



# ORGANIC MARKET NEWS



MARCH 21 - MARCH 27, 2025

## LATE MARCH ORGANIC BERRIES



**GOOD NEWS!** **Organic Strawberries** continue to be promotable out of California and Baja, Mexico for the rest of March and early April. Quality has been excellent, and supplies remain plentiful. New crop California supplies will continue to increase out of Santa Maria and Oxnard.

**Organic Raspberries** are steady out of Mexico. Quality has been excellent, and pricing continues to ease off. There continue to be border delays creating **occasional** loading issues and light cuts.

**NOTE:** **Organic Blackberries** will remain limited in late March. Weather conditions are limiting harvests, and border delays continue to delay loadings. Availability will be sporadic and limited as plants begin to rebound and border issues clear up.

**NOTE:** **Organic Blueberry** pricing will begin to increase as the Chilean imports begin slowing down. There will be availability into early April, but supplies are beginning to slow down. Quality out of Chile is not holding very well, so remember to order for fast inventory turns this time of year.

New crop California **Organic Blueberries** are also available from Driscoll's, and quality has been outstanding. Pricing is at a premium, but fruit is eating excellent, big and plump.



### OG PEARS & APPLES

**NEW:** Argentinean **Organic Abate Pears** are in season starting in late March. Expect excellent quality and good supplies.

**GOOD NEWS!** Argentinean **Organic Red** and **Green Bartlett Pears** have excellent quality and in promotable supply.

Import **Organic Bosc Pears** are now expected to arrive in mid-April, and with domestic storage supply finished for the season, **Organic Bosc Pears** will be out until those imports arrive.

**NOTE:** Washington **Organic Honeycrisp Apples** are very limited. The domestic storage crop is expected to run out by May. Some imports will be available, but supplies will be tight, and pricing will remain high.

**GOOD NEWS!** **Organic Pink Lady Apples** are excellent quality and in promotable supply. Build big displays and push promotions!



### OG TOMATOES

**NEW!** Lady Moon Farms' **Organic Rainbow Cherry Tomatoes** (aka **Medley Tomatoes**) have transitioned to a plastic-free, eco-friendly consumer pack. Highlight this new sustainable packaging on displays!

**GOOD NEWS!** Lady Moon Farms' Florida-grown **Organic Grape, Cherry, Orange Cherry, and Gold Grape Tomatoes** continue to produce strong volume in March. Promote to boost sales!

**ALERT!** Savoura continues to struggle with very low production in their Quebec greenhouses on **Organic Cherry On-the-Vine** and **Cocktail Tomatoes**, so expect severe pro-rates and frequent out of stocks on those items until production improves later in the spring. Lady Moon Farms' USA field-grown **Organic Snacking Tomatoes** and Wholesum's **Organic Valentino Cocktail, Red Poppies, and Brites Cherry Tomato** pack can serve as possible substitutions for the Savoura items.



### OG CITRUS

**GOOD NEWS!** **Organic Lemons** have great quality and supply! Prices are dropping, making this a great time to promote.

**NOTE:** There are very little **Organic Cara Cara Oranges** & **Minneola Tangelos** available from California, and pricing is high as those items finish for the season by early April.

**GOOD NEWS!** Quality and flavor are good on peak season "Tango" and "Murcott" variety California **Organic Mandarins** headed into April (Cuties, Halos, Poppies, Homegrown brands). Promotional pricing and volume is available!



**OG KIWI**

**NOTE:** Expect potential gaps in **Organic Kiwi** supply toward late March. Italian and Greek **Organic Kiwi** is finished, and Chile has limited availability. The next substantial volume will come from New Zealand's Zespri program later this spring.



**OG BRUSSELS SPROUTS**

**GOOD NEWS!** **Organic Brussels Sprouts** remain in peak production from Mexico! Excellent availability, high quality, and promotable pricing continue into early April.

Both high-graphic bagged and mesh bagged **Organic Brussels Sprouts** are great options for convenience-focused consumers.



