ORGANIC MARKET NEWS

Four Seasons



JULY 18 - JULY 25, 2025

ORGANIC LADY MOON PA LOCAL TOMATOES



GOOD NEWS! LOCAL Organic Snacking Tomatoes from Lady Moon Farms, PA farm continues to be available. Organic Grapes, Cherries, and Medley Tomatoes are in season, and harvests continue to increase weekly.

Lady Moon Farms will begin light harvests on their LOCAL PA Organic Heirloom Tomato crops as well, sold in 10 lb high graphic starting the week of 7/21.

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LOCAL Organic Snacking Tomatoes from New Jersey growers are also available and will continue to be available through late August as well.

New Jersey growers will have good production on **Organic Grape** and **Cherry Tomatoes**, with lighter availability on **Organic Golden Grape Tomatoes** and a new item - **Organic Cherry Berry Tomatoes**. This new variety will be available the week of July 21 with light availability.

King Family Farms (Christ King) is starting their LOCAL Lancaster County, PA high-tunnel field-grown Organic Vine Ripe Tomato program along with some Organic Roma Tomatoes starting the week of 7/21.



OG STONE FRUIT

GOOD NEWS! Organic Stone Fruit remains promotable with excellent quality on Organic White and Yellow Peaches and Nectarines, as well as Organic Red and Black Plums, and Organic Pluots.

NOTE: Eastern **Organic Peaches** from South Carolina are in a harvest gap for the week of 7/21.

ALERT! Washington **Organic Red Cherries** are in a harvest gap for the week of 7/21; better supplies are expected at the end of July, but the season will wrap up by early August.

NOTE: Organic Rainier Cherries have finished.



OG MELONS

GOOD NEWS! Organic Cantaloupes, Honeydews, and Galia Melons are in good supply with larger sizing. Expect more favorable pricing on large fruit for the remainder of July from California.

Organic Seedless and **Seeded Watermelons** continue from California. Heavy retail pulls have left the market oversold but quality and pricing remain steady.

"Yumi" brand **Organic Black Gem Seedless Watermelons** are available from California with Washington starting Week 30.

Organic Mini Seedless Watermelons are available from California and the Carolinas, with California offering superior quality.

Organic Mini Seeded Watermelons remain available from North Carolina with good quality.



OG BERRIES

GOOD NEWS! Organic Blueberries continue to be promotable out of the Pacific Northwest. Quality has been very nice, and pricing and volume is super promotable! Peruvian containers are beginning to arrive as well with light availability.

GOOD NEWS! Organic Raspberries continue to flush out of California. Pricing and supplies remain extremely promotable with excellent quality and great tasting fruit.

GOOD NEWS! Organic Strawberries will be promotable for late July. Quality has been excellent, and harvests remain strong out of Salinas/ Watsonville, California. OUTLOOK NOTE: Harvests are expected to decrease in early August.

Organic Blackberries continue to be available out of California. Quality has been exceptional with steady pricing and availability. **LOCAL** New Jersey production continues as well.

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OG PEARS

GOOD NEWS! New crop California **Organic Bartlett Pears** have started with an excellent crop expected. These will be in stock starting the week of 7/21.



OG GRAPES

New crop **Organic Grapes** are in great supply out of California with prices comparable or lower than the end of the Mexican season.

On the specialty side, **Organic Cotton Candy** and **Gummy Berry Grapes** will be available from Mexico in late July, plus **Organic Candy Snap** and **Champagne Grapes** will start out of California!



OG PEPPERS

LOCAL Organic Green, Jalapeno, and Shishito Peppers are now shipping from Lady Moon Farms with volume expected to increase. A variety of Organic Hot Peppers, including Poblano, Red Fresno, and Serrano Peppers, are also available.

Organic Hothouse Color Bell Peppers are easing as more availability arrives from Mexico to supplement Canadian supplies. Organic Red and Yellow Pepper prices continue to drop. Organic Orange Peppers remain tight.



OG CITRUS

NOTE: Organic Valencia Oranges remain very limited. Supply will be short, and prices are expected to rise through summer.

NOTE: Organic Lemons continue to face quality concerns primarily around shelf life. Avoid promoting for now.



OG EGGPLANT

GOOD NEWS! Lady Moon Farms has started with premium LOCAL Pennsylvania Organic Eggplant.

LOCAL Organic Eggplant from Flaim Farms in New Jersey is also available, including Organic Sicilian and Graffiti Eggplant. Quality has been excellent.



OG APPLES

Washington storage crop **Organic Fuji, Gala**, and **Granny Smith Apples** are winding down and will finish in August. Imports will fill gaps until USA new crop starts in September.

