



ORGANIC MARKET NEWS



JULY 26 - AUGUST 1, 2024

PROMOTABLE ORGANIC BLUEBERRIES & STRAWBERRIES



GOOD NEWS! Promote **Organic Blueberries** while you can in late July and early August.

Organic Blueberry pricing is slightly increasing due to reduced production but remains favorable for good price points. Volume is slowing from the Pacific Northwest due to heat and weather, with Michigan also harvesting limited numbers. Quality has been very good from both regions. 6 oz pint, and 18 oz packs are available.

GOOD NEWS! **Organic Strawberries** are promotable from California, with excellent quality and taste. Pricing remains aggressive with some expected flushes into early August.

Organic Raspberries remain steady from California with no changes in production or price. Quality continues to be very good.

Organic Blackberries are steady from California with no changes in production or price. Quality remains high with good-tasting fruit.

LOCAL



OG EGGPLANT & CHILI PEPPERS

GOOD NEWS! **Organic Eggplant** remains promotable, with product from New Jersey and Pennsylvania from Lady Moon Farms and Flaim Farm. Other varieties available now include:

- 40639 OG Eggplant PREM 24 lb Lady Moon
- 40644 OG Eggplant 22 lb
- 240264 OG Eggplant Fairytale 5 lb Mini Graffiti
- 41277 OG Eggplant Graffiti 22 lb
- 240263 OG Eggplant Sicilian NJ 20 lb
- 41299 OG Eggplant Italian NJ 10 lb
- 42325 OG Eggplant Japanese NJ 10 lb

LOCAL Organic Chili Peppers are also in season. Assortment includes:

- 40784 OG Peppers Anaheim 10 lb
- 40859 OG Peppers Cubanelle 10 lb
- 220721 OG Peppers Fresno Red 10 lb
- 40838 OG Peppers Jalapeno 10 lb
- 41255 OG Peppers Poblano 10 lb
- 40804 OG Peppers Serrano 10 lb
- 237658 OG Peppers Shishito 12/10 oz Pouch Lady Moon

LOCAL



OG TOMATOES

Pennsylvania Lady Moon **LOCAL Organic Gold Grape Tomatoes** and **Organic SunGold Cherry Tomatoes** will become available by early August.

LOCAL Organic Snacking Tomatoes are in good supply and promotable into early August.

LOCAL Pennsylvania **Organic Heirloom Tomatoes** are in season from Lady Moon Farms.

NOTE: **Organic Cluster Tomatoes** and **Cherry on the Vine Tomatoes** from Savoura in Quebec are done for the season. Once sold out, other suppliers will be used to fill these lines. **Organic Beefsteak Tomatoes** will continue from Savoura, with other suppliers taking over once the Savoura label is exhausted.



OG STONE FRUIT

Organic Stone Fruit has been affected by the heat, with California facing one of the longest and highest heat waves in its history. Expect tighter fruit supplies and stronger markets on some items.

Washington **Organic Peaches and Nectarines** have started and should continue until the end of September, providing some relief for California supplies.

GOOD NEWS! **Organic Red and Black Plums** remain promotable with excellent flavors and good supplies. **Organic Pluots** are in season too!

Organic Cherries are also nearing the end of their season, as many high elevation orchards suffered frost damage this spring, with small sizing prevailing in the supply pipeline.

NOTE: **Organic Apricots** will finish for the season at the end of July.



OG POTATOES

Organic Russet Potatoes will begin to start harvesting from Washington state in August. Expect smaller “count” **Organic Russet Potatoes** initially, with larger counts shipping around mid-August. Wisconsin will begin with **Organic Russet** and **Organic Red** and **Yellow Potatoes** around the same time, with pricing relief expected around mid-August.

For now, we have one more batch of “A-size” **Organic Russet Potatoes** from California in code 41618.



OG MANGOS

Organic Nam Doc Mai and **Mallika Specialty Mangoes** will be available in to late-July in a small flush! Promote these unique varieties that are only available during this time of year!

Through July, the availability of **Organic Mangos** will shift from 10ct to peaking on 8ct due to its larger size. **NOTE:** 12ct are virtually done. **Organic Ataulfo Honey Mangoes** are also quickly coming to an end.



OG PEARS

Import **Organic Pears** will continue to be available, with the first new crop California **Organic Bartlett Pears** arriving to the East Coast around August 4th.

