



ORGANIC MARKET NEWS



APRIL 26 - MAY 2, 2024

ORGANIC BERRY VOLUME ON THE RISE



GOOD NEWS! **Organic Strawberry** crops have rebounded and are coming on very strong. We should expect promotional volume and reduced pricing in early May. California's quality has been exceptional.

GOOD NEWS! **Organic Blackberries** will be available out of Mexico to start May. The quality has been excellent and prices are more reasonable. Open up room for displays and promote!

GOOD NEWS! As Southeast production begins, **Organic Blueberry** pricing will begin to ease off. The quality has been exceptional, and we anticipate a surge in volume before Mother's Day. Quality should be excellent.

NOTE: **Organic Raspberries** will remain fairly tight, with higher prices. Because the demand is much stronger than the supply, availability will remain limited. Conventional markets are also very tight, which has created an increase in Organic demand.



OG APPLES & PEARS

GOOD NEWS! Most Washington **Organic Apples** continue to be in promotable supplies, with a few exceptions. **Organic Cosmic Crisp, Honeycrisp, Fuji, Granny Smith** and **Pinata** are the most promotable.

NOTE: **Envy Apple** pricing is rising due to dwindling supplies; **Organic Gala Apples** are tight as the crop is sizing on the small side; **Organic Golden Delicious** and **Lady Alice Apples** have finished for the season; and **SugarBee** will finish for the season through the close of April.

GOOD NEWS! Import **Organic Abate, Anjou, and Bartlett Pears** are in excellent supply from South America.

NOTE: Domestic **Organic Bosc Pears** will finish at the end of April and transition without a gap into imports, which are limited with strong pricing.

Domestic **Organic Red Anjou** will finish the season by the end of May.



OG ONIONS

GOOD NEWS! **Organic Vidalia Sweet Onions** are now in season and off to a great start with quality and promotability. 40lb Jumbo Bulk and 16/3lb bags are in stock now for grilling and salad season!

NOTE: For the start of May we will be transitioning to a new crop of California desert-grown **Organic White and Yellow Onions**. **NOTE:** These are "short-day" Onions with flawier skin, maybe a little sunburn, and not quite a vibrant color that will have a slightly rougher appearance than the Nevada **Onions** that had been available.

Organic Red Onions are still tight in supply. For the start of May the new crop of **Organic Onions** from the California desert should begin, but there will likely be a significant increase in their pricing. There is currently a fantastic deal on Medium **Organic Red Onions** which are a new crop in Texas.



OG ASPARAGUS & BRUSSELS

In late April, **Organic Brussels Sprouts** from Mexico continue with strong supply volumes. Quality and pricing have been outstanding throughout the month. As we transition into May, the conditions will start to change in the middle of the month as the Mexican growing season begins to wind down. Continue to promote while supplies remain favorable.

Organic Asparagus continues to be available outside of Mexico, but supplies will slow down as temperatures rise in Mexico. We will switch to more new crop California production from Durst Farms where the quality is excellent. There are also very limited quantities of **LOCAL** New Jersey **Asparagus** available, but acreage is down this season.



OG AVOCADOS

Organic Hass Avocado supplies have decreased, and high demand is driving prices up. There is enough fruit for your Cinco de Mayo displays, the product from Mexico has high-oil-content and creamy texture. 60 ct are more prevalent than larger sizes.

As the season draws to a close for their growers, "Equal Exchange Fair Trade" brand is experiencing a shortage of **Organic Avocados**.



OG POTATOES

ALERT! Tasteful Selections continues to experience a shortage of **Organic 1-Bite Gold Potatoes**.

New crop **Organic 1-Bite Gold Potatoes** will begin production in the California desert and we anticipate the first arrival of this product during early to mid-May.



OG CITRUS

Supplies are declining at this point in the season on **Organic Navels**. Very few growers still have fruit. **Organic Valencia Oranges** are slowly emerging as the next viable option for summer sales.

As the abundance of large fruit diminishes in California, **Organic Lemon** markets should see an increase in the start of May.



