

ORGANIC MARKET NEWS



AUGUST 22 - AUGUST 29, 2025

PROMOTABLE ORGANIC AVOCADOS



GOOD NEWS! Organic Hass Avocados are in great supply from Mexico with good quality. Look to promote 48 ct fruit through the end of August with great deals on that size compared to the past few months.

In addition to the advantageous pricing and good supply on 48ct **Organic Hass Avocados** for late August, 60ct and 70ct, plus 15/4ct bags are readily available.

Four Seasons will now also be offering **Organic Fair Trade Hass Avocados** from Calavo codes 245370 for 48ct and 245371 for 60ct. This is a great way to make a tangible difference for growers and workers in the Calavo network.

Organic Green Skin Avocados from Florida are now available! Work these larger fruit into sets for added variety.



OG LOCAL VEG

GOOD NEWS! Organic Sweet Corn will be promotable ahead of Labor Day as **LOCAL** Pennsylvania growers experience a small flush. Quality is outstanding.

LOCAL Pennsylvania **Organic Green Peppers** are in good supply from Lady Moon Farms. New 10lb **Organic Purple Bell Peppers** are available from both Deep Root Organics in Vermont and **LOCAL** Central PA Produce in Millville, Pennsylvania.

LOCAL **Organic Cucumbers** from Lady Moon Farms, Pennsylvania, have wrapped up for the season. New plantings of **LOCAL** New Jersey supply is starting from Flaim Farms with Mexico filling the gap.

GOOD NEWS! **Organic Beans** are available now from **LOCAL** Pennsylvania grower Marc Reed. In addition, **Romano, Yellow Wax, and Purple Beans** that are available in 10lb cases from Coke Farms, California.



OG APPLES

GOOD NEWS! The first new crop Washington **Organic Honeycrisp** are in house! Prices are strong to start, but volume will ramp up over the next 3-4 weeks with prices easing by mid-to-late September.

GOOD NEWS! New crop **Organic Gala Apples** are now in peak season from Washington!

Washington **Organic Cosmic Crisp Apples** are limited. Expect rising prices and sporadic availability until new crop in December.

Organic Fuji Apples are tight on storage Washington and import fruit. New crop will arrive in early October.

Organic Granny Smith Apples are in transition, finishing old crop domestic and import before moving to California and Washington in October.



OG TOMATOES

GOOD NEWS! **Organic Heirloom Tomatoes** will be promotable from **LOCAL** (PA) Lady Moon Farms! Quality is excellent and pricing is easing for a great promotion on Pennsylvania-grown Heirlooms.

GOOD NEWS! **Organic Snacking Tomatoes** continue to be promotable from Lady Moon's **LOCAL** Pennsylvania farms. Quality has been exceptional on **Grapes, Cherries, and Medley Snacking Tomatoes**.

LOCAL **Organic Vine Ripe Tomatoes** continue to be available from Ohio and Pennsylvania. Pennsylvania volume has slowed but is expected to increase again in early September. Quality has been excellent.

NOTE: **Organic Hothouse Tomatoes on the Vine and Beefsteak Tomatoes** continue to be limited overall with strong pricing. Mexico production is starting lightly but Canadian new crop will not begin until mid-to-late September.



OG PEARS

New crop California **Organic Asian Pears** and Washington **Organic Starkrimson Red Pears** are now available to kick off the week of 8/24.

California and Washington **Organic Bartlett Pears** are in peak season supply!



OG CELERY

GOOD NEWS! **Organic Celery** remains promotable through August. Production has been strong, quality favorable, and pricing aggressive.



OG FIGS

Both **Organic Brown Turkey** and **Black Mission Figs** are in peak season supply from California. Promote through mid-September!



OG STONE FRUIT

California **Organic Stone Fruit** should continue through Labor Day except for **White Nectarines**, which are expected to finish a few days earlier. **Pluots** are expected to go into early to mid-September.

NOTE: **Organic Apricots** and **Cherries** are done for the season.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are readily available. Prices are rising gradually but quality remains strong. 1lb mesh bags are available with excellent quality.



OG CITRUS

GOOD NEWS! **Organic Mandarins** from South Africa are available in a 12/2 lb bag. Great flavor and perfect for back-to-school promotions!



OG GRAPES

GOOD NEWS! **Organic Grapes** are at their best quality in years out of California. Markets are advantageous, making now through early October an excellent time to promote quality, flavor, and value, especially on **Green** and **Red Seedless!**

NEW ITEM: Premium texture, flavor, and big sized **Organic "Autumn Crisp" Green** will be available in 101216 clamshells (code 42690) starting 8/27.



