



# ORGANIC MARKET NEWS



MAY 9 - MAY 15, 2025

## ORGANIC STRAWBERRY SEASON



**GOOD NEWS!** Organic Strawberries continue to be promotable from Baja, Mexico and California for mid-May.

California **Organic Strawberry** production is beginning and volume will increase for both Driscoll's and shipper brands throughout May. Baja's season is wrapping up with about two weeks of harvests remaining.

**GOOD NEWS!** Organic Blackberries continue to be available and promotable from Mexico. Quality has been exceptional.

**Organic Raspberries** remain steady out of Mexico with excellent quality and reliable availability. California production will begin in mid-June.

**Organic Blueberry** production is increasing across the Southeast US. Despite recent weather challenges, harvests continue steadily and pricing has eased to moderate levels. North Carolina production is expected to begin by mid-May.



### OG STONE FRUIT

**GOOD NEWS!** The first beautiful California **Organic Apricots** have arrived with steady supplies and a promising season ahead.

California **Organic Cherries** are very limited in both bulk and clamshells. Slight week-over-week improvement is expected, but promotable volume isn't likely until Washington fruit begins in early June.

California **Organic Nectarines** are expected to arrive around May 17th. Initial sizing will be small and tight, but better sizing and volume should quickly follow.

South Carolina Fair Trade **Organic Yellow Peaches** are due around May 10th with small sizing and strong prices. Sizing should improve rapidly.

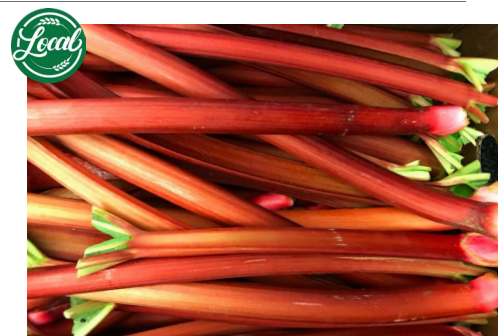


### OG MANGOS

**GOOD NEWS!** Organic Tommy Atkins Mangos will see another price decrease by mid-May. As we approach June, which is Four Seasons "Mango Mania" month, prices are expected to drop even more.

**NOTE:** Organic Ataulfo Mangos are transitioning north to the Nayarit region, which will limit availability through mid-May. Pricing should remain steady.

**Organic Dried Ataulfo** and **Dried Round Mangos** from Crespo Organics are now back in stock for the 2025 season. These **Dried Organic Mangos** have best in class texture and flavor with premium packaging, available in 4 oz and 11b bags.



### OG SPRING VEG

**Organic Rhubarb** continues with excellent promotable supply from the Pacific Northwest. **LOCAL** Lancaster, PA-grown **Organic Rhubarb** is also joining the mix.

**Organic Asparagus** is in season from USA farms. California continues to harvest, **LOCAL** New Jersey volume is light, and Michigan season has begun with good production.

**Organic Sugar Snap Peas** in compostable packaging are available in May with promotional pricing. Promote the eco-friendly option now while California's short season lasts.

Bulk **Organic Sugar Snap** and **Snow Peas** are also available, along with **Organic Purple Snow** and **Snap Peas** to enhance presentation.





### OG MANDARINS

**GOOD NEWS!** Continue to move promote the remaining **Organic Mandarins** for the rest of May.



### OG BRUSSELS SPROUTS

**NOTE:** **Organic Brussels Sprouts** volume decreased in late April due to reduced Mexico production. Supply remains steady and high quality, but pricing is rising and expected to increase into June. "Grab and go" packs are also limited due to a shift toward bulk.



### OG ARTICHOKEs

**Organic Jumbo Artichokes** remain in peak season with ample production and competitive pricing.

**NOTE:** Smaller sizes are becoming more prevalent by mid-May, and prices are expected to increase. Expect to see less 12 ct and more 18 ct.



### OG BELL PEPPERS

**ALERT!** **Organic Hothouse Color Bell Peppers** will be tight with high pricing during the transition from Mexico to Canada. Canadian production is delayed, creating a gap. Light harvests may begin by the end of May, but availability will stay limited.



### OG WATERMELONS

**GOOD NEWS!** **Organic Mini Seedless Watermelons** are abundant in the 6ct variety, while 8ct remain limited. Note: The first Domestic crop out of Arizona is expected to begin by mid-May.