OG RHUBARB

New crop **Organic Rhubarb** supply is a little bumpy as the pipeline fills. Expect some small gaps between arrivals until supplies are flowing in May from Oregon, Washington, and **LOCAL** Pennsylvania production. Quality is excellent!



OG STONE FRUIT

OUTLOOK: The first California **Organic Apricots** and **Cherries** were delayed due to the cold but are currently expected to arrive somewhere between the 10th and 15th of May. It will take 1-2 weeks for the pipeline to fill, and then a huge crop filled with promotional opportunities should exist.

We are expecting the first **Organic White** and **Yellow Peaches** to arrive on or about May 11th. If California gets warmer weather, it could move up a few days.



OG COLOR BELL PEPPERS

ALERT! **Organic Color Bell (Red, Yellow, Orange) Peppers** took an unexpected turn. Holland's cooler weather is hindering the **Peppers'** coloration, preventing any shipment at this time. Mexico has very little volume, and Canada has not yet started with their **Organic Color Bell Pepper** crop.

Expect supply gaps and high pricing until better availability comes in the middle of May.



OG MANGOS

GOOD NEWS! Supplies are currently good on **Organic Tommy Atkins Mangos**. As we approach the Cinco de Mayo holiday, look to particularly promote 10ct sizing. Pricing and fruit quality look to both be promotable. We are excited to see some nice Mango displays throughout May.

The **Organic Ataulfo Honey Mango** variety will also be available, but large-sized fruit will be more limited. 16-18ct fruit will be more available and should be promoted.



OG CHILI PEPPERS

As we head into May, **Organic Mixed Chili Peppers** will be available in a 10-pound box. This pack will have **Serrano Peppers** in **Red, Yellow, and Orange** varieties in a case.

Organic Jalapeno and **Anaheim Peppers** are also in season.



OG MELONS

Organic Mini Watermelons are still available outside of Mexico. El Nino's weather effects have delayed harvests all winter, but supplies are finally beginning to increase. Quality has been excellent so far and will continue to get better.

New crop **Organic Cantaloupes** are in stock in 9-ct. size. **Honeydew** will most likely be getting started for their season soon in May.



OG DRAGON FRUIT

Organic White Flesh Dragon Fruit will be available again the first week of May, but limited quantities.



OG BROCCOLI

Organic Broccoli will remain in steady supply in early May as both East and West coast production continue.

Supply coming from the West Coast will begin to experience some limitations as May continues; however, the addition of East Coast production will help supplement at a more manageable cost. We anticipate strong quality from the East to kick off the season!

Organic Broccoli Rabe will be available in late April. Expand displays to generate additional sales in May!

Organic Royal Star Papayas are in good supply for the end of April. The quality has been good.

NOTE: Costa Rica will only have a limited supply of **Organic Pineapples** into early May.

Organic Jackfruit will be limited from Florida for the first time in a while this season.



OG LADY MOON VEG

GOOD NEWS! East Coast **Organic Eggplant** from Lady Moon Farms will continue with promotable volume until May, with outstanding quality.

Premium East Coast **Organic Grape Tomatoes** from Lady Moon Farms will also be plentiful to promote into May with excellent quality and a flush of product in the pipeline.



OG LETTUCE

Organic Lettuce category is hanging in there due to East Coast supply remaining present. Lady Moon Farms, in Bainbridge, Georgia, continues to have excellent supply volume on **Organic Romaine Lettuce**, as well as **Organic Red and Green Leaf Lettuce**.

On the other hand, California supply remains limited and expensive.

ALERT! Due to disease pressure, **Organic Iceberg Lettuce** and **Organic Romaine Hearts** from California remain relatively limited and expensive.

Lady Moon Farms, on the other hand, has some supply volume for East Coast **Organic Romaine Hearts** and will provide an excellent alternative option with outstanding quality!



OG GINGER

NOTE: **Organic Ginger Root** is in a transition period. Peru is just beginning to harvest young **Ginger**. Expect the skin to be thinner. Try to keep turning quickly, as the increased amount of moisture can make the presence of surface mold more prevalent.