**OG BROCCOLI & CAULIFLOWER**

Late March continues to bring ample **Organic Broccoli & Cauliflower** supply from California. As April approaches, production will shift to Salinas Valley.

Northern regions are already producing, and desert regions are still harvesting, but transitional periods can bring rapid changes. Early April may offer spot deal opportunities on **Organic Broccoli**.



**OG EGGPLANT**

**GOOD NEWS!** **Organic Eggplant** supply has improved during mid-March. Expect steady availability through the start of April. Sell with confidence!

Lady Moon Farms' Florida **Organic Eggplant** is showing excellent quality.



**OG CHARD**

Growing and market conditions are stabilizing for **Organic Red & Rainbow Chard** as we source additional product from Florida while California crops recover. By April, North Carolina supply should provide consistent availability.



**OG GRAPES**

Import **Organic Red Grapes** will remain steady from Peru.

**NOTE:** Import **Organic Green Grapes** will be highly inconsistent through the end of March with occasional arrivals from South Africa.



**OG AVOCADOS**

**NOTE:** **Organic Hass Avocado** supplies remain steady in supply for late-March but at high prices. The size curve is shifting toward 48ct fruit, moving away from 60/70ct sizing.

**ALERT!** Equal Exchange Fair Trade **Organic Hass Avocados** will wind down their 2025 season in late March or early April. The 8/4ct ReadyCycle Tray option will be available slightly longer than bulk 48 and 60ct fruit.



**OG SQUASH**

**Organic Hard Squash** supplies are tightening. Expect potential supply gaps during parts of April as the transition between Mexican growing regions continues. Cooler weather has slowed production.

**NOTE:** **Organic Butternut Squash** will be the tightest.



**OG RADISHES**

**NEW:** **Organic French Breakfast Radishes** are arriving the week of March 24 in limited quantities. Availability is expected to improve in April. This variety offers a mild, slightly sweet, and subtly peppery flavor.

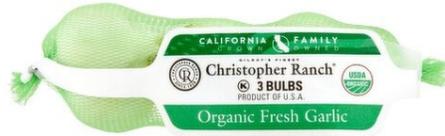
**Organic Bunched Red Radishes** are in decent supply for spring highlighting. And **Organic Bunched Easter Egg Radishes** are back in season.



### OG COLOR BELL PEPPERS

Supplies continue to come primarily from Israel on **Organic Color Bell Peppers**, with excellent quality and production.

Mexican **Organic Color Bell Pepper** production continues to decline. Expect consistent supply and strong quality for the rest of March, but slightly higher prices.



### OG CALIFORNIA GARLIC

**ALERT!** Christopher Ranch has discovered that their remaining supply of California **Organic Garlic** from this past season is not holding up in storage and is virtually unusable. This unexpected supply loss will mean that they'll gap on several domestic **Organic Garlic** SKUs until new crop is back in season in June, including Christopher Ranch **Organic Peeled Garlic**, **bulk Colossal Garlic**, and **Garlic 3pk sleeves**.

Bulk **Organic Garlic** continues to be available from other countries, but pricing is slated to rise.



### OG SOFT SQUASH

Lady Moon Farms is back in season with premium Florida-grown **Organic Green Squash!** Supplies are steady out of Mexico.

**ALERT!** **Organic Yellow Squash** remains tight due to quality issues. Mexican supplies are non-existent. Supplies remain uncertain from Florida.



### OG LETTUICES

**GOOD NEWS!** Lady Moon Farms' **Organic Romaine Hearts** are still strong, with promotional opportunities available.

**GOOD NEWS!** Florida-grown **Organic Leaf & Romaine Lettuce** from Lady Moon Farms remains in excellent supply and quality through March.

**NOTE:** West Coast **Organic Romaine Hearts** and **Iceberg Lettuce** production remains steady, but prices are rising due to transitions to northern regions and recent weather events.



### OG ONIONS

**Organic Bunched Red Spring Grilling Onions** are performing well in California, but **Organic Bunched White Spring Grilling Onions** are struggling to size up. Expect improvement by early April.