**Organic Seedless Watermelons** from Mexico are starting off good this season. Pricing is showing steady improvement. 60 ct Bins will be in stock 5/12.



### OG AVOCADOS

**NOTE:** **Organic Hass Avocado** supplies overall are lower. 48 ct fruit is more readily available but holding steady on price. 60 ct fruit remains tight.



### OG GREEN BEANS

**ALERT!** **Organic Green Beans** are limited in May with high prices. Marginal improvement may occur in June, but conditions will likely stay tight until local season starts in July.

**ALERT!** Packaged **Organic Green Beans** will be in limited supply for early May too.



### OG GRAPES

**NOTE:** There will be a brief gap between import **Organic Grapes** and new crop Mexico and Coachella, CA **Organic Grapes** during mid-May.

First of the season **Organic Green Grapes** from Mexico have started in small volume.

New crop **Organic Red Grapes** are expected to begin to arrive around late May. So expect a cap as the Southern Hemisphere fruit is now finished for the season.



### OG ONIONS

Peri & Sons have started harvesting new crop El Centro, CA **Organic Onions**. **Organic Red and White Onions** are currently in stock, including 40lb Jumbo **Organic White Onions** under code 41518. **Organic Yellow Onions** will arrive by mid-May. The 16/3 **Organic Red and Yellow Onions** will transition back to biodegradable Earth Bags.

**NOTE:** These are "short day" **Organic Onions** and will have a rougher appearance than "long day" types, so expect lighter, uneven coloring, some staining, and flaky skins.





## OG BROCCOLI & CAULIFLOWER

**GOOD NEWS!** Organic Broccoli and Cauliflower supply from California is abundant.

East Coast production has started in Georgia and North Carolina, adding volume. Promotional opportunities remain favorable through May.



## OG CELERY

**NOTE:** Organic Celery supply is sharply down from California and Mexico. Quality remains strong, but declining volumes may impact quality and pricing negatively through May and early June.



## OG KIWI

Organic SunGold Kiwi from Zespri will be in steady supply from New Zealand. Both 8/1 lb clamshells and volume-filled cases are available.

**NOTE:** Organic Green Kiwi remains very tight in supply. Conditions are expected to persist until the New Zealand crop begins in June.



## OG TOMATOES

Savoura BIO's high flavor Organic Cherry On-the-Vine and Cocktail Tomato programs are ramping up with better Quebec greenhouse production.

Organic Beefsteak Tomatoes remain available out of Canada. Pricing has eased slightly with increasing harvests. Quality is excellent.

Organic Tomatoes on the Vine have seen price decreases as Canadian volume begins to ramp up. Quality remains excellent.

Organic Snacking Tomatoes remain available from Florida and Mexico with excellent quality.

**NOTE:** Lady Moon Farms' Florida Organic Tomato season is winding down, with harvests expected to conclude by mid-May. They'll be back in season from their LOCAL PA farm in July.



## OG LETTUCE

**GOOD NEWS!** Organic Romaine Heart volume is rising with good quality and promotional potential. Pennsylvania production is beginning to offer LOCAL alternatives.

Organic Iceberg Lettuce is reliable and high quality.

Following Florida's Organic Lettuce season ending in April, California supply is strong. LOCAL New Jersey and Pennsylvania Organic Leaf and Romaine Lettuce production is starting to ramp up.



## OG TROPICALS

**NOTE:** Organic Pineapples have seen a slight bump in supply, but shortages and prorates remain likely. Prices will stay elevated.

Organic Young Thai Coconuts will be back in stock by mid-May in limited supplies.

Organic Brown Coconuts from Mexico are in steady supply for mid-May. Be sure to check out this new item in the Four Seasons Organic Tropical lineup. Available in a 20ct box.

**NOTE:** Organic Royal Star Papayas supplies will be very tight by mid-May. Expect shortages and prorates.

## OTHER STORIES

Organic Apple supplies are dwindling, and prices are rising. Expect this trend to continue until the new crop. Some imported fruit is available for the summer with strong markets and tight supply.

Many Organic Navel Orange shippers are finishing their seasons in mid-May. We will begin transitioning to Organic Valencia Oranges as supplies begin to dry up.

**NOTE:** Organic Lemon prices are increasing as California seasons wrap up for some shippers. Fresh crop Argentina imports will arrive in late May or June.