NOTE: Washington **Organic Honeycrisp Apples** will finish soon, and imports are sold out. Expect a gap until new crop starts late August. **Organic Rockit Apples** will also finish within weeks.



OG ARTICHOKES

GOOD NEWS! California Organic Artichokes remain promotable through July with affordable pricing and outstanding quality.

(pictured above) Lakeside Organic Gardens legendary founder, Dick Peixoto in his **Organic Artichoke** fields, July 2025.



OG TROPICALS

NOTE: Organic Pineapples from Costa Rica will tighten significantly by the end of July with increased pricing and reduced availability.

Organic Jackfruit will be available from Florida by the end of July with limited supply.

Organic Mamey and **Organic Sapodilla** are also available from Florida.



OG SQUASH

Organic Butternut and **Spaghetti Squash** should last a couple more weeks out of Mexico but will tighten as we move toward the end of July.

New crop LOCAL Pennsylvania Organic Kabocha Squash will begin in late July. Organic Acorn, Organic Spaghetti, and Organic Delicata Squash will follow. Organic Butternut Squash from Pennsylvania is expected to begin the second or third week of August.

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OG BROCCOLI & CAULIFLOWER

Organic Bunched Broccoli production in California is improving with better availability and pricing expected to hold.

NOTE: Organic Broccoli Crowns remain and more expensive tight but should improve in August.

Organic Cauliflower is available through pricing is still elevated. This should ease as July progresses.



OG MANGOS

GOOD NEWS! Organic Mango "Mania" is in full swing – promote!

Specialty **Organic Mangos**, such as **Organic Nam Doc Mai and Mallika**, will be available for July displays. Limited POS materials are available through your Four Seasons rep.

Organic Dried Ataulfo and Organic Dried Red Mangos from Crespo Organics are back in stock for the 2025 season in 4oz and 11b bags.



OG LOCAL VEG

GOOD NEWS! LOCAL Organic Cucumbers are in good supply from East Coast growers, with Organic Pickle/Kirby Cucumbers from Pennsylvania grower Christ King, and premium Organic Cucumbers from Lady Moon Farms in Pennsylvania.

LOCAL 25 lb Loose Organic Red Beets are currently shipping from Central PA Produce Coop and Samuel Stoltzfus (Eagle Shadow Farm).

LOCAL Organic Green Beans will soon begin from Lancaster County, PA grower Mark Reed.

LOCAL PA Lady Moon Farms also continues with good volume on **Organic Kales** and **Collards** with excellent quality.



OG LETTUCE

GOOD NEWS! Organic Lettuce production from Quebec remains excellent with promotable pricing on Organic Iceberg, Romaine Hearts, Leaf, and Romaine Lettuce.

GOOD NEWS! Organic Iceberg Lettuce and Romaine Hearts from California also remain steady with promotional opportunities through late July.



OG ONIONS

LOCAL Organic Red Onions from King Family Farm also started this week. Crop volume is short and sizing is small. LOCAL Medium Organic Red Onions code 41525 will be plentiful, but Jumbos will transition back to Peri & Sons California Organic Red Onions to stay in stock.

Organic Sweet Onions are underway with LO-CAL Organic Candy Sweet Onions from Christ King in Lancaster County, PA.

Organic Vidalia Sweet Onion bags are now done, and we will transition into Peri & Sons Organic Sweet Onions as the bagged Organic Sweet Onion option.



OG GREENHOUSE TOMATOES

NOTE: Organic Beefsteak Tomatoes continue to be available out of Canada. Quality has been excellent overall. Volume is slowing down as growers begin to replant for the fall and winter harvests.

NOTE: Organic Cluster Tomatoes of Canada are tightening up as growers begin to pull crops for the summer. Supplies will remain available but expect pricing to increase. Hothouses intentionally plan to replant in August to not interfere with local production and also to be ready for the fall/winter harvests.

ALERT! Savoura is in a summer gap on their Organic Cherry-on-the-Vine and Cocktail Tomato programs to replant their greenhouse.

OTHER STORIES

Organic Celery continues to be very promotable with strong supply and favorable pricing.

Organic Japanese and **Stokes Purple Sweet Potatoes** have been delayed 1-2 weeks to allow for further sizing in the fields. **LOCAL Organic Green Squash** is in good supply from premium Lady Moon Farms Pennsylvania and New Jersey grower.

Organic Asparagus from Peru and Mexico remains steady with excellent quality and spot deals available on small/pencil sizes. **Organic Hass Avocados** are in decent supply with 60 ct fruit temporarily lighter in volume. Supply should improve as the "Flor Loca" crop ramps up in Mexico with 48/60 ct sizing more prevalent.