The transition from old-crop Nevada-grown **Red, Yellow, and Sweet Onions** to new-crop Texas-grown product will occur in early April. Prices may increase slightly. **Organic Sweet and Red Onions** will be the first to arrive around March 31, followed by **Organic Yellow Onions**.

**NOTE:** **Organic White Onions** may see a supply gap until new-crop onions from El Centro, CA, are available in mid-to-late April.



### OG TROPICALS

**Organic Mango** pricing remains steady. Supplies for both **Round and Yellow Ataulfo Mangos** are light as growers transition further north in Mexico.

**Organic Royal Star Papayas** are in good supply.

**NEW:** **Organic Brown Coconuts** from Mexico will be available in a 20 ct case by the end of March.

**ALERT!** **Organic Pineapple** supplies have tightened. A limited amount is available for mid-March from both Costa Rica and Mexico. Prices remain high.

### OTHER STORIES

**ALERT!** **Organic Bunched Spinach** remains a challenge with quality. The desert season has ended, and the Lamont, CA season is just beginning. Supply will be inconsistent until early April.

**NOTE:** **Organic Stokes Purple Sweet Potatoes** are done for the season. Expect a supply gap until the new crop arrives earlier than usual in late August.

Mid-March **Organic Celery** shortages led to increased costs, but pricing and availability are beginning to improve. Continued improvement is expected into April.

# CONVENTIONAL MARKET NEWS

MARCH 21 - MARCH 27, 2025

## MELON CATEGORY POISED FOR SPRING PROMOS



**GOOD NEWS!** Heavy supplies of import **Melons** are finally arriving for the first time this season, causing a drop in the **Cantaloupe** and **Honeydew** pricing. Start thinking about Spring **Melon** promos while the market is favorable.

Also becoming more available on import **Melons** are varieties. Ask your rep about spot buys and prebooks for **Hami Melons**, **Golden Dews**, and **Galia Melons**.

**Watermelons** remain available from Mexico.

Exciting... The first new crop Florida **Seedless Watermelons** will arrive to Four Seasons during the week of 3/24. Volumes will be limited from South Florida to start, with most Florida growers expecting to start harvest in mid to late April. Quality should be excellent!

**Mini Seedless Watermelons** from Central America and Mexico are in steady supply.

**OUTLOOK:** Athena-style **Cantaloupes** are expected to start around Easter out of Florida.



### CV BERRIES

**GOOD NEWS!** **Strawberries** from Florida are promotable with strong volume and aggressive pricing. California fruit is available at a premium, with a full transition expected by late March or early April.

**Blueberries** have a split market. Chile and Peru are in good supply through March, with promotable pricing. Mexico and USA fruit are more limited, with premium pricing but excellent new crop quality.

**Raspberries** from Mexico remain steady with great quality and stable pricing. Border delays continue, but California harvests are slowly ramping up.

**ALERT!** **Blackberries** remain tight due to weather challenges and border delays. Expect limited availability and higher prices near the end of March.



### CV ONIONS

**GOOD NEWS!** New crop **Sweet Onion** pricing has decreased slightly out of Mexico. The quality from this region looks great.

**OUTLOOK:** New crop Vidalia **Sweet Onions** will be starting their season around 4/21 with availability later that week.

**GOOD NEWS!** **Onion** pricing has been gradually decreasing over the last several weeks, so check out the more aggressive pricing across the entire category. At the end of March, we will transition to new crop Mexican-grown **Red**, **Yellow**, and **White Onions** in all bulk packs.



### CV CITRUS

**GOOD NEWS!** **Mandarin Oranges** from California and Morocco are of excellent quality and sizing, making it a great time to push and promote for both price and flavor.

**GOOD NEWS!** There are abundant supplies of delicious, pink-flesh **Cara Cara Oranges** from California, particularly on 56ct sizing. **Cara Cara** are ideal for high-flavor promos and display builds this late March and into April.