**ALERT!** Organic Peeled Garlic in 5 lb and 4/5 lb containers will be tight for mid-May.



# CONVENTIONAL MARKET NEWS

MAY 9 - MAY 15, 2025

## NEW CROP STONE FRUIT OUTLOOK



California **Apricots** have arrived in great condition. Excellent supplies are expected, with prices softening as the season continues. 12/2 lb Punnet Baskets of regular and **Red Apricots** will be offered.

California **Cherries** are gaining momentum after a slow start. Sizing is big and flavor is good. Slight price drops are expected weekly as supply improves. Promotable volumes will come after Memorial Day.

New crop **Yellow** and **White Peaches** are in stock in Euro Trays for loose sales and 12/2 lb high graphic pouch bags. Quality is good to start and pricing will drop more in May.

First of the season Eastern **Peaches** will come into season during mid-May. South Carolina growers expect a good crop.

New crop California **Yellow Nectarines** are in stock with strong supplies expected. Prices will ease as harvest volume increases through mid-May.

Import **Plums** are winding down. A short gap is expected before new crop California **Plums** arrive.



### CV BERRIES

**GOOD NEWS!** **Blackberries** are becoming highly promotable as harvests increase from California and Mexico. Quality is excellent and pricing is aggressive. Georgia production is expected by early June.

**GOOD NEWS!** **Strawberry** availability is improving as California harvests recover from recent rain and cooler weather. Pricing is promotable and volume is stabilizing as Oxnard and Santa Maria production ramps up.

**Raspberries** from Mexico are still available with slightly increasing harvests as the season winds down. California production is expected to begin mid-June. Quality is excellent and pricing is stable.

**Blueberries** from the Southeast US are available, though harvests remain limited due to weather and reduced acreage. North Carolina growers are expected to begin harvests by mid-May, which will aid availability. Pricing is currently steady. 8/18 oz packs are in stock too!



### CV TOMATOES

**GOOD NEWS!** **Jumbo Vine Ripened Tomatoes** from Florida remain available with excellent crown pick quality and good size. Supplies are limited as Florida's volume slows, but steady availability is expected.

**GOOD NEWS!** **Snacking Tomatoes** from Florida and Canadian greenhouses remain promotable. **Grape, Cherry, Medley, and Campari/Cocktail Tomato** types are available with strong pricing and excellent quality.

**GOOD NEWS!** **Beefsteak Tomatoes** remain promotable from Canada with excellent quality and aggressive pricing.

**GOOD NEWS!** **Tomatoes on the Vine** from Canada are also highly promotable with excellent quality.

**Roma Tomatoes** are seeing price increases due to tightening supplies from Mexico and Florida. Quality remains excellent.



### CV MANGOS

**GOOD NEWS!** Mexican **Mangos** have reached the lowest pricing of the season. **Red Round Mangos** from Mexico and Guatemala have strong availability, making mid-May ideal for promotion.

**Ataulfo Honey Mangos** are transitioning, which may lead to a slight increase in pricing during mid-May.

**GOOD NEWS!** Premium 14ct **Champagne Mangos** from Ciruli Brothers are in great supply. These large, attractive fruits are excellent for mid-May promotions.





## CV LETTUCES

**GOOD NEWS!** Lettuce from California is performing well. **Iceberg** shows excellent quality and pricing. **Romaine Hearts** and **Leaf Lettuce** are also strong, making May an ideal time for **Lettuce** promotions.

**LOCAL** Leaf and Romaine Lettuce from New Jersey will start to become available in early May, with volumes increasing as the month continues.



## CV PINEAPPLES

**Pineapples** from Del Monte are in good supply, but expect slightly elevated pricing due to tariffs.

**HoneyGlow** and **PinkGlow Pineapple** varieties will be available for mid-May.



## CV CANTALOUPE & HONEYDEW

**Cantaloupe** and **Honeydew** supply from Mexico is gradually increasing as imports from Central America end. Prices remain elevated as shippers transition across growing regions.

Varietal **Melons** are finished for imports.

New crop **Melons** will ramp back up for June.



## CV RHUBARB

**GOOD NEWS!** Beautiful **Rhubarb** from the Pacific Northwest continues in strong supply.



## CV GRAPES

Import **Green Grape** prices are rising, while **Red Grapes** from Chile remain favorable with spot buys.

