

228305 - OG Kiwi 36-39 sz 102/115 ct Volume Fill
225078 - OG Kiwi 12/1 lb Zespri Clamshell
208486 - OG Kiwi Sungold NZL 13 lb 22/25 sz 37/41
224713 - OG Kiwi Sungold NZL 8/1 lb Clamshell

228487 - POS Display Bin Zespri Sungold
225669 - POS Display Bin Zespri
231310 - POS Display Bin Sungold Organic



**For kiwi display tips and ideas,
please contact your Four Seasons Produce Sales Rep or Merchandiser**



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| www.fsproduce.com





CONVENTIONAL MARKET NEWS

AUGUST 4 - AUGUST 11, 2023

PEAK SEASON LOCAL TOMATOES



LOCAL Snacking Tomatoes will be flushing and in peak season through the middle of August for **Cherry Tomatoes** and **Grape Tomatoes**. The quality is fantastic, and there will be very promotable pricing.

LOCAL Premium Heirloom Tomatoes will be promotable until the middle of August from Cedar Meadow Farms in Lancaster County, PA. Choice **Heirloom Tomatoes** out of Pennsylvania from Cedar Meadow Farms will continue to be available with promotable pricing.

LOCAL Jumbo Round Tomatoes will be very promotable into the middle of August, with fantastic quality. There is availability out of Pennsylvania, New Jersey, and Delaware.

Cluster Tomatoes On-the-Vine pricing is expected to remain strong and active into the middle of August until local Tomatoes really start easing off demand.

NOTE: Nature Sweet Snacking Tomatoes are seeing some availability concerns through August on all their "Constellations". They are actively working on improving border crossing delays, prorates, and yields. The struggle with the constellations is the lack of their **Brown Tomatoes** to put into the "Constellation" mix. They are expecting that we should start to see better fill rates in September.



CV MELONS

GOOD NEWS! Melons continue to be very promotable out of the "West Side" growing region of California, with both **Honeydew** and **Cantaloupe** showing excellent quality.

We will continue to carry a full array of **Specialty Melons** from reputable shippers, including **Pacific Trellis** and **Turlock** with their "Dulcinea, Kiss, Peacock and King o' the West" brands.

Tuscans, Sugar Kiss, and Summer Kiss from Pacific Trellis, and **Orangedews, Canary's, Galias, Golden Dews, Golden Hami's, and Hami's** from Turlock Fruit.

Many retailers see success promoting specialty mix-melons at a common per-pound price point instead of by the each like they do on **Cantaloupes** and **Honeydew**.



CV BERRIES

Blueberry volumes overall remain strong, with production from Michigan continuing in early August. Quality has been strong, and prices remain promotable. Expect pricing and volume to begin to firm up in mid-to-late August as production from the Pacific Northwest slows down to more steady numbers.

Blackberry quality has improved and pricing and availability remain steady in California. Flavor is outstanding right now!

ALERT! Raspberry supplies are limited, with elevated pricing. California yields are struggling to produce any serious volume. Fruit quality has been weak. Mexico is slowly coming on with supplemental supplies, and yields are expected to become more consistent in mid-to-late August.

ALERT! Strawberry supply volume remains limited, and pricing continues to rise in early August. Conditions in California are expected to remain limited in supply volume for the foreseeable future.



CV SPECIALTY STONE FRUIT

The **Midnight Rose** and **Crimson Rose Aprium** varieties are at their peak right now; stock up before they disappear.

The season for "**Verry Cherry**" **Plums** typically ends in mid-August, making way for the equally delicious **Cherry Plum** from Family Tree Farms.

There was a little hiatus for **Yellow Plums**, but they should return at the beginning of the second week of August.

In season high flavor **Plums** and **Pluots** for early August include: **Flavor Grenade, Plumogranate, Summer Punch, and Amber Jewel**.

LOCAL Peaches are at the peak of season from PA and NJ making August a prime time to promote!



CV LETTUCES

California has all lettuces (**Iceberg**, **Red Leaf**, **Green Leaf**, **Romaine**, and **Romaine Hearts**) readily available. There is a wide range of pricing between vendors. **Iceberg** remains more expensive.

Canada has limited availability and iffy quality of **Iceberg** and **Romaine Hearts**. **Red Leaf**, **Green Leaf**, and **Romaine** are still suffering from the rain.



CV GRAPES

GOOD NEWS! Peak season **Grapes** are in full swing from California, with fruit sizing up nicely as we move into proprietary varieties, with quality being outstanding in all colors and sizes.

We will carry sizes from Large through Jumbo throughout the entire California season, with specialty **Grapes** including **Candy Snaps**, **Bi-Color Clamshells**, and **Thomcords** being some of the extra offerings.



CV CELERY

GOOD NEWS! **Celery** is readily available and is looking promotable in the first half of August. There is a big push as supply is exceeding demand. Pricing has fallen hard over the past few weeks. Some of the larger vendors planted less **Celery** in preparation for a lack of demand; this will set the bar a little higher for the "floor of pricing".



CV SWEET CORN

LOCAL Violet Corn tray packs remain steady from Nardelli out of New Jersey. The quality is outstanding, and they will be packed and shipped fresh daily.

LOCAL Sweet Corn is now in peak season for August from Pennsylvania, New Jersey, and Delaware.



CV EGGPLANT

LOCAL Eggplant lineups continues to grow, with many new items arriving from Flaim Farm out of New Jersey.