**Navel Oranges** from California are in outstanding quality, and this crop looks to last into June.

**NOTE:** **Limes** are seeing unstable markets, with Colombia, Peru, and Mexico all producing fruit. Mexico has the strongest quality but also the highest price.

**SUMO Citrus**, **Pummelos**, **Heirloom Navel Oranges**, **Blood Oranges**, and **Minneola Tangelos** continue in peak season flavor, quality, and supply. **Pixie Tangerines** and **Kumquats** will be arriving soon!



## CV TOMATOES

**GOOD NEWS!** In March, there are plentiful supplies of Canadian greenhouse **Cluster** and **Beefsteak Tomatoes** with excellent quality. Pricing is reasonable, making this an ideal time for promotions.

Mexican growers continue to produce a steady supply of **Roma** and **Round Tomatoes** with good quality in March, but expect price increases and slightly more limited availability as production in Florida tightens in April.



## CV CELERY

**GOOD NEWS!** Celery is still abundantly available throughout March, and the rest of the month presents a great promotional opportunity due to quality and availability. Increase sales volume by showcasing additional product on displays.



## CV COLOR BELL PEPPERS

Mexican **Color Bell Peppers** are still readily available and priced reasonably. **Orange Peppers** are in slightly shorter supply and more expensive than other colors. Expect consistent availability, quality, and pricing for the rest of March.



## CV BRUSSELS SPROUTS

Late-March will still offer a wide selection of high-quality **Brussels Sprouts** at affordable prices. Prices will rise slowly and steadily as we approach early April, but quality will remain excellent.



## CV GRAPES

**GOOD NEWS!** Import **Grapes** of all colors and sizes remain promotable as we approach April. Execute price promotions and display builds now while the quality is still strong.



## CV AVOCADOS

**NOTE:** Hass Avocado supplies from Mexico remain steady through late-March but still pricey. There's a shift in the size curve, with fruit leaning more toward 48ct sizing, and 60 and 70ct sizes becoming limited. Pricing for smaller sizes is on the rise.



## CV GREENHOUSE CUCUMBERS

**GOOD NEWS!** Prices and availability for **Euro** and **Mini Cucumbers** from Canada remain favorable throughout March. Promotable prices have presented themselves. Expect steady availability and unwavering quality.



## CV SPECIALTY GRAPES

Import **Cotton Candy Grapes** are rolling along at reasonable prices for this sought after super-sweet variety.

**Candy Heart Grapes** are also available for to add high flavor to your grape sets.



## CV ASPARAGUS

Pricing for **Asparagus** is rising due to cooler weather and hailstorms earlier in the season in Caborca, Mexico, preventing the crop from reaching the abundance seen in previous years.



## CV ARTICHOKE

**NOTE:** California **Artichokes** quality has been exceptional, but expect volume to decrease and costs to rise as we approach April due to the transition season. These changes will occur quickly and remain until mid to late April.



## CV MANGOS

**Champagne Mangos** brand will be in steady supply with a 14 ct premium offering of **Ataulfo Honey Mangos** for mid-March. Other brands in 18 ct case will also be available.

Mexico's **Round Mango** supplies are still a few weeks away from fulfilling demand, with pricing remaining elevated. The majority of the fruit is **Tommy Atkins Mangos**, with some **Haden Mangos** coming as well.



## CV STONE FRUIT

**NEW!** **Red Candy Stripe Pluots** from Chile are available near the end of March. Be sure to add them to your **Stone Fruit** displays before they disappear.

Import **Cherries** are expected to finish for the season at the end of March, with a gap until new crop California begins around May 1st. Currently, California is dealing with some unfavorable weather conditions.



## CV APPLES

Washington **Pink Lady Apples** are in excellent and promotable supply for the remainder of March.

Washington **Envy Apples** will be promotable through April, with Earth Day marketing available upon request.

Washington **Jazz Apples** are back in stock and in excellent supply after a brief supply gap.