OG MELONS

GOOD NEWS! **Organic Honeydew** and **Cantaloupes** from California have strong supply, low prices, and excellent quality. These are great items to promote heading into Labor Day.

Organic Galia Melons are at their best for late summer.



OG WATERMELONS

GOOD NEWS! **Organic Seedless Watermelons** will continue out of California until mid-September. Pricing is stable and quality remains high.

Organic Seeded Watermelons are available out of select fields in Washington. Quality is superb and the eating experience is amazing! **LOCAL** Pennsylvania fruit is also available in limited quantities.

Organic Mini Seedless Watermelons continue out of California with steady quality and pricing options. **LOCAL** Pennsylvania fruit is available in limited quantities with some risk of disease due to rain.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli from California is in good supply with reasonable pricing. Expect slight price increases at the end of August as some growers face limitations. Quality is outstanding on the current supply.

Organic Cauliflower supply remains steady but growers are facing quality challenges out of California. Some availability issues are expected into late August.

Organic Romanesco is also becoming more readily available with steady supply.



OG BERRIES

Organic Blackberries remain steady out of California. Supplies are good and pricing is steady with nice quality fruit.

Organic Strawberries continue to be available out of Northern California. Supplies are steady overall with nice late-season quality.

Organic Raspberries remain steady out of California and Mexico. Quality has been exceptional.

Organic Blueberries are available out of Peru. Quality is excellent and supplies should be steady as more vessels arrive.

NOTE: Pricing on Driscoll's brand **Organic Blueberries** will jump up in September as they bring in Peru new crop.

WARNINGS

ALERT! There will be little to no **Organic Pineapples** for the rest of August. Expect high prices and supply gaps.

NOTE: **Organic Peeled Garlic** will be short until the last week of August in 4/5 lb and 5 lb containers.



OG MANGOS

NOTE: Mexican **Organic Mangos** from Crespo Organics are winding down. The season will finish with larger **Red, Round Mangos** like 8ct. No more 12ct fruit will be available. **Specialty Mangos** like **Ataulfos**, **Nam Doc Mai**, and **Mallika** have also finished.



OG SPECIALTY

Organic Starfruit is in season from South Florida along with **Organic Eggfruit**, **Mamey**, and **Water Coconuts**.

Organic Longan Fruit is available from Florida in 10 lb bulk cases. Get this seasonal favorite while you can!

Organic Sunchokes are returning this week in 10 lb white packs.

Organic Young Thai Coconuts are in good supply!

August is peak season for **Organic Chili Pepper** varieties from **LOCAL** farms.

WARNINGS

ALERT! **Organic Asparagus** prices continue to climb. Mexico remains very limited with no new regions until mid-to-late September. Supply is light and quality is challenged by heat.

NOTE: **Organic French Beans** are short due to weather-related delays in Peru causing late container arrivals. Supply is limited.



OG PEPPERS

Organic Mini Mix Sweet Peppers are in good supply with steady pricing, a great item to promote now, including PA **LOCAL** from Lady Moon Farms!

GOOD NEWS! Lady Moon Farms PA **LOCAL** bagged **Organic Shishito Peppers** are also promotable with plenty of volume and excellent quality.

NOTE: **Organic Hothouse Color Bell Pepper** pricing continues to ease slightly through the end of August, though availability remains on the tighter side. Quality has been nice overall.



OG KIWIFRUIT

August is Zespri Kiwi Promo and Display Contest month! Both **Green** and **SunGold Kiwi** are in steady supply. Be sure to offer clamshell and loose options for your customers.

Point-of-Sale materials are available to help build winning displays!



CONVENTIONAL MARKET NEWS

AUGUST 22 - AUGUST 29, 2025

SPECIALTY GRAPES TO BOOST SALES



GOOD NEWS! Grapes are now fully into peak season harvests from the San Joaquin Valley of California. Now through mid-October will be the best time of the year to promote USA Grapes for flavor, quality, and value.

Volumes are increasing and growers are getting into some of their best varieties for **Green** and **Red Seedless Grapes**, even **Black Seedless** too. Quality is outstanding! Pricing is easing down with Jumbo sizes and varieties commanding a modest premium over XLs. There is promotable pricing and spot deals on Large-sized Grapes headed into late August. There is a grape size-value equation option for every retailer!