OG PEAS

Organic Snap Peas from California are back in season once again starting in May.

Look for compostable packed options on the **Organic Snap Peas** at promotional volume and costs. These earth-friendly packages are great for displays and provide an easy "grab and go" option for consumers!

For color, **Organic Purple Snap Peas** will also be available in modest supply for Spring.

Organic Snow Peas are nonexistent.

OTHER STORIES

Organic Green Beans from Mexico are beginning to wane as May approaches. Supplies will continue to be available into mid-May, but not at the promotable levels seen in April. California Cal-O **Organic Green Bean** supply will begin in May to help supplement Mexico's decreased volume. Quality from both locations is expected to remain strong.

Organic Cauliflower remains expensive; however, the quality continues to be top-notch. We anticipate that May will bring better fortune, as an increase in volume will start to drive down costs. Look for promotional opportunities later in May.



CONVENTIONAL MARKET NEWS

APRIL 26 - MAY 2, 2024

PEPPER PROMO TIME!



GOOD NEWS! Color Bell Peppers (Red, Yellow, and Orange) in 11 lb cases will be promotable through May. Some partner growers in Mexico are going to be rolling with good volume, quality, and aggressive sell prices. Time for some grilling displays! Buy and sell with confidence!

NEW ITEM! Long Sweet Peppers 8/12 oz branded as "Sweet Snaps" are available as a stock item from Nature Fresh out of Canada. As we head into the warmer months, this is a great item. Speak to your sales rep for more information.

NOTE: Sweet Mini Mix Peppers will be tight in all regions. Due to the late plantings and the significant surplus from last year, the number of plants planted this year has decreased. The various Mini Peppers are not coloring up to pack all three colors in the Mini Mix pack. Expect this to last until mid-May before we see any price relief.



CV BERRIES

GOOD NEWS! Strawberries will be very promotable to start May. Harvests started strong and quickly, with prices dropping almost daily to keep fruit moving. The quality has been excellent with big berry size. We expect the pricing to firm back up ahead of Mother's Day week, but promote aggressively on this California fruit until then!

Blackberries will be fairly popular outside of Mexico. Quality has been excellent, and pricing has paid off.

Blueberries will be available in Georgia. As availability has increased, pricing has dropped quickly. The new crop of fruit has been of excellent quality.

NOTE: Raspberries continue to be in high demand through early May for Mother's Day, resulting in price increases and limits. Mexico continues to struggle with supplies.



CV APPLES

The Washington **Lemonade Apples** are back in stock; This bright Gold Varietal with refreshing tangy sweet flavor with a fine, crisp texture.

GOOD NEWS! Cosmic Crisp Apples continues to be the top promotional Apple with excellent quality and supply; make sure you are building large displays to take advantage of this great value.

While Eastern and Western **Apples** will take a back seat to **Stone Fruit** over the start of May, these **Apples** will be promotable in late Spring: **Evercrisp, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Macintosh, Pink Lady, Red Delicious, Rockit, Ruby Frost, Snap Dragon, SugarBee, Wild Twist, and Sweetango.**

A few Washington **Conventional Braeburn Apples** have resurfaced, but their presence will be fleeting, with the season coming to an end over the month of May.



CV STONE FRUIT

The first California **White and Yellow Peaches** are now in season with excellent quality; again, size will improve week after week, along with better pricing.

The first **Nectarines** are also now in season, and quality is great out of the gate; expect smaller sizing and strong pricing, but week after week we will see size improve and pricing ease with a healthy crop in front of us.

The cold snap delayed the arrival of California **Apricots**; all predictions now anticipate their arrival on the East Coast around May 10th, give or take a few days.

That same weather has affected the **Cherries**, but they were able to handle it okay. We expect the first **Cherries** to arrive to the East Coast from California during early May.

For the East Coast... In mid-May the first South Carolina **Eastern Peaches** should begin to appear. They anticipate a good quality crop, and with Georgia following closely behind with a robust harvest, the pricing should quickly stabilize.



