



ORGANIC MARKET NEWS



JULY 25 - JULY 31, 2025

PEAK SEASON CALIFORNIA ORGANIC MELONS



GOOD NEWS! Organic Melons are in top form out of California with outstanding quality.

Organic Cantaloupes, Honeydew, and Galia Melons are all showing excellent flavor and brix. Pricing is favorable, especially on 9 ct **Organic Cantaloupes**.

Organic Seedless Watermelons are tighter from California as demand surges. Quality remains strong.

Organic Seeded Watermelons are very limited as fields are used for pollination.

Organic Mini Seedless Watermelons continue from California and the Carolinas in 6 ct and 8 ct sizes. Quality and pricing remain steady.

Organic Mini Seeded Watermelons will continue for a few more weeks from Carolina growers. Quality has remained consistent.



OG STONE FRUIT

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

Organic Apricots out of Washington will finish through the beginning of August. Be sure to promote the last of this flavorful fruit.

Organic Cherries are wrapping up with final arrivals expected by the end of July. **Organic Rainier Cherries** are now done for the season.

Organic Pluots are expected to finish in early August.

NOTE: Eastern **Organic Peaches** will enter a short varietal gap.



OG BERRIES

GOOD NEWS! Organic Blueberries are in peak promotable condition from the Pacific Northwest and Michigan. Aggressive pricing and strong quality continue into early August.

GOOD NEWS! Organic Strawberries remain promotable from California with strong quality and consistent availability. Expect good value on late summer fruit.

Organic Blackberries remain available from California with light volume out of New Jersey. Quality and flavor have been excellent.

NOTE: Organic Raspberries have steadied with good quality and normalizing markets.



OG TOMATOES

GOOD NEWS! Organic Snacking Tomatoes from Lady Moon Farms are promotable as volume picks up. **Organic Grape, Cherry, and Rainbow Cherry Tomatoes** are all in season with good quality and steady volume.

Organic Beefsteak Tomatoes from Canada remain in supply with lighter volume as growers begin transition to fall crops.

Organic Round Tomatoes from King Family Farms in Pennsylvania are in good supply with excellent quality.

Organic Heirloom Tomatoes from Lady Moon Farms, PA are steady and tasting great.

Organic Roma Tomatoes from King Family Farms are increasing in availability with promotable pricing and strong quality.



OG PEARS

Organic Bartlett Pears out of California are in firm supply. Imports are supplementing until steady volumes arrive. Washington is expected to begin in 6–8 weeks with a strong crop.

NOTE: **Organic Bosc Pears** are currently gapping. California is expected to begin in mid to late August.



OG CELERY

GOOD NEWS! **Organic Celery** remains highly promotable with steady supply, excellent quality, and strong value.

Organic Celery Hearts continue to be plentiful and well priced to drive movement.



OG ARTICHOKEs

GOOD NEWS! **Organic Artichokes** remain promotable with strong quality, steady volume, and aggressive pricing heading into early August. These favorable conditions are expected to continue, creating excellent opportunities for increased movement.



OG GRAPES

GOOD NEWS! **Organic Grapes** are now in full swing from California. Quality has been strong thanks to ideal weather, with early varieties like “**Flames**” and “**Sugraones**” leading the way. Supplies on all colors are solid and promotable.

Look for excellent quality from grower partners such as Sun Pacific, Sunview, and Homegrown.



OG EGGPLANT

GOOD NEWS! **Organic Eggplant** is in strong supply from both **LOCAL** Flaim Farms in New Jersey and Lady Moon Farms in Pennsylvania.

Organic Fairytale Eggplant is now in stock, along with **Organic Sicilian** and **Organic Graffiti Eggplant** from **LOCAL** Flaim Farms.



OG SQUASH

Organic Green Squash remains steady from **LOCAL** Pennsylvania and New Jersey farms.

Organic Yellow Squash is improving in availability as well.



OG PEPPERS

Organic Green Bell Peppers are in strong supply with promotable volume and beautiful quality from **LOCAL** Lady Moon Farms in Pennsylvania.

A variety of **Organic Hot Peppers** are available, including **Organic Anaheim**, **Cubanelle**, **Red Fresno**, **Serrano**, and **Jalapeno**. **Organic Poblanos** will start shortly.

