



ORGANIC MARKET NEWS



JUNE 7 - JUNE 13, 2024

PEAK SEASON ORGANIC BLUEBERRIES



GOOD NEWS! Peak season **Organic Blueberries** will continue to be abundant from California. Driscoll's California crop will be promotable for June. Quality has been excellent.

LOCAL New Jersey **Organic Blueberries** will also be available by 6/10, a little earlier than planned, with limited volumes to start. Supplies should increase as we get into late June, with excellent quality expected.

Organic Blackberries are available from Mexico with a transition to new crop California fruit expected during mid-June. Supplies should be steady with minimal transition challenges. This California fruit is some of the best tasting fruit of the whole year!

Organic Raspberry prices are expected to inch up as Central Mexico crops finish. California will come into season. Quality has been nice and is expected to remain excellent.

Organic Strawberry prices will increase slightly to curb demand. Some growers have experienced crop issues (mites), tightening supplies while demand remains strong. Quality has been outstanding.



OG MANGOS

GOOD NEWS! June's Mango Mania season has had a strong start! Demand for **Organic Mangos** has been high. Moving forward, supplies will be excellent this month, with higher quality, cleaner looking fruit expected, especially for the **Organic Ataulfo Honey Mango** variety, from new growing regions.

Crespo has provided beautiful point-of-sale materials to enhance displays, and bins will also be available. Look for month-long promotable pricing from FSP and a flyer announcing display contest details. Ask your FSP rep for more information on acquiring these display materials.

Premium grower-direct **Organic Dried Mangos** are selling well from Crespo Organics. These dried **Organic Mangos**, offered in two varieties (**Red Round Mangos** and **Ataulfo Mangos**), come in 20/4 oz and 15/1 lb packs.



OG LOCAL GREENS & LETTUCES

LOCAL Organic Greens, Kales, Herbs, and Cabbages from Pennsylvania and New Jersey are in peak supply during June. Excellent availability, top-notch quality, and favorable pricing should be expected throughout the month

LOCAL Organic Leaf and Romaine Lettuce are in peak supply from Pennsylvania and New Jersey in mid-June.

Lady Moon Farms in Chambersburg, Pennsylvania, is experiencing a strong spring **LOCAL Organic Lettuce** season. Additionally, good supplies from other New Jersey and Pennsylvania shippers are readily available.

These seasons will wind down in late June and conclude in early July. However, New York supply will follow to help supplement the end of these seasons.



OG STONE FRUIT

California **Organic Cherries** are finishing strong with excellent quality and supply. We will transition to an excellent crop from Washington over the middle of June, with good sizing on **Organic Red Cherries** for June and July, and a limited supply of **Organic Rainier Cherries** at the end of June and July.

GOOD NEWS! **Organic Apricots** are in great supply with top quality, so be sure to promote them in June.

GOOD NEWS! California **Organic Nectarine** quality has been excellent, with supplies catching up. Expect good supplies of well-sized fruit by mid-June.

California **Organic White Nectarines** have been slower to fill the pipeline, but better supplies are expected mid-June.

GOOD NEWS! **Organic Yellow Peaches** from California are now available in 2-layer 18lb and Euro 16lb cartons, as well as 12/2lb pouch bags. Excellent quality is expected.

Organic Eastern Yellow Peaches from South Carolina are sporadic due to packing and logistics, but supplies should improve over the month of June.



OG CITRUS

Organic Mandarin Orange supplies remains tight, but we have a good supply of **Organic “Cuties” Mandarins** from Sun Pacific.

ALERT! **Organic Lemon** prices are extremely high due to limited supply. Argentina product may help fill this gap some weeks while California struggles with volume and quality.



OG CAULIFLOWER

NOTE: **Organic Cauliflower** has quickly shifted lower in volume and so expect elevated costs for mid-June.



OG HASS AVOCADOS

Organic Hass Avocado supplies are steady at the beginning of June. Then volumes from Mexico will decrease steadily throughout the month. There will be 48ct **Organic Hass Avocados** from California available.