CV ONIONS

GOOD NEWS! What a fantastic first week of the **Vidalia Onion** season! The product is rolling in, looking absolutely beautiful. 40-lb bulk JBO boxes of **Vidalia Onions** and 16/3 bags are highly promotable through June! Pricing will remain steady through mid-May.

Over the end of April, **Red Onions** have seen a bit of price strength. The overall product has been rather tight, causing the price to increase just a bit. Through the start of May, some **Red Onions** from Georgia should begin harvesting, potentially improving the market's supply.



CV AVOCADOS

Overall, **Hass Avocado** supplies are fair. A decrease in rainfall in Mexico has lowered the supply for the end of the season. We anticipate a tighter supply of large-sized fruit. Leading up to Cinco de Mayo, demand has been high, and we expect market prices to rise at the end of April. Be sure to ask about Point-of-Sale materials to help with your big Cinco de Mayo displays!



CV CAULIFLOWER

NOTE: **Cauliflower** has taken a turn toward limited conditions. Expect limited supply volume and elevated prices as May approaches; however, we do not expect these conditions to last long. **Orange, Green, and Purple Cauliflower** is still in stock and will add a splash of color to displays.



CV BROCCOLI

GOOD NEWS! **Broccoli Crowns** continue to have strong availability from the East Coast, with excellent quality and great pricing. Additionally, supplementary options are available in both California and Mexico, although California is more expensive.

Broccoli Rabe and **Sweet Baby Broccoli** are consistently available in California, and the quality is outstanding. Keep these products well stocked to generate additional sales.



CV KIWIFRUIT

New crop New Zealand grown **Zespri Sungold Kiwi** will be available by the end of April. Look for 8/1 lb. **Sungold Kiwi** in clamshells at the beginning of May!

Due to limited supplies in Europe, particularly Italy, **Green Kiwi** pricing has increased with a downturn in supply.



CV BRUSSELS SPROUTS

GOOD NEWS! **Brussels Sprouts** will continue their promotion in late April, as the month draws to a close. Excellent quality and promotable volumes are the perfect recipe for store-level display builds. Enhance your offerings to generate additional sales volume.



CV LETTUCE

ALERT! The **Lettuce** category has shifted back to unfavorable conditions. Limited supply and rising costs are due to Anthracnose disease pressure in California, mainly affecting **Romaine Lettuce**, however, due to these limited supplies, it has added pressure to other parts of the category.

We expect **Iceberg** to remain relatively stable, albeit slightly elevated, while the cost of **Green** and **Red Leaf Lettuces** has started to rapidly increase.

ALERT! **Romaine Lettuce** and **Romaine Hearts** will continue to struggle into mid-May, with both limited availability and elevated costs.



CV WATERMELONS

GOOD NEWS! **Bin Seedless Watermelons** from Florida continue to be available. The quality has been excellent, with good sugar. As more growers enter the market, prices have dropped. Warm weather is finally approaching; promote halves and quarters.

Mini Watermelons are available from Mexico, as well as ongoing offshore programs. Both the quality and the pricing are excellent.



CV SWEET CORN

GOOD NEWS! Florida Sunshine **Sweet Corn** is coming into peak season. Prepare to ramp up your display size and promotions as the weather warms. Quality and flavor is excellent.



CV POTATOES

Bagged **Red Potatoes** are getting a bit tighter in all growing regions. Now that PEI has finished packing **Red Potatoes**, we will transition our value line to the Quebec product.

Premium Green Giant brand bagged **Red Potatoes** continue with good availability.

LOCAL



CV LOCAL VEG

LOCAL Asparagus prices will rise slightly as demand increases. The quality has been excellent in New Jersey and Delaware!

The bunched **Herb** category has shifted back east to the **LOCAL** New Jersey supply. Expect consistent quality and availability in May on **LOCAL** bunch **Mint, Cilantro, and Parsley**.

LOCAL Bunched Greens, Kales, Chards, Radishes, and Leeks are now in season from New Jersey!