ALERT! **Organic Hothouse Colored Bell Peppers** remain limited with high pricing from Canada. Quality has been nice, but production is light into early August.



OG APPLES

Washington **Organic Apples** are transitioning smoothly from storage to new crop over the next few weeks. A few imports are also available with strong value.

Organic Kanzi Apples have returned and offer an excellent eating experience to fill the Honeycrisp spot.

NOTE: **Organic Pink Apple** supplies are tightening with rising prices expected.

NOTE: Washington **Organic Fuji** and **Granny Smith Apples** are winding down for the season. Imports will fill supply with strong markets through early September.



OG TROPICALS

Organic Jackfruit is available from Florida in limited volume.

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

ALERT! **Organic Pineapples** will be tight into early August. Expect higher pricing and possible out-of-stock scenarios due to weather impacts in growing regions.



OG BROCCOLI

GOOD NEWS! Organic Broccoli from California is in good supply with strong quality and promotable pricing expected through early August. Conditions have remained steady as availability increases to close out July.



OG MANGOS

Specialty Organic Mangos like **Organic Nam Doc Mai** and **Mallika** will wind down by the end of July. **Organic Ataulfo Honey Mangos** are expected to wrap up shortly after.

Promote 8 ct **Organic Tommy Atkins** and **Kent Mangos** through the end of July.

Organic Dried Ataulfo and **Red Mangos** from Crespo Organics are in stock in 4 oz and 1 lb packs, a perfect additions to your Mango displays!



OG AVOCADOS

GOOD NEWS! Organic Hass Avocados are in solid supply as the Flor Loca season is underway. 60 ct fruit remains tight while 48 ct is more available and ideal for promotion. Fruit is expected to arrive firm and green.



OG ROOT VEG

New! Organic Root Veg items arriving or in stock:

- **Organic Chioggia Beets** 25 lb (Code 40487)
- **Organic Celeriac** 12 ct with tops (Code 41084)
- **Organic Black Radish** 10 lb (Code 40880)
- **Organic Parsnips** 25 lb (Code 40583)



OG LETTUCE

Organic Lettuce production out of Quebec remains in excellent shape.

Organic Green Leaf, Red Leaf, and Romaine continue to see promotable pricing and quality. California remains a supplemental source, though with elevated pricing.

Organic Romaine Hearts out of California are tightening and pricing is expected to rise to begin August. Quebec will provide steady volume to support needs.



OG KIWI

Organic Green and **SunGold Kiwi** from Zespri are in steady supply.

Expect pricing to ease into August as the annual Zespri Kiwi Promo and Display Contest kicks off. Ask your Four Seasons representative for contest details!

Organic Asparagus continues out of Mexico with steady availability and solid quality. Supplies are beginning to slow slightly due to weather.

OTHER STORIES

ALERT! Organic Lemons are in limited supply with sizing and quality concerns from California and Argentina. Prices remain elevated.

NOTE: Organic Valencia Oranges have increased in volume, though still not enough to ease prices.

Organic Brussels Sprouts from Mexico will remain available through early August. Pricing is slightly higher than earlier in July, but quality has been excellent. 1 lb mesh bags are also available and ideal for grab-and-go displays.

SPECIALTY MELONS

These melon varieties, 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.

GALIA



PLU: 4326

ROUND SHAPE,
RICH AROMA,
SWEET MELON FLAVOR

GOLDEN HONEYDEW



PLU: 3100

GOLD RIND,
GREEN, VELVETTY,
& SWEET FLESH

CANARY



PLU: 4317

FIRM,
LIGHT-GREEN FLESH,
SWEET AROMA

GAYA



PLU: 4346

IVORY COLOR RIND
WITH OCCASIONAL
GREEN STREAKS.
JUICY & CRISP.