NOTE: Equal Exchange has announced they will finish their 2024 packaged **Organic Hass Avocado** program early by mid-June. Their 8/4ct Ready Cycle trays are done, but 48 and 60ct cartons will remain available. The fair-trade program will return by late summer to early fall.



OG GRAPES

GOOD NEWS! **Organic Grape** pricing continues to decline across all colors, with outstanding quality from Mexico's new crop harvests. Promote through June!

Organic “Gummy Berry” Grapes are available, and **Organic “Cotton Candy” Grapes** are expected in stock by 6/12.



OG TOMATOES

GOOD NEWS! **Organic Grape** and **Cherry Tomatoes** from Lady Moon will be promotable with outstanding quality through June!



OG KIWI

SunGold Organic Kiwi clamshells and volume fills are now available in great supply.

Organic Green Kiwi from Zespri's New Zealand crop will soon be available in the Northeast.



OG BROCCOLI

Organic Broccoli from California continues to have favorable quality and strong availability. Costs remain average with no shortage of supply. Expect these conditions to remain throughout June and into July.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico remain favorable in mid-June. However, costs will continue to rise throughout the month as the end of the main season approaches. **NOTE:** Late June and July will be difficult months in terms of supply and cost.



OG CELERY

Organic Celery is expected to experience some relief in mid-June as the Salinas season begins. After months of high costs and limited supply, conditions should improve quickly, with better quality, pricing, and availability expected in late June.



OG ICEBERG & ROMAINE HEARTS

NOTE: Organic Romaine Hearts and Iceberg Lettuce are still mainly sourced from California and pricing is fairly high, with a small New Jersey season available for **Organic Iceberg** in late June.



OG ASPARAGUS

ALERT! Organic Asparagus is very short in supply as we experience a production gap for June. There is very little availability from New Jersey, and all other regions have finished. Mexico is expected to resume production around the start of July.



OG SPECIALTY FRUIT

Organic Lychee, Jackfruit, Sapodilla, and Eggfruit (Canistel) are now available from Florida in modest supply. Get them while you can!



OG ONIONS

For mid-June, transition of **Organic Onion** growing regions will begin from the desert in El Centro, California, to the San Joaquin and Central Valley regions of California.

Organic Red Onions will commence shipping from Hollister, CA, with products loading now and available soon under the Hummingbird label. Peri & Sons will be out of **Organic Red Onions** for shipping due to the end of their supply from El Centro, causing a slight gap until later this month.

Organic Yellow and **White Onions** will transition to Firebaugh, CA with product loading soon. While we don't anticipate significant supply gaps, some minor volatility in supply might occur during this transition.

Organic Vidalia Sweet Onions will be in season for late to mid-June.



OG APPLES & PEARS

New crop **Organic Diva Apples** from New Zealand have arrived in limited supply. The next shipments are on their way, but the arrival date is currently unknown.

A small amount of import **Organic Pink Lady Apples** have arrived to fill the gap in supply from Washington. More fruit is expected in the later weeks of June.

Take advantage of opportunities on small Argentinian **Organic Anjou Pears** (100ct and smaller) for a spot buy deal.



OG MELONS

New crop **Organic Galia Melons** will be available by June 13th, and **Organic Hami Melons** will be in season shortly after from California.

GOOD NEWS! Organic Cantaloupes and Honeydews from California have had a strong start, with pricing expected to decrease to promotable levels over the month of June.

Organic Seedless Watermelon bins continue to be available from Mexico and Southern California. Quality has been outstanding.

GOOD NEWS! Organic Mini Seedless Watermelons continue to be promotable from Mexico and Southern California, with excellent quality and plentiful supplies.

OTHER STORIES

NOTE: Organic Royal Star Papayas will be limited at the beginning of June.

Organic Pineapple volumes have rebounded and should be steady at the beginning of June, with very nice quality.

GOOD NEWS! Organic Eggplant from Lady Moon will continue to be promotable throughout June with product out of GA. Quality is outstanding.

NOTE: Organic Color Bell Peppers jumped in price with **Yellow** and **Orange Peppers** leading this charge. We will primarily be working with product out of Canada. There is very little European import volume, as well as low volume out west.