Washington **Organic Pears** are expected to arrive in the first week of September. Pricing is anticipated to be high due to a crop half the size of last year's.



OG BABY SPINACH

NOTE: Excessive heat is causing bruising and quality issues which are impacting yields on **Organic Baby Spinach**. All brands will be limited on supply and Taylor/Earthbound will likely have pro-rated shipping volumes for late July and early August.



OG ONIONS

LOCALLY Pennsylvania **Organic Red** and **Sweet Onions** are now fully in season. Pricing has decreased significantly as we move away from western product with expensive freight, and the quality is very good.



OG AVOCADOS

Organic Hass Avocado supplies remain snug with fluctuating market prices. Pricing will be slightly down, with high-quality fruit showing very high oil content.

Smaller 60ct fruit is particularly tight, with most fruit being 48ct size or larger.



OG LETTUCE

Organic Romaine Hearts continue to have excellent availability, cost, and quality. Promotional opportunities will continue early in the month.

Organic Leaf and **Romaine Lettuce** from New York and Quebec are thriving as August approaches.

Organic Iceberg Lettuce from California remains available, with costs improving but still slightly elevated.



OG GREEN BEANS

Organic Green Beans from a **LOCAL** small family farm are now available, showcasing excellent quality. Supplies are expected to remain steady throughout the season.



OG BUNCHED VEG

Ample supplies of **Organic Red** and **Gold Beets**, along with **Organic Orange** and **Rainbow Carrots**, are in house from California. 25 lb sack **Organic Beets** are all **LOCAL**.

Organic Chards have mostly transitioned back to California, with **LOCAL** returning in the fall. Expect consistent quality from the California harvests.



OG FIGS

Organic Brown Turkey Figs are now in season, with **Black Mission Figs** following shortly. Both varieties are expected to last throughout the summer, barring any weather events.



OG ARTICHOKES

Organic Artichokes are in great availability, with promotional opportunities. Expand displays and highlight promotions to boost sales.



OG BROCCOLI

Organic Broccoli availability is steady as August begins. Although volumes are consistent, promotional pricing and opportunities are limited. Expect steady supplies and fair pricing with great quality.



OG APPLES

Organic Cosmic Crisp Apples remain promotable with excellent quality, which some say flavor sets better as they store. Supplies are expected to last until the new crop arrives in December.

Organic Honeycrisp and **Granny Smith Apples** from Washington show no gap between crops in August and September.

A slight gap may occur with **Gala**, **Fuji**, and **Pink Lady Apples**, but it is expected to last only a week or two, helping to clear the pipeline for the new crop to arrive.

OUTLOOK: New crop **Organic Sweetango** and **Rockit Apples** are expected to arrive in early September, with **Organic Opal** and **SugarBee Apples** following in early October, and **Organic Pinata** in mid-November.



OG GRAPES

New crop **Organic Grapes** from California's Central Valley are currently in season but struggling with **Red and Black Grape** volumes to start in the high heat, but **Organic Green Grapes** are still in good supply.

10/2 lb packs of **Organic Red** and **Green Grapes** will be available in biodegradable packages arriving 7/30.

Organic Champagne Grapes (mini Red Seedless with tender stems) will be in season for a short time through early August.



OG WATERMELONS

Organic Mini Seedless Watermelons continue to be promotable from South Carolina and California, with excellent quality.

Organic Seedless Watermelons from California are of excellent quality and taste. Pennsylvania **LOCAL** is expected to start harvests around early August.

OTHER STORIES

Organic Cantaloupe and **Honeydew** have shown improved sizing, with the Central Valley crop providing a nice mix of sizes. Expect prices to continue decreasing as a result, leading to more favorable prices.

ALERT! **Organic Valencia Oranges** are very tight across all sizes. Avoid ads and promotions for now.

ALERT! **Organic Lemons** continue to face supply challenges from all regions, especially California. Argentinian fruit currently shows the best quality.

Lady Moon Farms **Organic Mini Peppers** have started to arrive in limited quantities.

Organic Asparagus pricing is fairly promotable, with volume picking up from Mexico and excellent quality.

Organic Brussels Sprouts from Mexico are back in stock but at a premium. With expanded growing regions, stable supplies should carry us through the coming months, though promotional opportunities are limited.