SUGAR KISS MELON



UPC: 8 57420 00615 1

SUPER SWEET,
SOFT, ENJOYABLE
EATING EXPERIENCE

SUMMER KISS MELON



UPC: 8 57470 00613 7

SWEET BUT NOT
OVERBEARING,
MELLOW, AND CREAMY

TUSCAN-STYLE CANTALOUPE



UPC: 8 27575 30000 3

RICH, BRILLIANT
ORANGE COLOR,
"JUST RIGHT" SWEETNESS

HAMI/HONEY KISS MELON



HAMI
PLU: 4375

HONEY KISS
PLU: 3623
UPC: 8 57470 00618 2

SWEET & CRISP,
CHINESE STYLE
CANTALOUPE

EGGPLANT VARIETIES

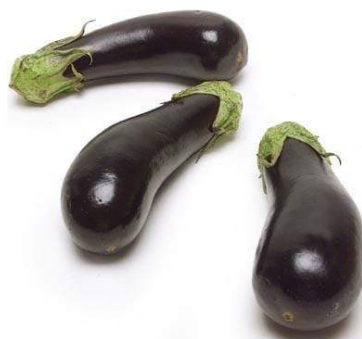
Local Eggplant is in peak season during July and August, but is grown year round in various places

EGGPLANT



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

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



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

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.

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.

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 25 - JULY 31, 2025

CALIFORNIA GRAPES IN GOOD SUPPLY



GOOD NEWS! California **Grape** harvest is going strong with excellent quality across all colors.

Early varieties like **Flames** and **Ivory** are leading, with premium varieties like **Krissy**, **Magenta**, **Sweet Globe**, and **Sweet Bond** to follow. Prices are expected to ease with increased volume.



CV MELONS

GOOD NEWS! California **Melon** season is rolling with promotable supply of **Cantaloupes** and **Honeydew**. **Cantaloupes** are sizing larger thanks to ideal conditions and new varieties.

Specialty Melons in stock include **Tuscans**, **Golden Dew**, **Orange Dew**, **Canary Melons**, **Galia Melons**, **Golden Hami**, and **Lemon Drops**. Promote flavor and variety across all locations.

Mini Seedless Watermelons remain steady from California. Quality is excellent with consistent pricing.

ALERT! **Seedless** and **Seeded Watermelons** are tight across the East Coast due to weather-related quality concerns and harvest delays. Delaware's season start was pushed back, with most supply currently from NC, SC, GA, and KY.



CV STONE FRUIT

GOOD NEWS! Some of the best eating **Pluots** and **Plumcots** of the season are arriving now. Stock a full variety of **Red**, **Black**, **Mottled**, and **Yellow**. Offer sampling to boost sales.

GOOD NEWS! **Apricots** have transitioned smoothly from California to Washington with beautiful fruit on arrival.

Black Midnight Rose Apriums and **Velvet Apriums** are now in stock from California.

ALERT! **Red Cherry** supplies out of Washington are winding down, with most growers expected to finish through early August. Stemilt will be the last shipper, with premium labels like **Kyle's Pick** and **Half Mile Closer to the Moon** expected into August. Prices will rise weekly.



CV BERRIES

GOOD NEWS! **Blueberries** are highly promotable from the Pacific Northwest and Michigan. Fruit is priced to sell and eating quality is excellent.

New Jersey is now finished for the season, but limited **Driscoll's Sweetest Batch Blueberries** remain available with outstanding flavor.

GOOD NEWS! **Blackberries** continue out of New Jersey and California with promotable quality. Pricing is expected to ease as volume increases into early August.

GOOD NEWS! **Raspberries** are promotable out of California with strong harvests, excellent quality, and consistent pricing.

GOOD NEWS! **Strawberries** continue to be promotable from California as late summer flushes drive volume. Quality and pricing remain favorable.



CV SWEET CORN

ALERT! Sweet Corn supply remains limited as growers gap between plantings. Midwest delays have increased pressure on Delaware and New Jersey, driving elevated pricing. **LOCAL** Pennsylvania growers are expected to return with improved availability shortly.



CV MANGOS

Ataulfo Champagne Mangoes will wind down by the end of July. **Ataulfo Honey Mango** supply will be tight into early August.

Mangos from Los Mochis, Mexico, known for excellent eating quality, will begin soon.

ALERT! Mango supply is tightening due to weather impacts. Kent and Keitt are the main varieties available. Consider larger sizing as the season wraps up.



