

ORGANIC MARKET NEWS



AUGUST 29 - SEPTEMBER 5, 2025

NEW CROP ORGANIC GALA AND HONEYCRISP APPLES







GOOD NEWS! Organic Gala Apples have fully transitioned to the 2025 new crop out of Washington. Excellent supply is expected with some promotional opportunities on small and bagged fruit.

GOOD NEWS! New crop Washington Organic Honeycrisp Apple harvests continue to ramp up with steady supplies expected moving forward. Prices are expected to ease once the pipeline fills toward late September into early October. Fresh product is available in bulk, bags, and pouches.

Organic Granny Smith Apples are in flux with limited import fruit and limited new crop California fruit now available. Supplies will be erratic until new crop begins out of Washington in early October.

Storage Organic Envy Apples are expected to finish for the season by the end of September with a gap until mid-October. Storage and import Organic Pink Lady Apple supplies continue to tighten and may have a small gap before new crop in November.



OG LOCAL VEG

GOOD NEWS! Organic Kale, Lacinato Kale, Red Kale, and Collards from LOCAL Lady Moon Farms in PA are increasing in volume with excellent quality and promotable quantities.

GOOD NEWS! LOCAL PA Organic Acorn, Butternut, Delicata, Kabocha, and Spaghetti Hard Squashes are in peak season! LOCAL PA Organic Pie Pumpkins are now in stock too!

Organic Zucchini supply has dropped from Lady Moon Farms. Supplemental supply is available from LOCAL Flaim Farms in New Jersey.

LOCAL Organic Cucumber volumes are tightening on the East Coast. Limited supply is coming from Flaim Farms, NJ. Production in the Carolinas is expected soon. Mexico will be relied on more to fill the supply chain.

ALERT! Organic Green Beans are in a supply gap from LOCAL growers. Expect sporadic supplies in early September.



OG BERRIES

Organic Strawberries are fairly promotable as harvests increase from Salinas and Watsonville, CA. Quality has been okay, though warm overnight temps are creating softer fruit and higher bruising. Transition to new crop Santa Maria, CA fruit will begin by early September.

Organic Blackberries remain steady from California with steady volume, and consistent pricing. NOTE: Shelf-life is shorter this time of year.

Organic Raspberries have decent supplies from California with decent quality and steady pricing.

ALERT! Organic Blueberry pricing has increased as availability tightens quickly with USA crops finishing. Peruvian harvests remain light and port delays are adding pressure. Expect limits and possible shortages. The good news is that quality has been excellent.



OG TOMATOES

GOOD NEWS! Organic Grape, Cherry, and Rainbow Cherry Tomatoes are flushing with excellent quality and strong volume from LOCAL PA Lady Moon Farms. Promote!

GOOD NEWS! Organic Heirloom Tomatoes continue promotable from Lady Moon Farms with outstanding quality.

Organic Vine Ripe Tomatoes from LOCAL PA and OH growers continue in peak season.

Greenhouse Organic Beefsteak Tomatoes are improving as Mexico harvests begin. Quality is excellent. Canadian supplies will increase in late September with new crop fruit.



OG PEARS

GOOD NEWS! New crop Organic Asian Pears and Bartlett Pears are now in excellent supply from CA and WA.



OG CELERY

GOOD NEWS! Organic Celery from California remains promotable into September with strong production, excellent quality, and aggressive pricing.



OG REGENERATIVE VEG

NEW ITEM! Organic Regenerative Romaine Hearts in 12/3 ct Josie Organics label packs from Braga are now available (code 245917). Braga is pioneering regenerative agriculture with row crop vegetables.

Organic Regenerative Sweet Baby Broccoli (code 236807) is also part of this new line.

https://bragafresh.com/regenerative-farming-trials/



OG MELONS

GOOD NEWS! Organic Cantaloupes and Honeydew remain value-driven with lowest prices of the season.

Excellent flavor on **Organic Cantaloupes** and **Organic Honeydews**.

Organic Galia Melons are also available.



OG GRAPES

GOOD NEWS! Organic Grapes remain in peak season from California with excellent size, flavor, and quality across all colors. Promote through September!

Organic Specialty Grape varieties available in UPC clamshells include "Autumn Crisp", "Candy Snaps", and "Thomcords" in clamshells.



OG CITRUS

GOOD NEWS! Organic Mandarins from South Africa remain available in 12/2 lb Candy Mandy Bags through early September.

Organic Lemons are shifting as imports wind down. Mexico will enter the market in September with stronger supply and more promotable pricing.



OG AVOCADOS

GOOD NEWS! Organic Hass Avocados from Mexico are in great supply, especially 48 ct, with promotable opportunities.

Equal Exchange Organic Fair Trade Avocados will have first fruit of the season from Mexico available starting September. Supplies will be sporadic for early September so supplement Organic Fair Trade fruit can be sourced from Calavo.

Organic Green Skin Avocados from Florida are steady heading into September.



OG STONE FRUIT

California **Organic Yellow Peaches, Yellow Nectarines** and **Organic Black Plums** will continue in season through mid-September.

Eastern **Organic Yellow Peaches** and **Pluots** will wrap up for the season by early September.

Organic Red Plums will remain available until mid to late September with some excellent fall varieties.

Organic Cherries and Apricots are done for the year.



OG WATERMELONS

Organic Mini Seedless Watermelons remain available from California, Ohio, and Pennsylvania. California continues to present the most availability and highest quality, with season expected to run through early October. Ohio and Pennsylvania continue to offer quality fruit despite cooler weather.

California Organic Seedless and Seeded Watermelons growers will wrap up their season in early September. The LOCAL Pennsylvania crop will finish soon as well due to cooler weather.