Specialty Grapes from California offer retailers an opportunity to present their shoppers with memorable flavors and eating experiences that drive repeat business and overall category sales boosts. Four Seasons will be offering this line-up starting 8/26:

10572 CV Grapes Green "Autumn Crisp" 10/2lb Clamshells Air Chief brand
10570 CV Grapes Cotton Candy 16 lb The Grapery brand
10571 CV Grapes Moon Drop 16 lb The Grapery brand
225809 CV Grapes Gum Drops 16 lb The Grapery brand
232311 CV Grapes Tear Drops 16 lb The Grapery brand



CV LOCAL VEG

GOOD NEWS! Sweet Corn remains very promotable ahead of Labor Day, with strong **LOCAL** harvests for late August and early September and excellent quality.

GOOD NEWS! LOCAL Green and Yellow Squash are in excellent supply and quality from Pennsylvania and New Jersey with promotable pricing.

GOOD NEWS! LOCAL Eggplant remains in promotable supply from New Jersey with excellent quality.

LOCAL Cucumber supply is lighter from New Jersey and Pennsylvania, with pricing up slightly. Quality remains decent.



CV STONE FRUIT

GOOD NEWS! California Plumcots, Pluots, and Cherry Plums are in peak flavor, along with Prune Plums from the Pacific Northwest.

California **Stone Fruit** remains strong, with promotable supplies of **Yellow Peaches**, **Nectarines**, and **Plums** through September and into October in premium 15lb display cases.

GOOD NEWS! Pennsylvania and New Jersey **LOCAL** Peaches remain promotable through Labor Day, weather permitting.

Late-crop, high elevation Washington **Cherries** remain in very limited supply with strong pricing expected through Labor Day. Sell these while they're still around!

NOTE: California **Donut Peaches** are between varieties with a gap until September.



CV BERRIES

GOOD NEWS! Raspberries are steady following a time of promo supply from California and Mexico in mid-August, with harvests stabilizing and excellent quality.

Blackberries remain steady out of California with excellent eating quality. Small additional supplies are available from the Southeast.

Strawberry pricing is gradually climbing as Northern California supplies decline. Quality is decent but expect some minor bruising on late-season fruit.

Blueberries are transitioning to Peru, while British Columbia is slowing down. Quality remains solid with larger fruit. Peruvian fruit has been excellent. Expect higher pricing starting in late August.

Driscoll's **Sweetest Batch Blackberries** are back in California, with steady volume expected through mid-September.

Driscoll's **Sweetest Batch Raspberries**, **Strawberries**, and **Blueberries** are also available.



CV MELONS

GOOD NEWS! California **Cantaloupes** and **Honeydews** are peaking in flavor with great promotable pricing through Labor Day.

Specialty Melons including **Tuscans**, **Sugar Kiss**, **Golden Dew**, **Orange Dew**, **Canary**, **Galia**, and **Golden Hami** are all available.



CV MANGOS

NOTE: **Mangos** from Mexico are sizing up, with 10 ct and 12 ct tightening supplies and selling out fast. Look to promote 9 ct or the “**Keitt Kong**” **Mango** 6 ct label, which is jumbo and non-hot water treated.

Ataulfo Honey Mangos will finish before the end of August.



CV PEPPERS

Mini Mix Sweet Pepper pricing has eased with additional supply from Mexico. Quality has been very good.

Hothouse Pepper prices are beginning to ease, with more supply from Mexico and rebounding Canadian production. Quality remains strong.



CV KIWI

The Zespri **Kiwi** Promo and Display Contest is in full swing for August. Both **Green** and **SunGold** are in steady supply with clamshells and loose fruit available.

Point of Sale materials are available to support displays.



CV AVOCADOS

GOOD NEWS! Mexican **Hass Avocados** are in great supply with the lowest pricing in months. Peru will finish in late August. Mexican sizing is heavy to 48 ct fruit, making that the best item to promote.

Four Seasons Produce offers pre-conditioned **Hass Avocados** in all sizes for quicker ripening and incremental sales.



CV CITRUS

GOOD NEWS! Summer Import **Citrus** including **Navels**, **Mandarins (Halos and value brands)**, and **Cara Cara** are in peak supply for back-to-school promotions.

Australian 28 ct **Dekopon Mandarins** in the “**Dracula Mega Mandys**” brand will begin at the end of August.

NOTE: **Limes** are rising rapidly in price as we approach September.