ORGANIC BLACK SEEDLESS WATERMELON

Wait List is now forming. Available Mid-June



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or merchandiser for
more information!

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"This is the sweetest melon. It
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CONVENTIONAL MARKET NEWS

JUNE 7 - JUNE 13, 2024

NEW CROP GRAPES OUTLOOK



GOOD NEWS! Mexico is off to a strong start with excellent new crop **Grape** quality and abundant volumes, making June appear very promotable. Expect fruit sizes to increase as we enter stronger and better varieties.

Red Grapes are most promotable on large-size "Flame" seedless. XL "Passion Fire", "Ruby Rush", and "Sweet Celebration" **Reds** are also available for a higher price. Jumbo **Reds** have not started quite yet from Mexico.

Large and XL **Green Grapes**, "Sugar Drop" and "Primes". Jumbo **Greens** haven't started yet from Mexico.

Black Grapes from Mexico are "Summer Royal" variety.

New crop "**Cotton Candy**" **Grapes** from Mexico are in stock now!



CV BERRIES

GOOD NEWS! **Strawberries** will be highly promotable out of the Watsonville/Salinas, CA areas. Fruit is beginning to flush in volume, and quality has been outstanding. Look for aggressive deals on beautiful California **Strawberries**.

GOOD NEWS! **Blueberries** continue to be promotable from all regions. **LOCAL** New Jersey **Blueberries** will begin harvest mid-June with light volumes initially, increasing quickly. Quality has been decent overall, with some trouble pockets due to light rains.

Blackberries will transition to domestic crops as Central Mexico finishes up for the summer. The Southeast is going strong with harvests, and California is also starting to pick up. Quality has been nice in the domestic fruit.

Raspberry pricing is expected to creep up as we transition to California fruit. Supplies are expected to remain good during this transition. Quality has been excellent.



CV STONE FRUIT

We will begin transitioning **Cherries** from California to Washington towards the end of June. Excellent supplies are expected from Washington in late June and July, then tightening in August. We expect current strong pricing to ease down each week in June.

California **Apricots** are in excellent supply with good sizing and quality. Look for great opportunities on smaller fruit.

California **White/Yellow Nectarines** and **Peaches** are in promotable supply, soon to be joined by "Summeripe" conditioned ready-to-eat **Peaches** and **Nectarines**.

South Carolina Eastern **Peaches** have slightly tightened in supply between the May and June varieties, but better supplies are expected again in late-June.

Peacharines are here in a 12/2lb pouch. This great item, a cross between a **Peach** and a **Nectarine**, should be added to your mix.

Red and Mottled Plumcot varieties have arrived in bulk, clamshells, and recycled baskets. California **Bella Jewel Apriums** are due to arrive in stock soon.



CV MELONS

GOOD NEWS! **Specialty Melons** are coming into season!

Tuscan Cantaloupes from Dulcinea will be promotable on the 9ct sizing for the early part of summer. This variety has sweet, dense flesh. As the fruit ripens, the green color in the ribs dissipates.

Four Seasons is excited to offer varieties in the early California seasons in the iconic King Fisher brand. High quality **Golden Honeydew** and **Hami Melons** are in stock now!

Some of the best quality **Athena-style Eastern Cantaloupes** of the season are peaking now from Docia Farms in Georgia. 120ct Bins and 9 ct cartons are available. The fruit is heavy, fragrant, and sweet!

Cantaloupe and **Honeydew** supply is improving, with pricing expected to decrease as fruit fills the pipeline.

GOOD NEWS! **Watermelon** pricing has eased, especially on the smaller 60ct size, while the 45ct size holds a decent market overall. Quality continues to be excellent out of Florida.



CV HASS AVOCADOS

Mexican **Hass Avocados** were in good supply at the start of June. Production for the “Negra Crop” is expected to decline as the month progresses.

This Mexico “Negra crop” fruit is high in oil content and tends to have a darker appearance before and after ripening. Peru and Chile will also have fruit available. Four Seasons will offer some Peruvian fruit as a value option.



CV ASPARAGUS

Asparagus remains steady overall. Delaware fields will finish for the season, but New Jersey is expected to continue for another week. Fields could close any day, so we will start to see more availability from Michigan for a few weeks. Mexico has started back up with 11lb **Asparagus**, and Peru is also in the 11lb market, which remains fairly promotable overall.