NOTE: Pineapple supplies continue to be tight. Erratic container arrivals have made planning fruit on a weekly basis difficult. The availability of 6 ct. and larger-sized fruit is extremely limited.

Ginger Root has been in a transition and has been tight, but Brazil's new crop is coming on and supplies will get more consistent.

In Peru, **Pomegranates** are available. Single-layer 8-ct boxes are available now and should be in stock through the beginning of May.

NOTE: Sun Belle has announced that their **Pom Aril** import season will come to an end in early May.



CV SNACKING TOMATOES

Promotional opportunities on items in the **Snacking Tomato** category are available for mid-May display builds at good price points:

Greenhouse Cherry Tomatoes/One Sweet Cherry Tomatoes On the Vine/Bomb Series Tomato Medley/Wild Wonder Campari Tomatoes



CV MANGOS

GOOD NEWS! Mangos will be ready to promote for early May! The smaller 10 and 12 cm sizes are gaining volume. Larger fruit is still tight. During this time, "Tommy Atkins" **Round Mangos** "Champagne" brand **Ataulfo Honey Mangos**, and regular **Honey Mangos** are in season.

Four Seasons has partnered with Continental Fresh to support Blue Missions Group's "Water for All" program. "Water for All" label **Mangos** will be available in all lines, donating the proceeds from each box to this important effort to provide clean drinking water to Latin American families.

Sweet and flavorful **Mingolo Mangos** from the Dominican Republic will be available in very limited supplies until the end of April. Be sure to reach out to your Sales Representative for more information.

OTHER STORIES

Chilean **Grapes** are arriving in better supply. As we enter Mexico in mid-May, the pricing will remain elevated.

NOTE: Celery volume continues to struggle in late April, as prices remain elevated for the majority of the month. Throughout April, costs continued to climb as availability became more scarce. We anticipate that these conditions will persist into May.

GOOD NEWS! Mandarins are of strong quality, coming from both California and Morocco. Keep pushing this produce through May.



CV SQUASH

GOOD NEWS! By May, soft **Squash** from Georgia will be rocking. Georgia is a fast and furious season, and our grower partners will look to us to help push out some deal pricing for volume sales on **Green and Yellow Squash**.



CV MELONS

Early May will be a great time to promote import **Melons** while the weather warms up.

Mexico has started on **Honeydew** as well.

Cantaloupes and Honeydew are promotable. **Galia and Dino Melon** and flavor and variety.

NOTE: As the Cinco de Mayo holiday approaches, inconsistent pricing and demand will increase on Limes.

Domestic **Anjou, Bosc, and Red Anjou Pears** are joined by a good selection of imported **Asian and Bartlett Pears** to fill out your Pear sections; make sure to carry all varieties to capture every sale.

Over the start of May, **Comice Pears** should switch from domestic to imports.

Cinco de Mayo!

MERCHANDISING TIPS

Want to add some excitement to your Produce Department and stores? Celebrate Cinco de Mayo by building attractive displays that catch your customers' eyes!

Cinco de Mayo is a fun holiday to merchandise fresh produce and it creates impulse sales and gives a festive look to your department.

AVOCADOS:

The centerpiece of any Cinco de Mayo display! Be sure to have ripe avocados on your displays leading up to, and into, May 5th. Set up an in-store ripening program to ensure you have the desired amount of fruit ripe and ready for your customers to pick up!

For more information on how to do this, check out: youtu.be/_vjeUUg5JF8

ONIONS:

Red or yellow onions will work best, though some shoppers prefer sweet or white onions.

TOMATOES:

Roma/Plum Tomatoes are preferred for their firmness and lower gel content, but all varieties of tomatoes can be included.

JALAPEÑO PEPPERS:

Kick it up a notch by adding some heat with jalapeños, or REALLY turn up the heat by adding habaneros!

LIMES:

Limes are perfect to squeeze over your guacamole, slice for Mexican beer, or for making fresh margaritas!