Organic Cauliflower from California continues to show varying availability in late July. Increased costs and unstable supply volumes are expected to persist into early August, though quality remains outstanding.

Organic Royal Star Papayas are improving in availability for mid to late July.

ALERT! **Organic Pineapples** will be extremely limited for the remainder of July, with high pricing and expected prorates.

GOOD NEWS! **Organic Green** and **SunGold Kiwi** are in excellent supply for July. Ensure both bulk and clamshell options are included in your produce sets.

Promotional opportunities on **Organic Celery** are still available with good quality, though costs are less aggressive than earlier in July.

FRESH
and
LOCAL



KING FAMILY FARMS

Organic Onions and Tomatoes
Implementing Regenerative Agriculture Practices

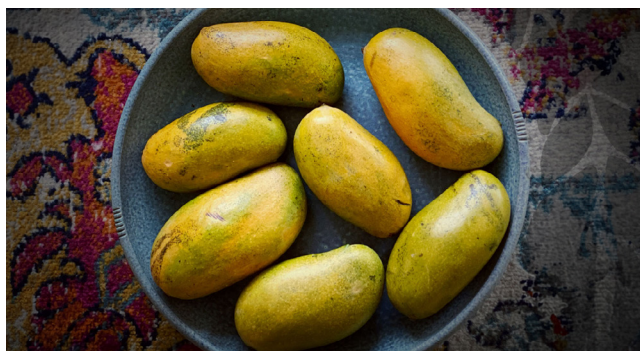
Ephrata, PA





AVAILABLE NOW!

CRESPO ORGANIC SPECIALTY MANGOS



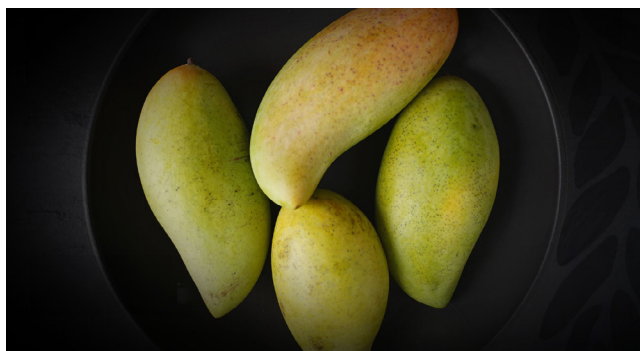
MALLIKA MANGOS

CODE: 236251

OG Mango Mallika 8-10 ct

FLAVOR:

Incredibly sweet intense melon, floral, and citrus aromas.



NAM DOC MAI MANGOS

CODE: 236554

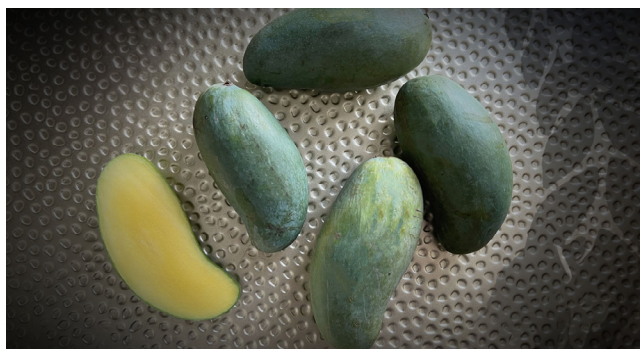
OG Mango Nam Doc Mai 12-14 ct

CODE: 236246

OG Mango Nam Doc Mai 16-18 ct

FLAVOR:

Extreme Mango flavor tastes like coconut cream & honey. Very sweet.



KIEW SAVOY MANGOS

CODE: 220396

OG Mango Green Thai Kiew Savoy 18-20 ct

FLAVOR:

Nutty & slightly floral like a green apple. Uniquely non-tropical.



www.CrespoOrganic.com



CONVENTIONAL MARKET NEWS

JULY 26 - AUGUST 1, 2024

LOCAL PEAK SEASON PEACHES

LOCAL



LOCAL



GOOD NEWS! There are good supplies of **LOCAL Peaches** from New Jersey in 12/2-lb tote bags and 25 lb cases with 2-1/2" and 2-3/4" + sizing. Promote!

Pennsylvania **LOCAL Peaches** are tight in late July as growers wait for the next varieties to be more promotable in early August.