SPECIALTY MELONS

These melon varities, with interesting flavors from around the globe, are in peak season from Arizona and California from June through September!

VARIETAL MELONS CAN BE SOLD BY THE EACH OR BY THE POUND. FOR ORGANIC, THERE IS A "9" BEFORE THE PLU.



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CANTALOUPE

Four Seasons Produce Inc.

"JUST RIGHT" SWEETNESS

EGGPLANT VARIETIES

Local Eggplant is in peak season during July and August, but is grown year round in various places

EGGPLANT



Regular Eggplant, sometimes called "Black Beauty" or "Black Bell" Eggplant, is large in size and dark purple in skin color.

GRAFFITI EGGPLANT

ITALIAN EGGPLANT



Italian Eggplant, also called "Baby Eggplant", looks like Regular Eggplant only smaller and more slender. This variety is ideal for roasting and can be used in ways similar to regular eggplant.



Graffiti Eggplant is beautiful! It features a lavender skin streaked with white stripes. Use Graffiti Eggplant the same as regular eggplant.

SICILIAN EGGPLANT



Sicilian Eggplant is a round Eggplant with lavender skin color that varies dark to light. Careful, there can be some gnarly spikes on the calyx. This variety is the very best type for making classic Eggplant Parmesan thanks to its firm texture and round shape for cutting.

CHINESE EGGPLANT



Chinese eggplant is a slender, elongated variety with vibrant purple skin and fewer seeds compared to a regular eggplant. It's a versatile vegetable often featured in traditional Chinese cooking. With their tender texture and subtle flavor, these eggplants are well-suited for stir-frying, sautéing, or grilling

FAIRYTALE EGGPLANT



Fairytale Eggplant is a small, compact variety recognized for its tiny size, attractive coloring, and naturally sweet, mild flavor. It's favored in the kitchen for its convenience, as it doesn't need to be peeled or salted to reduce bitterness.





CONVENTIONAL MARKET NEWS

JULY 18 - JULY 25, 2025

PEAK SEASON LOCAL EGGPLANT & SUMMER SQUASH







CV MELONS

GOOD NEWS! California is seeing excellent supplies of all Melon varieties, with outstanding quality. Size structure is peaking large on **Cantaloupes** and **Honeydew** due to new varieties being harvested.

Specialty Melons out of California will include Golden Dew, Orange Dew, Canary Melon, Galia Melon, Golden Hami, and Lemon Drops starting July 21.

Seedless Watermelons continue out of North and South Carolina. Persistent rains have delayed production, but availability continues. LOCAL Delaware will begin in the coming weeks.

Seeded Watermelons are also continuing out of the Carolinas with better supply and **LOCAL** Delaware on the horizon.

Mini Seedless Watermelons are rolling out of California with good pricing and load volume. East Coast production from North Carolina is limited with some quality issues due to rain.

ALERT! Athena-style Cantaloupe bins and cartons will gap in late July due to heavy rain damage in the mid-Atlantic.



CV STONE FRUIT

GOOD NEWS! Apricots are transitioning from California to Washington with excellent quality and steady supply expected until early August.

New Black Midnight Rose Apriums and Velvet Apriums will be available for the week of July 21.

Dark Sweet Cherries out of Washington remain in excellent supply with large, high-quality fruit, and promotable prices. Markets will continue to firm as the flush finishes, but supplies are expected into September. Expect premium quality from "Kyles Pick" and later on Half Mile Closer to the Moon Cherry labels from Stemilt.

GOOD NEWS! California Stone Fruit is promotable with amazing quality on White and Yellow Nectarines, White and Yellow Peaches, Red & Black Plums, and Pluots/Plumcots in Red, Black, Mottled, Yellow and Green varieties.

Eastern **Peaches** have transitioned from South Carolina to **LOCAL** New Jersey and Pennsylvania with outstanding fruit. This is expected to continue through August barring significant weather events.

GOOD NEWS! Peak season for LOCAL Eggplant is here! Now through August will be the best time of the year to highlight quality, value, and special varieties.

LOCAL Eggplant is in steady supply from New Jersey's Flaim Farms, including Graffiti, FairyTale Mini-Graffiti, and Sicilian Eggplant varieties. Plus, other farms from NJ and PA are harvesting.

LOCAL Green Squash (Zucchini), Yellow Squash, and Goldbar Squash (Yellow Zucchini) are in peak season from PA and NJ farms.





CV BERRIES

GOOD NEWS! Blueberries are very promotable from the Pacific Northwest and Michigan for the rest of July, with light volume from LOCAL New Jersey finishing up.