We have **Premium**, **Fairytale**, **Italian**, **Japanese**, **Sicilian**, and **Graffiti Eggplant** available in house now and all through the local season.



CV CHERRIES

Market prices are increasing as **Cherry** supplies rapidly decrease. Quality is still good! By the second week of August, we may be entering Kyle Mathison's personal collection of **Moon Cherry** from Stemilt, some of the greatest fruit of the season in rows 9.5 and greater, and the 8.5-9.5 row fruit will be incredibly tight.



CV PEPPERS

LOCAL Jumbo Green Peppers are now primarily out of New Jersey and promotable. Pricing is expected to remain steady, and quality is outstanding.

LOCAL Shishito Bagged Peppers will be arriving from Flaim Farm out of New Jersey in an 8/8 oz pack with the Jersey Fresh Label this week. Other local bagged **Pepper** options are available.



CV POTATOES

Early reports on the new crop are that the product is looking beautiful, and Idaho shippers are expecting to have a good crop this year. A new crop of Idaho **Potatoes** will start harvesting in the beginning of August and will begin shipping cured potatoes towards the second week of September.

Count Russet Potatoes are steady at the moment in price and availability.



CV HASS AVOCADOS

ALERT! Large **Hass Avocados** continue to be limited out of Mexico. Expect higher pricing on large sizes for the majority of August!

Expect the popular 48ct size to be limited in the coming months throughout August, as 48ct are very tight in Peru and Columbia as well.

60-ct fruit is more plentiful at the moment.



CV PEARS

GOOD NEWS! New crop 2023 California harvests of **Bartlett**, **Bosc**, and **Starkrimson Pears** are just starting, but they are anticipated to increase fast, be consistent, and last well into September when we start the transfer to Washington.



CV MANDARINS

Import **Mandarins** (10/3's and 15/2's) are showing consistent supply from all regions (Chile, Uruguay, Peru, and South Africa) as varieties are overlapping, creating a nice cushion in price. Promote these through the beginning of August. Start thinking about the back-to-school season. Import "Halos" brand **Mandarins** will be in season starting in early August.



CV GREEN BEANS

LOCAL Green Bean prices took an unexpected turn. With market pricing so low, growers passed on fields and picks and caused lighter supply, which is driving the market price up fast. This is what we can expect now, into the middle of August, still reasonable but not oversupplied.



CV APPLES

The early varieties of fresh crop apples are scheduled to begin in the East and West around the second week of August. You can count on plentiful supply of all sizes and quantities, although smaller fruit will likely predominate and may present interesting promo possibilities.

Storage crop **Gold Delicious Apples** are likely to conclude this week out of the West and the East is already gapping, new crop isn't scheduled to begin until mid-September out of the west and mid-October out of the East. New crop **Ginger Gold Apples** from the East will start in late August or early September.

Until the new harvest begins in September, the availability of storage **Red Delicious Apples** from the East and West will be quite low and might possibly gap.



CV CITRUS

USA **Navel** Oranges have finished in California, with imported fruit from Chile, Uruguay, South Africa, and Peru currently available. Large fruit is looking to remain promotable for August as there is a flush of fruit arriving on the East Coast.

Import **Specialty Citrus** including **Cara Caras** and **Minneola's** are in stock in different sizes. Bagged **Cara Caras** are options as well.

USA **Lemons** supply in District 2, will go through late September. Fancy fruit is tight, with choice being the promotable option on all sizes out of California.

Grapefruits from California remain Star Rubies through mid-August while continuing to peak on both grades and all sizes.

NOTE: Lime pricing is increasing due to heat and humidity in Mexican growing regions.

OTHER STORIES

NOTE: Pineapples continue to be tight and are expected to remain that way for the majority of August.

NOTE: Black Mission Figs from California are now in a small gap period. California will begin shipping again later in August. We will have some new crop **Brown Turkey Figs** hitting in early August.

Squash pricing is rising slightly due to growers being between fields. Quality is still great, and there is product around, but we can expect to see these higher prices into the middle of August.

NEW! NEW! NEW! NEW! NEW!



CODE	DESCRIPTION	PK/SZ
236329	CV Salad French Blue Cheese	6/8oz
236327	CV Salad Chop French Bistro	6/10.2oz
236323	CV Salad Chop TC Enchilada	6/9.6oz
236326	CV Salad Chop Smokehouse	6/10.5oz



**SALAD BOWLS
AVAILABLE
NOW!**

CODE	DESCRIPTION	PK/SZ
236415	CV Salad Apple, Walnut & Chicken	6/5.5 oz
236407	CV Salad BLT Chicken & Bacon	6/5 oz
236420	CV Salad Caesar Chicken & Bacon	6/5.75 oz
236416	CV Salad Caesar with Chicken	6/6.25 oz
236406	CV Salad Chef Chicken & Ham	6/6.7 oz
236419	CV Salad Cobb Chicken & Bacon	6/6.4 oz
236418	CV Salad Dijon Spinach	6/4.9 oz
236417	CV Salad Everything Avocado Ranch	6/5.61 oz
236408	CV Salad Fiesta with Chicken	6/6.35 oz



VEG PRO'S ATTITUDE SALADS BRANDING UPDATE

UPCs and pack sizes and order codes remain the same but the look on the label has been changed.



OLD LOOK



NEW LOOK