A two-week heatwave in California is causing trouble in the **Stone Fruit** market, with rising prices and some struggling varieties expected in August. California **Yellow Peaches** and **Nectarines** are somewhat limited.



CV BERRIES

GOOD NEWS! **Strawberries** will be promotable out of California. Quality remains very nice, despite smaller berries. Continue to push fruit.

GOOD NEWS! **Blueberries** are promotable out of the Pacific Northwest. Quality is very nice overall, supplies are plentiful, and pricing is aggressive. **Jumbo Blueberries** out of Peru have started to be available, with more expected in early August.

GOOD NEWS! **Raspberries** have flipped to promotable volume as a slug of fruit from Mexico starts. California is also harvesting, with good quality. The fruit is eating excellently, and pricing has eased off to move the excess supply.

Blackberries remain steady out of California. Demand remains strong as availability tightens. Quality is nice, and the fruit eats like candy.



CV STONE FRUIT

Dark Sweet Cherries are experiencing a bumpy patch in supply, with quality peaking on large fruit. Due to the heat, short-term deals are available for late July, but **NOTE** we expect prices to climb and double at the start of August, with the crop finishing by mid-August. **Rainier Cherries** will finish in late July.

Red and Black Plums are steady. There are some outstanding varieties of **Pluots/Plumcots** in season on **Reds, Blacks, Mottled, and Green!**

NOTE: California **Apricots** are winding down and will transition to a small **Apricot** crop from Washington to finish at the end of July to early August.

Consider filling **Apricot** holes on the shelf with **Crimson** and **Midnight Rose Apriums**, which will only be around through mid-August. If you haven't tried these, they are one of the season's best specialties.

Verry Cherry Plums are done for the season. Family Tree Farms will have a similar variety of **Cherry Plum** in August.



CV APPLES

Washington **Cosmic Crisp Apple** flavor has improves later in the season with the storage crop. Now is the time to promote. New crop is not expected until December, but there is plenty of delicious **Cosmic Crisp Apples** with promotable pricing continuing until then.

Washington **Envy Apples** have transitioned to new crop New Zealand imports, offering a great value to shoppers. Stock this great apple.

Washington **Braeburn Apples** are winding down for the season, possibly the last season ever for commercial production as shippers replace them with newer varieties.

Washington **Gala, Honeycrisp, Granny Smith, Golden Delicious, Fuji, Red Delicious, and Pink Lady Apples** are expected to ship right through to new crop without a gap, beginning in the fall.

Washington new crop **Rave Apples** and **Sweetango Apples** are expected to start mid-August, followed by **Koru, Lucy Glo, and Lucy Rose Apples** in October.

Eastern storage crop **Apples** are winding down for the season. Only **Fuji, Gala, and Golden Apples** are expected to go right through to "new crop", which starts with **LOCAL Ginger Gold** and **Honeycrisp Apples** in August.



CV HASS AVOCADOS

Hass Avocados supplies from Mexico have rebounded, and fruit prices have been dropping since mid-July. Overall supplies are weighted more heavily to the larger size curve as the main season ends. This will shift dramatically next month when the Flor Loca season starts, with fruit starting off very small.



CV SWEET CORN

LOCAL Sweet Corn remains promotable! Rain and storms slowed production slightly but caused no significant damage. Quality is great.



CV KIWIFRUIT

Kiwifruit in both **Green** and **SunGold** varieties from New Zealand remain strong in supply for mid-July. Look to promote **Green Kiwifruit** especially over this time.



CV MELONS

Cantaloupe supplies are strong on 9 ct fruit, with smaller fruit gaining strength as July comes to an end. **Heirloom Cantaloupes**, **Tuscan Style Cantaloupes**, and **LOCAL Athena Style Cantaloupes** are in season for late July!

Honeydew supply is currently peaking on small fruit but will quickly shift to larger fruit in August. Eating quality is has been great.



CV WATERMELONS

GOOD NEWS! **Watermelons** are promotable from multiple states right now including Pennsylvania, Delaware, and Maryland. Quality is excellent and eating outstanding. Pricing remains aggressive. Seeded and **"Sugar Baby"** are in season too!

Mini Watermelons are promotable out of California. Quality looks good, and the fruit is eating great.