CV KIWI

Sungold Kiwi continues in peak season.

Green Kiwi supplies are steady, with New Zealand fruit now readily available. Chilean fruit is also on the market, generally priced below the premium New Zealand fruit.



CV SPECIALTY FRUIT

Lychee Fruit, Passion Fruit, Pepino Melons, and Rambutan clamshells are some of the specialty fruits available. Add diversity to your early summer produce sets!



CV BROCCOLI CROWNS

Broccoli Crowns remains limited on the East Coast; however, there is steady availability from the West Coast at a slightly elevated cost. Quality is expected to remain strong from the West Coast throughout June.

Looking forward to July, Maine-grown **Broccoli Crowns** will begin.



CV CELERY

Celery remains steady from California at an average cost. Quality has been favorable throughout June and is expected to continue. As we move into mid-June, some shippers will transition from Oxnard to Salinas-grown product, but conditions should remain unchanged.



CV MANGOS

Mango volumes have rebounded and will be promotable for the rest of June.

Ask your Four Seasons rep for POS materials from Continental Fresh’s “Water for All” label with proceeds from each box donated to help families in Latin America obtain clean drinking water.



CV LETTUCE

GOOD NEWS! LOCAL Leaf and Romaine Lettuce pricing continues to be favorable as multiple growing regions yield strong supplies.

New Jersey product remains robust and will continue with strong supplies until the final week of June. As local New Jersey supplies wind down at the end of June, Canadian-grown **Leaf** and **Romaine** will begin. Expect favorable prices into July.

ALERT! California-grown **Iceberg** and **Romaine Hearts** remain difficult as supply volume is low and pricing very expensive. Late June will mark the beginning of Canadian-grown supply, adding some needed relief to these markets.



CV SWEET CORN

GOOD NEWS! Sweet Corn continues to be promotable out of Georgia. Quality has been excellent, and supplies are plentiful.

LOCAL Delaware **Corn** will start around late June, just in time for the 4th of July.



CV PEPPERS

NOTE: Color Bell Peppers will stay available, but the pricing is starting to jump due to disease pressure in Canada.

ALERT! Shishito Peppers are struggling with volume due to very low volume out west and Georgia seeing low yields due to the weather. We can expect better availability by the end of June.



CV TOMATOES

GOOD NEWS! Beefsteak and TOV Tomatoes will continue to be promotable through mid-June. Quality is outstanding and there are plenty of deals to grab.



CV SQUASH

ALERT! Squash (Green and Yellow) in Georgia are still seeing challenges with weather creating a shortage and high pricing. Rain had stunted yields in recent picks.

LOCAL Squash has started in New Jersey. There is also Squash starting in North and South Carolina. We can expect this market to ease a bit by mid-June.



CV CABBAGE & GREEN BEANS

LOCAL New Jersey Cabbage is starting followed by Pennsylvania by mid-June. Quality is expected to be fantastic!

NOTE: Beans out of Georgia rose in price significantly as we head into mid-June with the weather challenges affecting the region.



CV POTATOES

For mid-June, two new LPC items will be available: 12/1lb Little Mini Red Potatoes and Little Mini Yellow Potatoes under codes 239779 and 239778.

We have transitioned our 50 lb premium Gold, Red, White, and Purple A, B, C Potatoes to new crop California product. Pricing on Gold Potatoes has increased slightly, but we were able to reduce the price of Red, White, and Purple Potatoes with this transition. The quality from California is outstanding right now!



CV PEARS

Import Asian Pears continue to be in excellent supply in mid-June.

Import Bartlett Pears are in promotional supply and are expected to remain so until the new crop from California starts at the end of July.

Import Comice Pears will end for the season soon.

Domestic Anjou Pears are expected to finish the season over the end of June. We will then switch to imports until Washington's new crop starts in the fall.

Domestic Bosc Pears have ended, with a good supply of imports filling the gap until the new crop from California in early August.

Coastal region Lemons are peaking on choice fruit, with Fancy grade fruit becoming limited and prices rising. Choice Grade Lemons will be where volume is.