Washington **Cosmic Crisp Apples** are still in good supply despite moving even faster than expected, but shippers may start edging the prices higher to extend supply to meet the new crop.



## CV CAULIFLOWER & BROCCOLI

**GOOD NEWS!** The supply of high-quality **Broccoli Crowns** are still abundant in March, and costs are normalizing after a brief price increase. Multiple growing regions, such as Georgia, Mexico, and California, are contributing to steady supply volume and stable pricing.

**Cauliflower** prices from California are rising as we enter the transition season. While quality remains strong, but supply is tightening, driving up the price. Expect this trend to continue into early April before any relief arrives. Some shippers may still have lingering deals, so look for spot opportunities in late March.



## CV LETTUCES

**NOTE:** Prices are rising for **Iceberg Lettuce** due to production limitations, affecting both cost and availability.

Other **Lettuce** varieties are also seeing changes, though not as significant as **Iceberg** with growing region transitions.

In late March, expect increased availability of **Romaine Hearts, Leaf, and Romaine Lettuce** due to the upcoming shift in agricultural regions from the southern desert to the northern Salinas Valley. This trend will persist until early to mid-April.

## OTHER STORIES

**Green Kiwi** from Europe is nearing the end of its season by mid-March, with Chile and New Zealand set to be the next supply regions later this spring.

**NOTE:** **Pineapple** supplies will remain tight through the rest of March, and pricing will stay higher. Dole's **Golden Selection Pineapples** and Del Monte's **HoneyGlow Pineapples** will be limited.

**GOOD NEWS!** **Eggplant** supplies are great, and pricing is coming down. Expect continued price decreases through the start of April.

**Bunch Greens** and **Kales** are in season with strong supply from Florida and Texas. The transition to local crops will begin in April, with limited availability until full transition to local by May.

**Scallions** are thriving, offering excellent quality. Both iced and ice-less SKUs are performing well in the market with ample supply.

Washington **Bosc Pears** will finish for the season through the start of April, and import fruit is just starting to arrive. Small sizes will dominate the imports.



**NEW!**

**AVAILABLE AT FOUR SEASONS  
PRODUCE IN CODE 41385  
STARTING IN LATE MARCH**

*100% Plastic-Free, Compostable  
Packaging!*

*Always Organic, Since 1988.*



**SOIL GROWN  
IN THE USA**

- **Compostable, plastic-free window and 100% recycled paperboard eliminates waste.**
  - **Low profile, stable and stackable package enables easy merchandising.**
  - **6+ tomato varieties! May include black cherry, sunpeach, green bee, red torch, purple bumblee along with grapes and cherries to name a few.**

Distributed by Lady Moon Farms  
Certified Organic by:



Organic Cherry Tomato Medley	
Unit Size	Pallet Information
12-1 Pint	12-1 150, 10 Ti x 15 Hi

ORGANIC CHERRY TOMATOES 10 oz



8 34106 00199 5

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# LINE EXTENSION



CODE	DESCRIPTION	PK/SZ	UPC
243498	OG Garlic Minced	12/8 oz Spice World	0-70969-92017-6
243499	OG Garlic Minced	12/32 oz Spice World	0-70969-00018-2

**DELIVERY STARTING 3/26**

**NEW - AVAILABLE NOW**

# LET'S GET SPICY



Almost **25%** of consumers indicate that their spice tolerance has **increased**

**56%**

of RFG Dip & Spread consumers prefer spicy flavors



appeals to a more valuable shopper

**2X MORE**

than the average Refrigerated Salsa & Dips brand

24%

**8X** Category Growth of Hot/Spicy/Chile flavor

5%

Sriracha

-1% Jalapeno

-18% Tahini

-44% Chipotle

Sources: Numerator Insights, Latest 12 Months Ending 04-30-2024 vs Year Ago  
P&K Central Location Test 2024  
Mintel March 2022  
SPINS AttLab | MULO | RF Dips & Salsa Category | Flavor Attributes | L52W data ending 7.14.2024