MANGOS:

Mangos will be a great sell over the Cinco de Mayo week-end and look great tied into your displays. Four Seasons Produce will have both Tommy Atkins and Ataulfo (Honey) Mangos ready for your displays!

KEY INGREDIENTS:

- Cilantro
- Garlic

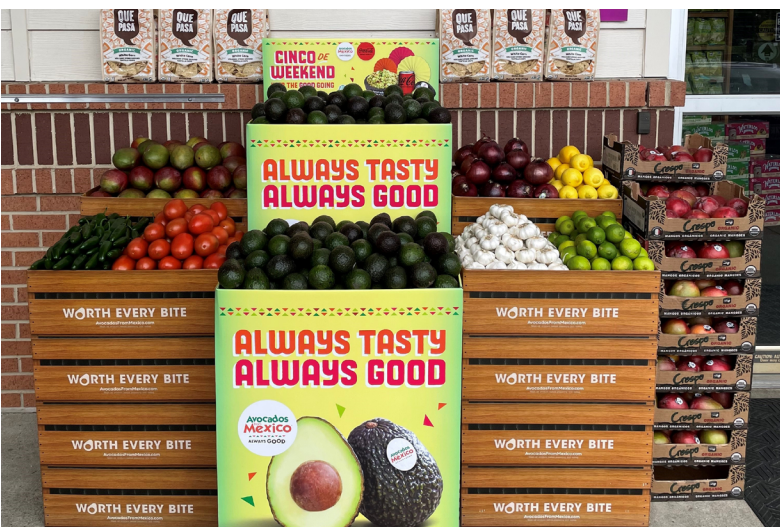
TIE-IN ITEMS:

Some great tie-in items include tortilla chips, taco shells and seasonings, hot sauces, and of course, Corona!

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Avocados from Mexico offers display bins from time to time. Contact your Four Seasons Rep for more information.



CINCO DE MAYO INSPIRATION CORNER



CINCO DE MANGO

INSPIRATION CORNER



NEW AT FOUR SEASONS PRODUCE!



3 NEW CHOPPED KITS!

Traditional
Flavorful twists on popular favorites

Italian Sub
Little Italy, here we come!
A tasty twist on a classic deli favorite.



Cultural
Deliver popular ethnic flavor adventures

Creamy Greek
Mad for Mediterranean?
Capture the refreshing flavors of the Greek Isles.



Craveable
Full-flavor combinations that invite consumers back for more

Sweet Corn
Savor the essence of summertime with zesty Mexican street corn



2 SERVINGS OF FRUITS & VEGGIES

HYDRATION+

AVAILABLE SIZES
15.2oz

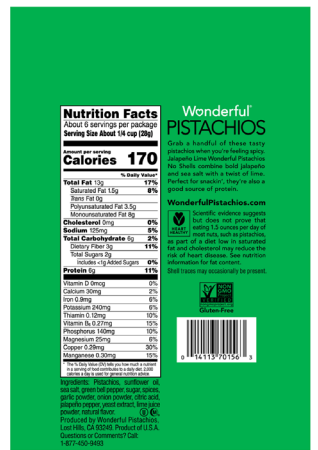
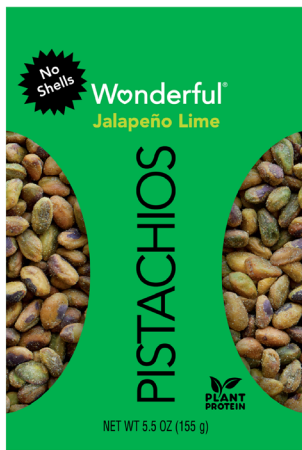


NATURAL ELECTROLYTES

NO SUGAR ADDED

HYDRATING LEMON & CUCUMBER

Wonderful® PISTACHIOS



Grab a handful of these tasty pistachios when you're feeling spicy. Jalapeño Lime Wonderful Pistachios No Shells combine bold jalapeño and sea salt with a twist of lime. Perfect for snackin', they're also a good source of protein.

NEW AT FOUR SEASONS AVAILABLE NOW!

AVAILABLE NOW!