CV EGGPLANT

LOCAL Eggplant from New Jersey is rolling in from Flaim Farm and is promotable right now. Available now:

- 236485 CV Eggplant Fairytale 5 lb Mini Graffiti
- 1260 CV Eggplant PREM 24 lb
- 1275 CV Eggplant Graffiti NJ 12 lb
- 1273 CV Eggplant Sicilian NJ 20 lb
- 1290 CV Eggplant Japanese 5 lb
- 1285 CV Eggplant Italian NJ 10 lb



CV LETTUCE

The **Lettuce** category remains favorable as August approaches, with **Iceberg**, **Romaine Hearts**, **Romaine**, and **Leaf** items continuously harvested from both Quebec and California.

GOOD NEWS! **Romaine Hearts** continue to be promotable with great availability and deal opportunities into August.



CV PEARS

Bartlett and Bosc Pears are transitioning from imports to new crop California and then to Washington.

California and Washington crops are significantly lower in volume, expect strong pricing and sporadic availability this upcoming Fall and Winter, especially on **Bosc** and **Anjou**.



CV ARTICHOKE

Jumbo Artichokes from California continue to have steady availability, but the cost varies depending on the grower. Take advantage of deal opportunities and increase sales by expanding displays.



CV PEPPERS

NOTE: California has started with some **Red Bell Peppers**, but the heat affected their crop, making the product unable to make the ride to the east coast.

By August, the market may fall a bit, but for now, the field and greenhouse **Red Belled Pepper** market is in a tough spot, and **Yellow** and **Orange Bell Peppers** are slightly elevated.



CV CITRUS

GOOD NEWS! Mandarins from Chile, Peru, Uruguay, and South Africa is keeping the supply chain in great shape! Look for promotable prices as we enter August.

Import **Cara Cara Oranges** are available, and in the start of August we will have import **Minneola Tangelos**.

Import **Navel Oranges** are available, but large fruit is very tight. California **Valencia Oranges** are suffering from the heat, causing major crop loss throughout the state.

Broccoli Crown production is readily available with most volume coming from Maine, with additional supply from California. Costs normalized in mid-July and are expected to hold steady into early August. Quality remains strong from both regions.

Brussels Sprout conditions remain unchanged in late July, with limited volumes and elevated costs. Expect similar conditions to persist into August. Quality remains favorable despite the cost and availability limitations.

Cauliflower from California continues to have steady availability at a reasonable price in July,



CV GRAPES

New crop California Central Valley **Grapes** are experiencing harvest delays due to extreme heat in the San Joaquin Valley, with crews working half days. This is causing limited supply, mainly on **Red Grapes**. Weather is expected to normalize in late-July, helping supply.

California **Specialty Grapes** in stock for late July and early August include **Thomcord**, **Champagne** (mini seedless with tender stem), **Gum Drops**, plus **Cotton Candy Grapes** from Mexico.



CV POTATOES

New Jersey Fresh bagged **LOCAL White Potatoes** are starting with the first arrival at the end of July under code 4404. New Jersey **LOCAL Red Potatoes** should start at the end of August, and New Jersey **Gold Potatoes** around the second week of August.

We've switched to Stockton, CA "A, B, C" size premium bulk **Gold, Red, and White Potatoes** in late July. Pricing is up due to strong demand for these premium **Potatoes**. Bakersfield is struggling with quality, increasing volume pressure on Stockton shippers' nice stuff.

OTHER STORIES

with costs rising slightly as we enter August. Quality has remained strong, and production will remain steady.

Mangos are past the flush experienced in May, June, and into July. Fruit in general is sizing bigger, making 10ct and 12ct sizes harder to find.

NOTE: **Ataulfo Honey Mango** volumes are way down as the season approaches its end.

Yellow Pitahaya and White Flesh Dragon Fruit will be in good supply for mid-July, marking a return to the marketplace for **Yellow Pitahaya** after a brief gap. Pricing should be promotable.



CV FIGS

Fresh Figs have made their return from California! **Brown Turkey figs** will be the first available, followed by **Black Mission Figs**. 12/8 oz clam-shell packs will be available. There may be some limited **Green Fig** varieties as well!



CV TOMATOES

Snacking Tomatoes are in good supply and promotable through the first week of August with product from **LOCAL** New Jersey and Pennsylvania.

LOCAL Vine Ripe Tomatoes are also flushing and promotable into the first week of August with product from NJ, DE, and PA. Expect the category to tighten up around mid-August due to heat and bloom drop from the early part of the local season.