Navel Oranges are nearly finished; we are now predominantly seeing late season Navel Oranges, which will last through June.

Mandarin Oranges have excellent quality in California fruit, with import fruit showing similar quality and lower pricing.

OTHER STORIES

In the Hard Squash category, we have now entered the new crop season for Georgia-grown Acorn, Butternut, and Spaghetti Squashes, which recently arrived. The quality is excellent, and pricing is attractive. Acorn Squash supply is tighter, which is why its price is slightly higher than that of Butternut and Spaghetti Squash. Brussels Sprouts remain readily available. However, costs will continue to rise incrementally as the month progresses. Quality has remained strong in June.

NOTE: The Cauliflower market from California has quickly changed as prices begin to rise once again. Expect limited supplies and elevated costs for the remainder of the month.

Artichokes from California remain limited. With limited availability comes elevated costs, but quality remains strong. Expect these conditions to continue throughout June.

Rhubarb season has unfortunately ended due to rain and cold weather.

Fresh Black Mission Figs will be around. Imports from Peru will be available until domestic fruit from California is ready, expected to ship in mid-June.

Pineapple supplies were good at the start of June. A lull in production is expected in mid-June, with prices remaining higher. PinkGlow Pineapples from Del Monte are available.



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239739	CV Salad Chef Salad	4/11 oz Ready Pac Grande Bowl	0-77745-29469-8
239740	CV Salad Southwestern	4/11.75oz ReadyPac Grande Bowl	0-77745-29468-1

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CRESPO ORGANIC MANGOES SUMMER MANGO MANIA DISPLAY CONTEST

JUNE 3 -JULY 28, 2024

Four Seasons has partnered with Crespo Organic Mangoes for our annual Display Contest! Beautiful Organic Mangoes from Mexico are in full swing, with amazing quality coming off of the trees! June is also National Mango Month, so it is the perfect time to promote. Time to get your painters cap on, dream up your next mango masterpiece, and watch your mango sales soar!

CONTEST CRITERIA:

- Build a display of Crespo Organic Mangoes. All fruit **MUST** be purchased through Four Seasons Produce. Displays do not have to be large to be impactful.

DRIED MANGO CODES:

- 239401 OG Dried Mangoes 20/4oz
- 239403 OG Dried Mangoes 15/1lb
- 239402 OG Dried Mangoes Ataulfo 20/4oz
- 239404 OG Dried Mangoes Ataulfo 15/1lb

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

POINT OF SALE CODES

- 235364 POS RCF/Crespo Display Bin
- 239637 POS RCF/Crespo Mango Tree Cutout 48"
- 239641 POS RCF/Crespo Mango Mania Cutout 36"
- All display must include both **Organic Round** (Tommy Atkins, Kents, Keitts, Hadens) and **Ataulfo Honey Mangoes**, as well as one of the Organic Dried Mango SKUs.
- All displays must show the Crespo Organic branding, with bins or boxes, have Crespo Organic point of sale posters/cards in it, or have the Crespo Organic graphic boxes built into the display. Razor sharp point of sale signs, posters, and recipe cards can be obtained through your Four Seasons Sales Rep or Merchandiser.
- You must purchase at least **25 cases** of mangoes during the contest period in order to qualify for entry.
- All display must remain up for at least **one week**.
- Send all display contest photos to contests@fsproduce.com by **August 1, 2024**.



Code:
239637

Code:
239641



CONTEST PRIZES:

One winner for each of the below categories will win a SWEET Four Seasons Produce hoodie, Four Seasons Produce t-shirt, and a \$50 gift card

- Largest Display
- Most Creative Display
- Best % of Organic Mango Sales Increase YOY
- Best Small Store Display (3 registers or less)
- Best In Store Signage to Promote Organic Mangoes
- Best Social Media Post



EVERYONE IS A WINNER!

Every qualifying entry will also receive some SHARP Crespo gear!



To read about the Crespo Organic story and get some really cool recipe ideas, please visit www.crespoorganic.com.

Be sure to also check out their blog, Under the Mango Tree, for all things mango!

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



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