CV BROCCOLI

Maine **Broccoli** is temporarily short due to unusual heat, but California is filling the gap. Quality remains favorable overall.



CV PEARS

LOCAL Pennsylvania **Asian Pears** from Subaruashi Kudamono are now in season for fall promotion. California **Asian Pears** are also in season.

GOOD NEWS! California and Washington now crop **Bartlett Pears** are in peak season!



CV LETTUCE

Lettuce supply is steady from Quebec with **Romaine Hearts** and **Iceberg Lettuce** holding up well despite heat. California production is lighter. Prices are firming into September.



CV FALL FRUIT

First of the season **Pomegranates** have started with 36ct size early variety fruit.

California **Quince** will be available the last week of August.



CV PINEAPPLES

ALERT! Pineapples remain very limited with historically high pricing expected through August due to poor yields and tariffs.

Expect poor fill-rates, occasional supply gaps, and expensive prices.



CV FIGS

California **Figs** are in peak season with **Brown Turkey** and **Black Mission Figs** in 12/8 oz clamshells.



CV APPLES

GOOD NEWS! Eastern new crop **Gala**, **Honeycrisp**, and **Ginger Gold Apples** are in stock with excellent supply. **McIntosh** and **Red Delicious Apples** will begin in early September.

Washington "Premier" variety **Honeycrisp Apples** are in house with excellent quality. Pricing will ease once supply builds in September.

Washington **Gala Apples** are transitioning, with new crop expected to fill the supply chain by early September or sooner.

Rare Apples are in peak season and offer nice red color, plus good texture for a premium early season variety.

Washington **Cosmic Crisp Apples** remain limited, with prices strengthening into September.

Washington **Fuji** and **Granny Smith Apples** remain tight until new crop begins in October.

NOTE: **Asparagus** remains limited. Mexican production is short across Southern Baja, Northern Baja, and Central Mexico. New regions are not expected until mid to late September. Prices are steady with some upward pressure.



CV WATERMELONS

GOOD NEWS! LOCAL Seedless Watermelons remain available into mid-September, with pricing increasing for the Labor Day holiday.

Seeded Watermelons are tightening in supply from North Carolina and Delaware as the season winds down.

Mini Seedless Watermelons continue out of California with stable pricing and excellent quality.



CV TOMATOES

ALERT! **Vine Ripe Round Tomatoes** remain very limited in the Southern USA and **LOCALLY**. Heavy rains are reducing and delaying harvest, and pricing remains strong.

Tomatoes on the Vine and **Beefsteak Tomatoes** are easing in price as Canada and Mexico increase availability. Quality is excellent as new crops start.

OTHER STORIES

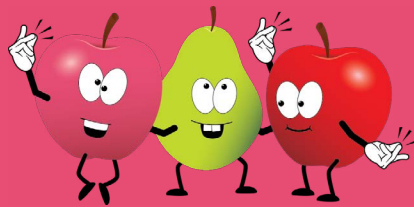
Artichokes remain in steady supply with great quality.

Cactus Leaves (Nopales) are available in a 10 lb pack from Mexico (code 245752).

GOOD NEWS! **Celery** supply is flush in California with promotable pricing and excellent quality.

Carrots are in good supply overall with limited delays on some value-added items. Quality is strong from California.

BACK TO SCHOOL!



Lil Snappers®
kid size fruit

What's The Story

Lil Snappers® is a complete line of kid size apples, pears, and organics that markets intent to parents buying healthy snacks for their kids.

Why Lil Snappers® Work

Lil Snappers® are available in 3lb. pouch bags, an ideal size for families and their store trip frequency. This package size lets you set a good retail price and drives more volume than smaller pouch bag sizes.

Not Just For Kids!

Lil Snappers® kid size fruit is perfect for everyone, not just kids! Adults who like smaller sized fruit or those who are watching portions will also benefit from this pouch bag program.

IN STOCK NOW:

12179 CV Apples Fuji 9/3 lb
12175 CV Apples Gala 9/3 lb
12178 CV Apples Gr. Smith 9/3 lb
12177 CV Apples Pink Lady 9/3 lb

44663 OG Apples Gala 9/3 lb
227851 OG Apples Honeycrisp 9/3 lb



Introducing New Halos Back-to-School POS!



Bin Wrap



Bin Burst



Produce Signage



232889-Halo Display Bins (school theme)
245268-Halo Back to School Wrap

245269-Halo Back to School Burst
245270-Halo Back to School Signage Kits

Ask your Four Seasons Rep for more info.