Cluster and Beefsteak Tomatoes continue rolling in from Savoura and others. This product is high in price due to disease pressure and the heat affecting yields.

LOCAL Beets, Bunching Greens, Kohlrabi, Leeks, and Radishes are managing some heat-related challenges, but they continue to be available.

Celery harvests from California are producing strong volume in July and will continue into August. **Celery** promotions will be available in late July and early August, with aggressive pricing and top-notch quality.

COOL STUFF THIS WEEK



232603 CV Strawberries Tropical Bliss
16/9 oz Driscoll's



229358 OG Grapes Green
10/2 lb Biodegradable Package



229359 OG Grapes Red
10/2 lb Biodegradable Package



240345 CV Plumcots Starburst Red
14 lb Family Tree Farms



233286 CV Plumcots Plumogranate
14 lb Family Tree Farms



233343 CV Plumcots Plumogranate 16/1 lb
Clamshell Family Tree Farms



239467 CV Nectarines Necta-Pie Yellow
Donut 12/2 lb Punnett Basket



14825 CV Aprium Rose 14 lb (currently
Crimson Rose, next Midnight Rose)



14846 CV Aprium Rose
12/2 lb Punnett Basket



10916 CV Grapes Champagne
16/1 lb



225809 CV Grapes Gum Drops
16 lb



10921 CV Grapes Thomcord
20/1 lb Clamshell



ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 5 - SEPTEMBER 1, 2024

Back for the 9th straight year, our annual Four Seasons Produce/Zespri Kiwifruit Display Contest always strikes gold, while putting “green” into the registers. Green and SunGold varieties, both conventional and organic are now very promotable with outstanding eating quality. SunGold kiwi has become a consumer home run, and in some areas now outsells the classic Green Kiwifruit we all grew up with. What a “golden” opportunity to boost the tropical category sales in your department! It’s time to get the kiwi fun started, get creative, and make kiwi the centerpieces of your next awesome display!

DISPLAY CONTEST CRITERIA:

- Build an amazing kiwi display that any Kiwi Bird would be proud of! ALL fruit **MUST** be purchased from Four Seasons Produce. We will have both conventional and organic bulk and packaged kiwi available. All codes for product and Point of Sale are listed on page 2.
- Both **Green AND SunGold** kiwi must be in your display in order to qualify for entry.
- **Utilize the super high graphic Zespri bins, boxes 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 will look great anywhere in your department and store.
- All displays must remain up for **at least one week.**
- Email your display contest entry photos to contests@fsproduce.com by **Thursday, September 5, 2024.**



FOR MORE DISPLAY TIPS AND IDEAS ON BUILDING A “KIWI KASTLE”,
PLEASE CONTACT YOUR FOUR SEASONS SALES REP OR MERCHANDISER!



PHONE: 1.800.422.8384

| www.fsproduce.com





ZESPRI KIWIFRUIT DISPLAY CONTEST

AUGUST 5 - SEPTEMBER 1, 2024

DISPLAY CONTEST PRIZES:

(displays will be judged on overall eye appeal, use of Zespri POS, and must have met all display contest criteria)

Most Creative Display:

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

Best All Organic:

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

Entry Prize

EVERY CONTEST ENTRY WILL
RECEIVE A SUPER COOL
ZESPRI SUNGOLD KIWI
T-SHIRT JUST FOR ENTERING!

Best Small Store Display:

(3 registers or less)

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

Highest YOY % of Increase:

(will need scan data from
store in order to qualify)

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



CV

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 8/1 lb Clamshell

OG

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

POS Material Codes

225669 POS Display Bin 1 ea Zespri
231310 POS Display Bin SunGold OG 1 ea Zespri
228487 POS Display Bin SunGold 1 ea Zespri
228488 POS Display Box Formed GreenKi 1 ea Zespri
221149 POS Display Box Formed SunGold 1 ea Zespri
23386 POS Kiwi SunGold Display 1 ea
240106 POS Kiwi SunGold Promo Tower 1 ea

PRODUCT CODES:



FOR MORE INFORMATION ON ZESPRI KIWIFRUIT, OR FOR COOL
DOWNLOADABLE RECIPES FOR YOUR CUSTOMERS, PLEASE VISIT: WWW.ZESPRI.COM



PHONE: 1.800.422.8384

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