## KEY FEATURES:

- Use of HPP for enhanced safety & extended shelf life
- Hand-scooped perfectly-ripe hass avocados
- Spicy jalapeno & habanero peppers
- Fire-roasted corn
- Hearty black beans
- Fresh lime juice



**CODE**  
242744

**DESCRIPTION**  
CV Guacamole Chunky Spicy SW

**PK/SZ**  
8/13oz

**UPC**  
7-36798-00116-4



PHONE: 1.800.422.8384

www.fsproduce.com



# Natalie's

## ORCHID ISLAND JUICE Co.



**AUTHENTIC FRESHNESS THAT IS NOSTALGIC AND UNRIVALED**

CODE	DESCRIPTION	PK/SZ	UPC
243425	CV Juice Pure Pineapple	6/32oz	7-25341-20001-7

**LINE EXTENSION  
DELIVERY STARTING 3/25**



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| [www.fsproduce.com](http://www.fsproduce.com)



# THE LITTLE POTATO CO.

## NEW ITEMS AVAILABLE NOW

DRIVE EXCITEMENT AND INCREASE PURCHASE FREQUENCY IN THE POTATO CATEGORY WITH OUR NEW MICROWAVE READY KIT, **A LITTLE GARLIC & PARMESAN.**



Garlic & Parmesan has a high appeal to families with kids, potato consumers, and consumers in general. It shows up as a top trending cheese flavor and is one of the top trending flavors with potatoes. Our Garlic & Parmesan is one of the only cheese flavored products on the market that is **plant-based and dairy-free**. 30 minutes to yum!

DRIVE EXCITEMENT AND INCREASE PURCHASE FREQUENCY IN THE POTATO CATEGORY WITH OUR NEW MICROWAVE READY KIT, **A LITTLE HOT HONEY!**



Hot Honey is a top trending flavor with potatoes. It has a high appeal to families with kids and high consumer awareness and trial rates especially among younger demographics like Gen Z and Millennials. It is predicted to have exceptional future growth outperforming 100% of all other foods, beverages, and ingredients over the next four years.

CODE	DESCRIPTION	PK/SZ	UPC
242774	CV Potatoes Hot Honey	6/1 lb Little Potato Co Micro	629307230349
242775	CV Potatoes Garlic & Parmesan	6/1 lb Little Potato Co Grill	629307230332



# POTATO LOVERS MONTH DISPLAY CONTEST WINNERS

FEBRUARY 3 - MARCH 2, 2025



## KENNIE'S MARKETS

Gettysburg, PA



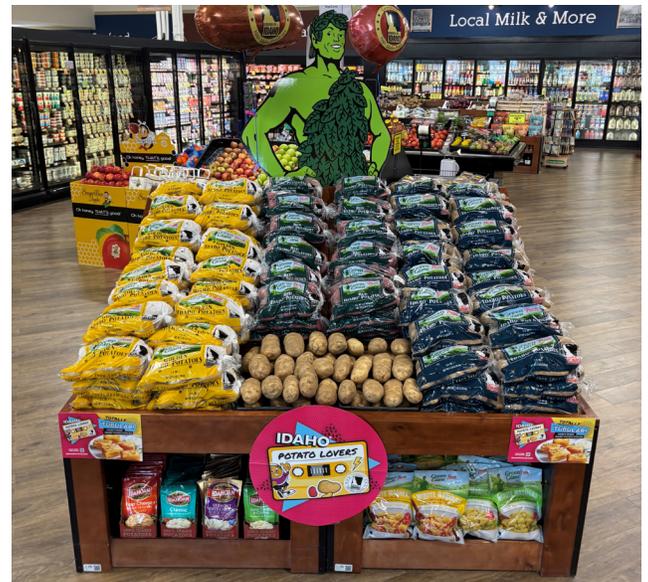
## HENNING'S SUPERMARKET

Harleysville, PA



## BISHOP'S SUPERMARKET

Whitehouse Station, NJ



## KENNIE'S MARKETS

Biglerville, PA



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