Mexican **Red Grapes** are expected to begin harvests by mid-May.



## CV PEPPERS

Hothouse grown **Color Bell Peppers** prices are beginning to firm as the Canadian flush slows. Availability and quality remain excellent across all three colors with reasonable price points.



## CV GREEN BEANS

Florida **Green Beans** will return to promotional pricing during May following post-Easter highs. Quality is excellent and production is solid for mid-May.



## CV ASPARAGUS

**Asparagus** remains available from New Jersey, Delaware, and Michigan. **LOCAL** New Jersey and Delaware farms continue to be promoted and quality is excellent.



## CV SWEET CORN

**GOOD NEWS!** **Bi-Color** and **White Sweet Corn** from Florida remains available with steady supplies and excellent quality.





## CV AVOCADOS

Mexican-grown **Hass Avocados** are steady across all sizes. Following a successful Cinco de Mayo, pricing has eased slightly.

A limited supply of California Premium **Gem Avocados** will be available for mid-May. This variety, similar to Hass with a creamy, nutty flavor, will come in large sizes (24-28 ct).



## CV SUNGOLD KIWI

New Zealand **SunGold Kiwi** is here in steady supply.

Tariff-related price increases will cause a minimal bump. Both VF and clamshell packs will be available throughout May.

**NOTE:** **Green Kiwi** remains tight in supply but consistent in availability.



## CV ARTICHOKES

**GOOD NEWS!** California **Artichokes** are priced advantageously this May, with strong quality and steady supply, an excellent promotional opportunity for the second half of the month.



## CV BROCCOLI & CAULIFLOWER

**GOOD NEWS!** **Broccoli** from North Carolina and Georgia is plentiful and well-priced. California will supplement as Mexican supply tapers off.

**GOOD NEWS!** California **Cauliflower** is in strong supply and favorable pricing is expected to persist into mid-May.



## CV WATERMELON

**GOOD NEWS!** **Seedless Watermelon** bins remain consistent out of Northern Florida. Quality is strong on 60ct and 45ct bins. Pricing at the farm may ease heading into Memorial Day, but higher freight markets will offset that.

**Seeded Watermelon** bins are available though are limited as the Florida season begins.

**GOOD NEWS!** **Mini Seedless Watermelons** from Northern Mexico continue with excellent quality. Supplies and pricing are trending promotable.



## CV LOCAL VEG

**GOOD NEWS!** Growers in New Jersey are starting to harvest more and more **LOCAL** spring row crop vegetables for May!

**LOCAL** NJ **Bunched Herbs, Leeks, Radishes, Chards, Collards, Kales, Spinach** and more are coming into peak season from the Vineland area!

**Celery** supply and quality are stable and expected to remain so through May.

**NOTE:** California **Brussels Sprouts** are in limited supply with prices expected to remain high through May. Quality is good, but tight supply is keeping pricing elevated.

## OTHER STORIES

**NOTE:** **Honeycrisp Apples** are nearing the end of their season. Prices are rising as both domestic and import markets tighten.

**NOTE:** **Bosc Pears** are in very tight supply, keeping market prices strong.



# MEMORIAL Day MERCHANDISING TIPS

## MEMORIAL DAY IS MONDAY, MAY 27

### MERCHANDISING ACTIONS

- **Timing!** Your fruit counters should be reset with fresh crop **Stone Fruit, Soft Fruit, Grapes, and Melons** by Thursday, May 23. Cut back on apples, pears, and citrus. Don't play catchup through the holiday weekend, especially on the seasonal product.
- **Expand your berry sections.** Full variety is available on organic and conventional berries during the spring peak!
- Your **vegetable counters** also need to have some adjustments made. Cut back the spacing on the hard cooking vegetables such as turnips, winter squashes, parsnips, etc. Key items to expand: **Corn, Lettuces, Tomatoes, Celery, Cabbage & Slaw Mix, Green & Colored Peppers, Cucumbers, Radishes, Scallions, Portabella Mushroom Caps & Slices, Sweet Onions, and New Potatoes.**
- **Drive sales and margin through melon displays.** Fine sharp price points for whole melons and also build large refrigerated or ice displays of cuts and halves, sold at higher per pound prices. This extra margin on cuts will provide nice profit mix and options for shoppers.