CV PEPPERS

GOOD NEWS! Green Pepper supply is increasing from **LOCAL** New Jersey and Pennsylvania farms. Prices are softening and quality is excellent.

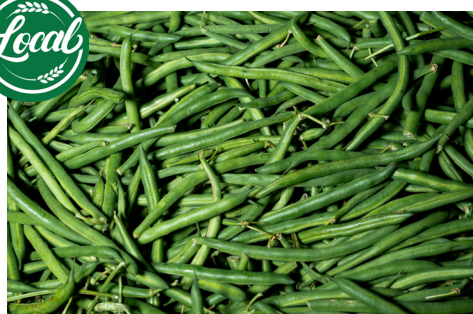
ALERT! Hothouse Color Bell Pepper prices remain elevated with strong demand and light harvests across all colors. Field-grown supply is limited, increasing demand for hothouse fruit.



CV EGGPLANT

Eggplant supply is improving out of **LOCAL** New Jersey and Pennsylvania. Pricing is trending lower.

Specialty Eggplant varieties from **LOCAL** Flaim Farms, including **Fairytale**, **Graffiti**, and **Sicilian**, are now in stock with beautiful quality.



CV GREEN BEANS

Green Bean supply remains tight, though we continue to stay in stock with **LOCAL** volume from New Jersey, New York, and Pennsylvania grower Ron Copenhaver as well as some Quebec supply as well.



CV CUCUMBERS

GOOD NEWS! Cucumber volume is building from **LOCAL** Eastern Fresh, Flaim Farms, Nardelli Farms (NJ), and Benedict Produce and Harlan Hess (PA). Quality is strong and prices are expected to ease.



CV ARTICHOKEs

GOOD NEWS! Artichokes are in strong supply with excellent quality on larger sizes. Aggressive pricing and promotable conditions continue to create opportunities for expanded displays and increased sales heading into early August.



CV PEARS

California **Red Pears** are now in stock as the transition from Washington old crop is complete.

California **Bartlett Pears** are in full swing with promotable opportunities on smaller fruit and bagged packs. Import **Bartlett Pears** are also available and offer strong value.



CV LETTUCE

GOOD NEWS! Lettuce supplies out of both Quebec and California are steady and promotable. Improved yields from the Salinas Valley have driven down pricing across the category.

Romaine Hearts and **Iceberg** are showing excellent quality from Canadian farms.

Green Leaf, **Red Leaf**, and **Romaine** are all in good supply from both regions.



CV CELERY

GOOD NEWS! Celery volume from California is holding steady with excellent quality and promotable pricing. With aggressive cost and strong supply, this remains a great item to highlight.



CV TROPICALS

Red Skin and Yellow Skin Dragon Fruit (Pitaya) are in promotable supply to close out July.

Passion Fruit and **Star Fruit** are available again from Florida.

Kiwi from Zespri is in good supply. **Green** and **SunGold Kiwi** are available in clamshell and loose formats. Get ready for the **Zespri Kiwi** Promo and Display Contest!



CV AVOCADOS

GOOD NEWS! Mexican **Hass Avocados** remain in steady supply with the Flor Loca crop underway. Fruit is firmer and greener, requiring longer conditioning. Slight surface scarring may be present, but overall quality is good.

Pre-conditioned fruit is available in all sizes and ideal for driving additional sales.



CV APPLES

NOTE: Western **Honeycrisp Apples** will transition to new crop mid to late August. With a strong crop on the horizon, prices may begin to ease in September.

NOTE: Eastern **Red Delicious** are now finished. New crop from the West is expected to begin in mid-September with no gap in supply.

NOTE: **Wild Twist Apples** from the East Coast are done for the season and will return with new crop in January.

NOTE: Eastern and Western **Gala Apples** will transition to new crop in late August with no supply gap expected.

ALERT! Eastern **McIntosh Apples** are winding down and will finish for the season in August. A short gap is expected until new crop begins in early September.



CV CAULIFLOWER & BROCCOLI

GOOD NEWS! Cauliflower production from California has surged, bringing steady supply, outstanding quality, and promotable pricing to close out July. Build impactful displays and feature in ads to drive strong movement.