GOOD NEWS! Raspberries are highly promotable from California with peak harvests, excellent quality, and strong volume.

GOOD NEWS! Strawberries remain promotable from California with strong volume and excellent quality, though berries are running smaller due to cooler temperatures in Watsonville, CA.

NOTE: Blackberries are experiencing tighter supplies due to rains in key regions. LOCAL Blackberries PA/NJ supplies remain light with California continuing as the key source though demand is strong and supplies are limited. Pricing remains firm.



CV SWEET CORN

GOOD NEWS! Sweet Corn is in season from LO-CAL growers in Delaware, New Jersey and Pennsylvania. Quality has been excellent with good eating quality despite tighter national markets.

Bin **Bi-Color Sweet Corn** from **LOCAL** Lancaster County PA growers is available, plus Tray-pack Corn will transition to NJ.

LOCAL NJ **Purple-White Bi-Color Sweet Corn** in 12/4 ct trays is available.



CV PEPPERS

ALERT! Green Peppers remain tight with light supplies and high prices as rain reduces availability. LOCAL Pennsylvania growers are just starting with limited volume. Prices are high now but are likely to drop soon.

NOTE: Hot Peppers are tight from North Carolina, particularly Jalapenos and Poblanos, while New Jersey is starting on LOCAL Jalapenos, Cubanelles, Long Hots, and Serranos.



CV ARTICHOKES

GOOD NEWS! Artichokes from California remain steady with excellent quality on Jumbo sizes. Promotional pricing is expected later in July.



CV MANGOS

Rain a few weeks ago caused **Mango** sizing in Mexico to increase, making smaller sizing like 10 and 12 ct tighter. 9 ct and larger will peak.

Fruit from Los Mochis, a fruit fly-free zone, will start later this summer and requires no hot water treatment for import into the United States. These Mangos are considered some of the best eating of the year. Stay tuned.

"Champagne" brand Ataulfo Honey Mangos will wind down by the end of July.



CV GRAPES

New crop California **Grapes** are starting off with strong supply. While prices will remain shipper-driven for now, conditions are expected to stabilize by the end of July as more varieties come into harvest.

Boxes will switch from 18 lb import spec to 19 lb California packs. August should be an excellent time to promote high-quality California **Grapes**!

Specialty Grapes for the week of 7/20 will include: Thomcord and Candy Snaps from California, and Cotton Candy from Mexico.



CV PEARS

GOOD NEWS! New crop California **Bartlett**, **Bosc, and Red Starkrimson Pears** are coming into season with expectations of good quality and steady markets starting 7/21.



CV COLOR PEPPERS

Hothouse **Color Bell Peppers** are beginning to ease as more volume comes in from Mexico.

Red and Yellow Bell Peppers prices are dropping, though Orange Bell Peppers remains tight.



CV CUCUMBERS

LOCAL Cucumbers are in steady supply from Pennsylvania and New Jersey with good quality despite recent rains.



CV BROCCOLI & CAULIFLOWER GOOD NEWS! Cauliflower production is improving from California and early Maine production is providing outstanding quality and promotable pricing.

NOTE: Broccoli volumes on the East Coast remain restricted but are increasing from Maine. California supplies are steady though costs are elevated. Conditions are expected to improve with promotable opportunities by the end of July.



CV SWEETEST BATCH BERRIES LOCAL Sweetest Batch Blueberries 8/11 oz are in season from NJ with a special large-sized, flavorful late-variety for the rest of July and early August.

The first arrivals have been very impressive! From California, Driscoll's **Sweetest Batch** 12/6

oz **Raspberries** and **Sweetest Batch Strawberries** 8/14 oz are tasting great. In late July, **Sweetest Batch Blackberries** 12/10 oz will return to availability with new crop from California.



CV APPLES

Washington **Envy Apples** will transition smoothly from 27lb Euro to full box imports in August.

Washington **SugarBee Apple** supplies are tightening as demand increases. Expect prices to rise.

OUTLOOK! The first Washington **Apples** of the new crop, **Rave** and **SweeTango**, are expected to arrive around mid-August.

Eastern **Red Delicious Apples** have finished with a gap until new crop in early September, though Washington supplies remain.



CV TROPICALS

GOOD NEWS! Dragon Fruit and Yellow Pitahaya are in plentiful supply for promotion!

NOTE: Pineapple supplies are at very low volumes for the middle to end of July. Expect heavy prorates and higher pricing especially on Del Monte's **HoneyGlow**.

Passion Fruit and **Star Fruit** are available again from Florida for the summer.