### POPULAR DISPLAY THEMES

#### VEGGIE GRILLING:

Try a display that includes: **Vidalia Onions, Colored Peppers, Asparagus, Portabella Mushroom Caps & Slices, Eggplant, Count Russet Potatoes, and Green & Yellow Squash.**

You might even want to try a combination of these items at a common price per pound. Tie in “**Garlic Expressions**” and other marinades, and minced garlic.

#### CORN CRAZY:

Build a large, secondary display of **Sweet Corn**, using a bin dummed up to control your display quantities. Position a clean trashcan at the display for your customers to shuck their corn. To make very good margin, trim, strip, and tray-pack 5 ears of **Sweet Corn** and get premium retail for the added value and convenience.

#### TOMATO PATCH:

Create mass displays using **Grape, Vine Ripe, Beefsteak, Cocktail, Heirlooms, Mixed Cherry, and Cluster Tomatoes.** Be sure to add **Basil** to these displays.





## DELIVERIES & PLANNING

- Order your **hard goods** and **semi-perishables** to hit your store early - by Tuesday, May 21 or Wednesday, May 22. Get 'em in and load up the department. These are items that you don't want to be fooling with come the weekend: **Salad Dressings, Dips, Salsa, Juices, Croutons, Fruit Dips, Nuts, etc.** Have your evening associates pack out these sections at night. Avoid that congestion in your aisle during business hours.

- Bring in your **hard vegetables** and **fruit** by Thursday, May 23. These lines and items include: **Potatoes, Onions, Carrots, Mini Carrots, Apples, Pears, Oranges, Lemons & Limes, Honeydew, Cantaloupe, Pineapples, and bin Watermelons.**

- There is no need to be overly cautious with bin **Watermelons**. This is only the beginning of the summer picnic season. Your risk is low even if you have a few extra melons after the holiday. Store Watermelons at room temperature.

- Bring in your **Sweet Corn** by the pallet and try to have it in by Thursday, May 23, and Friday, May 24, and keep it watered or iced down. 42 cases per pallet.



## FOUR SEASONS MEMORIAL DAY SCHEDULE

### SATURDAY 5/25:

Normal office and delivery schedule.

### SUNDAY 5/26:

Normal office and delivery schedule.

### MONDAY 5/27:

Normal delivery schedule, office open 8:30am - 1:00pm, taking orders for Tuesday 5/28 delivery.



Please contact your sales representative with any questions.

***Have a happy and safe Memorial Day!***





# VIDALIA SWEET ONIONS DISPLAY CONTEST

April 28 - May 25, 2025

Four Seasons Produce has once again partnered with Richter Produce (Stanley Farms) to kick off the Vidalia Sweet Onion season in style with our annual display contest!

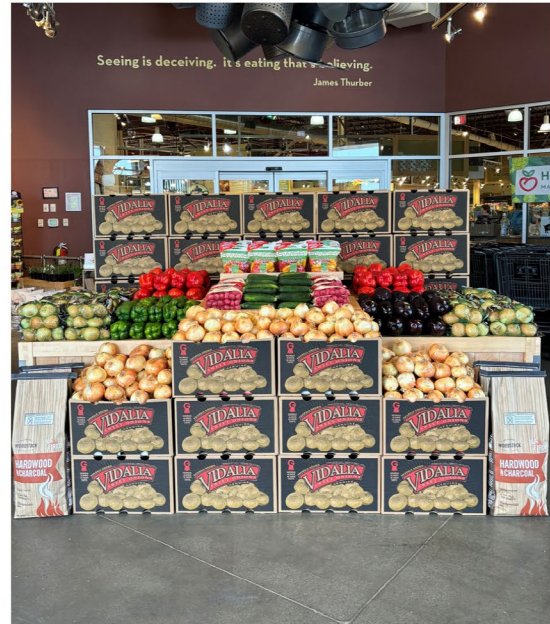
The long-awaited and highly anticipated Vidalia Sweet Onion season is officially underway in Georgia, and we're here to help you "sweeten" your sales and boost profits. Spring is in full swing, and there's no better time to showcase this iconic sweet onion!