GOOD NEWS! Broccoli production is ramping up from Maine, leading to improved availability and favorable pricing. California growers are also seeing increased volume, which is contributing to more promotable conditions through early August.



CV TOMATOES

GOOD NEWS! Vine Ripe Tomatoes from **LOCAL** Delaware farms are showing outstanding quality. New Jersey volume is lighter due to earlier storms.

GOOD NEWS! Heirloom Tomatoes from **LOCAL** Cedar Meadow Farms in PA are promotable with excellent quality from high tunnel production.

Snacking Tomatoes remain stable. Grape Tomato prices are beginning to drop as local harvests begin. Cocktail, Cherry, and Medley Tomatoes are steady.

NOTE: **Beefsteak Tomato** pricing is rising slightly as growers begin replanting for fall, leading to lighter availability. Quality remains strong. Tomatoes on the Vine remain available with steady pricing and excellent quality.

OTHER STORIES

ALERT! Brussels Sprouts from the West Coast remain limited with high pricing due to ongoing insect pressure in the fields. Yields have dropped significantly, and conditions are expected to remain challenged through August.

Asparagus supply out of Mexico has tightened significantly, placing pressure on Peruvian growers. Pricing has risen, and Jumbo and XL sizes are especially limited.

GOOD NEWS! California **Fig** harvest has started. **Brown Turkey Figs** are now in stock with **Black Mission Figs** expected to follow shortly. 12/8 oz packs will be available in both varieties. Limited **Green Figs** may also arrive later in August.

FREE RANGE W GRASS FED

būf™

CREAMERY



LACTOSE
FREE



NON-GMO
VERIFIED



VEGETARIAN
RENNET



100% WATER
BUFFALO MILK



NEW! - DELIVERY STARTING 7/14

CODE	DESCRIPTION	PK/SZ	UPC
244917	CV Mozz Buffalo Griddle Cheese	16/7 oz BUF Creamery	7-70736-35486-0



233541



62752



62751



62750

CURRENT OFFERINGS - AVAILABLE NOW

CODE	DESCRIPTION	PK/SZ	UPC
233541	CV Burrata Water Buffalo	8/4.4 oz Dibufala BUF Creamery	7-07363-54026-8
62752	CV Mozz Buffalo Boconcini	8/7 oz BUF Creamery	7-07363-54024-4
62751	CV Mozz Buffalo Ciliegine	8/7 oz BUF Creamery	7-07363-54020-6
62750	CV Mozz Buffalo Ovoline	8/7 oz BUF Creamery	7-07363-54028-2



PHONE: 1.800.422.8384

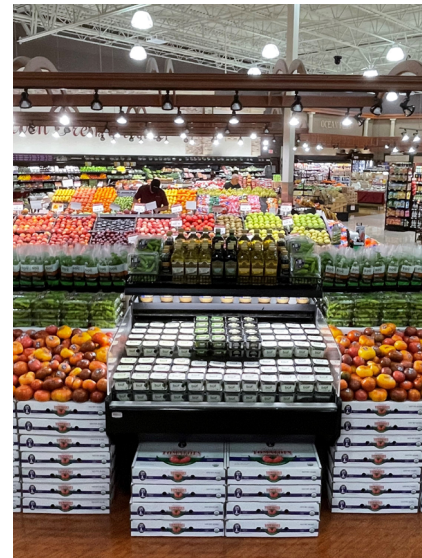
www.fsproduce.com



FREE RANGE & GRASS FED

būf
CREAMERY

INSPIRATION CORNER





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



code: 245262



AVOCADO DISPLAY CHALLENGE:

Take a picture of your Avocado display and send it in to contests@fsproduce.com for a chance to free avocados!

TOP THREE AVOCADO DISPLAYS WILL WIN 3 FREE CASES OF AVOCADOS!



PHONE: 1.800.422.8384

| www.fsproduce.com



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!)

BACK IN STOCK



CODE	DESCRIPTION	PK/SZ	UPC
215192	OG Mushroom Enoki	12/3.5 oz	6-42102-71561-3

AVAILABLE NOW!



PHONE: 1.800.422.8384

| www.fsproduce.com