CV LETTUCE

GOOD NEWS! Quebec summer Lettuce season is in peak production with Iceberg and Romaine Hearts in good supply though markets are higher since early July.

Romaine, Boston and **Leaf Lettuce** remain available. West Coast markets are improving as July continues with Quebec production helping stabilize volume and conditions.



CV AVOCADOS

Hass Avocados from Mexico are finishing up the "Negra" season for the middle of July, and we will begin to see some hard green "Flor Loca" crop as early July 21. Smaller fruit will again become more plentiful as 48 and 60ct sizing will be more available at first.

Import 48 ct **Avocados** continue to offer excellent prize points.

National **Avocado** Day is July 31, and we will be celebrating. Four Seasons offers pre-conditioned fruit in all sizes which will ripen more quickly for the consumer and help drive incremental sales.



CV TOMATOES

LOCAL Vine Ripe Tomatoes are available from Delaware and New Jersey with excellent quality. Heirloom Tomatoes continue to have strong volume.

Grape Tomatoes remain available from Tennessee with LOCAL Pennsylvania and New Jersey beginning slowly.

LOCAL Lancaster County, PA Regenerative **Heirloom Tomatoes** in 15 lb trays and 8/1 qt bulk tills are in season!

Roma Tomatoes remain steady from Tennessee with exceptional quality.

NOTE: Greenhouse Beefsteak Tomato availability is tightening as heat damage affects yields and growers prepare for fall replanting. Quality remains nice with slight price increases.

We will be cutting over to new crop Georgia grown **Hard Squash** with our first arrivals hitting the week of July 21.

Acorn, Butternut, and Spaghetti Squash will all switch over to product of Georgia. Pricing is just a bit lower than what we had been seeing out of Mexico and is expected to be steady.

OTHER STORIES

Asparagus supplies remain steady from Peru and Mexico with sharp quality and spot deals available on small/pencil sizes.

NOTE: Brussels Sprouts remain challenged by insect pressure with decreased availability and elevated costs expected through July. This is impacting packaged and value added Brussels Sprouts too. **GOOD NEWS! Celery** from California remains steady with favorable pricing and availability through July.

NOTE: Green Beans are tightening in supply with rising prices from the rains, though we remain steady with supply from **LOCAL** New Jersey and Pennsylvania.

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NEW! - DELIVERY STARTING 7/14

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NATIONAL AVOCADO DAY CELEBRATION JULY 28 - AUGUST 3, 2025

Get ready to celebrate National Avocado Day with Four Seasons Produce and Calavo Growers! We're not stopping at just one day — we're celebrating all week long! From July 28 through August 3, enjoy special promotional pricing on both Conventional and Organic Avocados.

Connect with your Four Seasons Sales Rep or Merchandiser for all the details. Plus, we're hosting a fun display contest with a chance to win free avocados! Let's get our Avo-plans rolling!

RIPE AND READY!

Most shoppers prefer Avocados that are ripe and ready to enjoy, so it's important to keep ripe fruit available at all times. Setting up an in-store ripening program is easy and helps ensure you always have ready-to-eat Avocados on display. For a simple step-by-step guide, click the link below.



Four Seasons Produce also offers pre-conditioned Avocados, taking the guesswork out of ripening and making it even easier for you!

https://youtu.be/fqoWpYVtec0

AVOCADO CODES:

Conventional: 17061 - CV Avocado 36ct 17060 - CV Avocado 48ct 17075 - CV Avocado 60ct

Organic: 43135 - OG Avocado 48ct 43136 - OG Avocado 60ct 224026 - OG Avocado 15/4ct Bag

PRECONDITIONED AVOCADO CODES:

Conventional:

209592 - CV Avocado 36ct PreCon 17045 - CV Avocado 48ct PreCon 17047 - CV Avocado 60ct PreCon Organic: 43139 - OG Avocado 48ct PreCon

AVOCADO POS CODES:

245262 - Calavo Bag Rack 234352 - CV Calavo Display Box 239278 - OG Calavo Display Box









AVOCADO DISPLAY CHALLENGE:

Take a picture of your Avocado display and send it in to <u>contests@fsproduce.com</u> for a chance to free avocados! TOP THREE AVOCADO DISPLAYS WILL WIN 3 FREE CASES OF AVOCADOS!



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CURRENT AND UPCOMING PROMOTIONS

Northwest Cherry Promo and Display Contest — Ends July 27th

Crespo Organic Mango Mania — Ends August 3rd

National Watermelon Display Contest — Ends September 14th

National Avocado Day Promotion — July 28th-August 3rd

Zespri Kiwifruit Promo and Display Contest—August 4th-31st (COMING SOON!)

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