LATE SUMMER AND EARLY FALL IS PEAK SEASON FOR CALIFORNIA GRAPES FROM THESE SHIPPERS AND MORE!



Air Chief
Table Grapes



SPECIALTY GRAPES

For more information: grapery.biz



Cotton Candy

Golden yellow to bright green, it's surprising how these crisp, all-natural grapes taste just like the famous and delicious pink spun carnival treat. Except you won't get any sticky fingers.

Enjoy these golden yellow and bright green Cotton Candy grapes from mid-August to late September.



gum drops

Expect big-time candy-sweet flavor bursting from these little fellas. They're healthy, gummylicious snacks, so feel free to dive right in and eat as many as you want.

Enjoy Gum Drops from late July to early November.



Moon Drops

One look and you'll think these long and luscious grapes came from another planet. But these all-natural, crisp grapes simply have a super sweet taste that's out of this world.

Enjoy Moon Drops late August to late November.



Tear Drops

These amazing grapes are uniquely shaped and long on luscious juicy flavor. They're sweet and fun to eat, making snack time fun and creative with this one-of-a-kind variety! One taste of these delicious grapes will leave them wailing for more!

Enjoy Tear Drops from mid August through September.

Fall Planning...

ALREADY?!?



August through early September is **PRIME TIME FOR PLANNING** for a successful fall selling season. Soon your shoppers' tastes will change from summer type fruit, such as Cherries and Peaches, and move into commodities like Apples, Pears, and Fall decorations.

- Now is a **great time for doing deep cleans of your cases and counters.** The historically slower month should allow a full on sanitation assault, so your counters are fresh and ready for the Fall harvest changeovers.

- **August is also Back to School Month.** Start thinking of bringing in some extra fruit for parents to pack in the kids' lunch boxes. Opening up on **bagged apples** and **oranges** is generally a good start, but also be thinking about items like **dried fruit, nuts, and other dry line snacking items.**

- **Start thinking and forecast a date for your counter resets.** Ideally a couple weeks after Labor Day is a good time to move. Peaches, Nectarines, and Plums will still be available and great items to promote, although they should take a backseat when Apples take center stage. Contact your Four Seasons Merchandiser to plan a date together.



- **Building an outdoor display with Pumpkins and other Fall Ornamentals add a "fall harvest" feel as customers walk into your store.** Other commodities are great to promote outdoors are local apples, broccoli, and cauliflower.

- **Look at areas of your department where items may have gotten "lost."** It's a perfect time to load in on those lower risk items such as Apple Dips, Apple Crisp, Juices, Dressings, Jarred Fruit, and Jarred Garlics to name a few.

- **Set up a cross merchandising calendar** with other departments in your store with space allocated for tie-in items.

Success starts with great planning! September is right around the corner. Having a set plan in place ahead of time for the bountiful season ahead will set you up for some bountiful harvests of your own!



NOW'S THE TIME TO PRE-ORDER NUTS & FALL ITEMS FOR THE HOLIDAY SEASON!



Displays are not pre-packed.



TALK TO YOUR FOUR SEASONS REP TO ORDER!

LABOR DAY SCHEDULE

Saturday 8/30: Normal office and delivery schedule.

Sunday 8/31: Normal office and delivery schedule.

Monday 9/1 (Happy Labor Day!): Normal delivery schedule, office open 8:00am – 12:00pm to process orders for Tuesday 9/2 delivery.

FALL MUM ORDERS

9" MUM



10" HANGING BASKET MUM



10" DECK POT



8" ORNAMENTAL PEPPERS



10" PURPLE FOUNTAIN GRASS 10" WELCOME PLANTER 225593

240268



ORDER BY FRIDAY AT 12 NOON FOR DELIVERIES BEGINNING FOLLOWING FRIDAY

HOLIDAY GREENS PREORDER



CODE: 232002
CODE: 232051



CODE: 232026
CODE: 232053



CODE: 232027
CODE: 232055



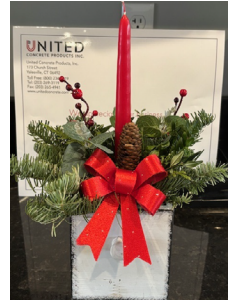
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CODE: 232036



CODE: 232040



CODE: 232041



CODE: 232042



CODE: 232043



CODE: 232045



CODE: 236357



CODE: 236358



CODE: 245350



CODE: 245351

ORDER BY AUGUST 29! CONTACT REP FOR MORE INFO.