## DISPLAY CONTEST CRITERIA:

- Build a display of conventional or organic (or both) Vidalia Sweet Onions in your department. **All product MUST be purchased from Four Seasons Produce.** Product codes are below:

4105 - CV Onions Sweet Jumbo 40lb Vidalia  
4166 - CV Onions Sweet 16/3lb Vidalia Bag  
41541 - OG Onions Sweet 40lb Vidalia  
41540 - OG Onions Sweet 16/3lb Vidalia Bag  
230952 - POS Vidalia Display Box

- Must purchase **at least 8 cases of product** during the contest period to qualify. This can be a combined total of loose or bagged product.
- Displays **must include the Vidalia Sweet Onions point of sale signage** or the **display boxes** showing the Vidalia Onions brand.
- All displays must remain up for a **minimum of 1 week**.
- Please send all display photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **May 29, 2025**.



## DISPLAY CONTEST PRIZES:

Every qualifying entry will receive a Stanley Farms hat just for entering!



## 2 GRAND PRIZES:

- 1 Small Store Winner (3 registers or less)
- 1 Large Store Winner (4 registers or more)

Blackstone Grill and Grill Cover

Display winners will be judged off of overall eye appeal, display creativity, and use of point of sale signage.

## BEST GRILLING DISPLAY:

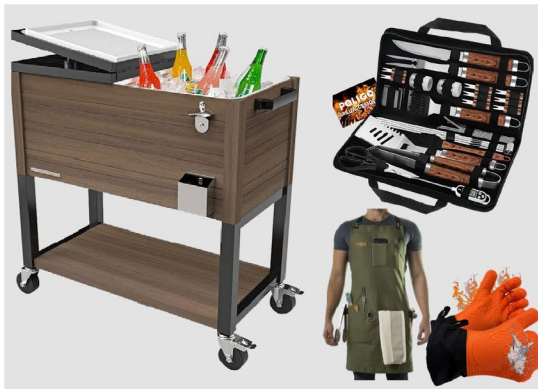
### 1ST PLACE

Outdoor Patio Rolling Cooler

### 2ND PLACE

Grilling Getup (Grilling apron, grilling set, grilling gloves)

Display must include at least 3 grilling themed produce items tied in to qualify.  
See suggested tie in items.



## BEST ALL ORGANIC DISPLAY:

### 1ST PLACE

Outdoor Patio Rolling Cooler

### 2ND PLACE

Grilling Getup (Grilling apron, grilling set, grilling gloves)

Display must be 100% organic product.



PHONE: 1.800.422.8384

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# BRAND REFRESHES DURING MAY

discontinue

new

updated



everyday favorites

essential salads



Fresh **NEW LOOK** outside  
Same great taste inside

New

Old







# LOCAL BOUNTI®

## LABEL CHANGE ORGANIC LIVING CRESS

**NEW**

### BOLD AND PEPPERY

**THIS HERB ELEVATES:**

- SMOOTHIES
- PIZZAS
- SALADS



OLD CODE	CODE	DESCRIPTION	PK/SZ	OLD UPC	UPC
223578	243682	OG Watercress	6 ct Clam Local Bounti	7-16582-01750-2	7-16582-11009-8

## DELIVERY STARTING 5/14



PHONE: 1.800.422.8384

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







# DRIED MANGO SLICES

Connect with us

[info@CrespoOrganic.com](mailto:info@CrespoOrganic.com)

**SUCCULENT, RIPE SILKY-SMOOTH**  
KENT, KEITT & ATAULFO MANGOES ARE DRIED  
INTO SUCCULENT & CHEWY PORTABLE MANGO  
SNACKS IN OUR HOMETOWN OF EL ROSARIO,  
SINALOA, MEXICO



**OUR DRIED MANGOES ARE PACKED INTO  
RESEALABLE ZIP TOP  
POUCHES FOR OPTIMAL FRESHNESS**

Suggested **WAREHOUSE** Storage Temp 45° - 55° F  
Suggested **RETAIL** Storage Temp (Ambient) 60° - 70° F

**BEST BY DATE** 1 Year from Pack Date

*\*best by dates are stamped on each individual pouch and master box*

Standing or  
**HOOK  
TOP**  
display



## AVAILABLE NOW!

CODE	DESCRIPTION	PK/SZ	UPC
239401	OG Dried Mangoes	20/4oz Crespo	0081001770085
239402	OG Dried Mangoes Ataulfo	20/4oz Crespo	0081001770086
239403	OG Dried Mangoes	15/1lb Crespo	0081001770107
239404	OG Dried Mangoes Ataulfo	15/1lb Crespo	0081001770108



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