OG PINEAPPLES

ALERT! Organic Pineapples will remain very limited through August with very high pricing.

Expect prorates and out-of-stocks during early September.



OG ASPARAGUS

ALERT! Mexican **Organic Asparagus** remains very limited, with supply tight in Southern Baja and Northern Baja, Mexico. Relief is now expected in mid-to-late September.

Peru has opened more fields in both north and south regions, with a steady long term outlook of supply expected November through January.



OG PEPPERS

Organic Hothouse Peppers are steady from Canada. Organic Red Peppers are more affordable as volumes increase, with excellent quality. Organic Orange and Yellow Peppers remain steady.

NEW ITEMS!

LOCAL PA Organic Purple Bell Peppers, Orange Habanero Peppers, and Sweet Banana Peppers are now available.



OG MANGOS

NOTE: Overall **Mango** supply will be limited through September.

Organic Mangos from Crespo Organics in Mexico remain in peak season with Jumbo/XL 6/7/8 ct sizing. This last of the season fruit is non-hot water treated with excellent flavor.

California-grown **Organic Keitt Mangos** will transition in. These will have greener skins than Mexican fruit and pricing will be higher.



OG LETTUCE

Organic Lettuce supplies remain favorable from Canada, though high temps have temporarily reduced yields. Conditions are expected to improve quickly. California supply remains available at higher cost.

Organic Romaine Hearts from California are increasing, while Quebec supplies will support the market. **Organic Iceberg Lettuce** availability is improving with better quality.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Organic Broccoli from California is in excellent condition with outstanding quality. Availability has driven aggressive pricing.

Organic Cauliflower supplies remain steady, though California growers are facing quality challenges. Prices are rising as availability tightens. This is expected to be short lived as growers monitor conditions.

Organic Romanesco supply is steady and quality is excellent.

ALERT! Organic French Beans remain limited due to delayed containers and weather-related challenges in Peru.

NOTE: Code 41145 **OG Salad Spinach Baby** 6/1 lb Earthbound Clamshells will see a brief supply gap around Labor Day weekend and week due to a packaging supplies hiccup.

OTHER STORIES

NOTE: Organic Peeled Garlic will return to start September, though in limited supply.

Organic Tomatillos will be available in limited supply to start September.

Organic Longan Fruit is available now from Florida in 10 lb bulk cases. Limited season, ending soon!

Organic Carrots remain in excellent supply out of California with good quality.



CONVENTIONAL MARKET NEWS

AUGUST 29 - SEPTEMBER 5, 2025

PEAK PEAR SEASON BEGINS









The 2025 USA Pear season is here!

New crop Bartlett Pears are in peak season from California, Oregon, and Washington! The crops appears to be a good on Bartletts, the famous pear variety with skins that change from green to yellow as the fruit ripens after picking.

US#1 grade in 40-44 lb tissue wrap and 27 lb display cases will be the cleanest from an appearance standpoint. Lower priced Fancy grade Bartlett Pears, which show some occasional limb-rub and other minor scarring, will be a good value this season since the overall crop is pretty clean.

LOCAL Asian Pears have arrived and offer an outstanding eating experience. This is an excellent item to promote.

Northwest Starkrimson Red Pears (US #1 20-22 lb tissue wrap and 27 lb display boxes) are in peak season and add a gorgeous color pop to pear sets and taste areat too.

California Golden Bosc Pears are available and looking sharp, but are limited in volume. Peak season for Bosc Pears will begin in October when the Northwest growers get into their harvests.

Import Anjou Pears have finished for the season. New crop Washington Anjou Pears are expected to begin by the second week of September.



CV LOCAL VEG

GOOD NEWS! LOCAL Green Beans remain plentiful, with good quality and pricing out of Pennsylvania and New York.

GOOD NEWS! Green Peppers are in good steady supply from LOCAL Pennsylvania and New Jersey growers with excellent quality. These remain promotable.

Sweet Corn will continue to be available LOCALLY but volume is expected to slow down as we approach later plantings and the seasonal transition. Across September quality remains excellent.



CV STONE FRUIT

GOOD NEWS! Red, Black, Mottled, and Yellow/ Green Plumcots and Pluots are expected to continue in good supply through September. This period brings some of the best varieties of the season and offers a strong opportunity to build impactful displays to drive sales.

Eastern LOCAL Peaches out of Pennsylvania and New Jersey continue in season through mid-September.

The transition from "Summeripe" pre-conditioned conventional Yellow Peaches and Nectarines to "Autumnripe" has begun at Mountain View in California. This fruit offers the same excellent quality with new fall marketing and varieties. Steady supplies are expected through early October.

Washington Cherries remain available with late season high elevation fruit with strong pricing. Supplies are expected to run out for the season by mid-September.



CV BERRIES

NOTE: Strawberries continue to be on the tighter side with elevated pricing. Overnight temperatures remain warm, not allowing the fruit to firm back up which is creating slight bruising and quality issues. ALERT! This is an industry-wide problem. Keep Berries under refrigeration and continue truck-to-shelf ordering to limit shrink and give consumers the best product possible.

ALERT! Blueberries will have very short supplies in early September out of Peru. Early season Peru has excellent quality, but volume is light. Volume is expected to be tighter through September.

Raspberries will be promotable out of California and Mexico in early September on price. Supplies are strong and demand is soft leading to aggressively priced fruit. Quality has been decent overall from both regions, though fast inventory turns are recommended.

Blackberries will be promotable on price out of California in early September. Volume continues to be strong and fruit has been priced to sell. Quality is okay but continue to focus on turns and keeping product under refrigeration this time of year.



CV MELONS

GOOD NEWS! Cantaloupes and Honeydews out of California are premium quality with excellent sweet flavor across all varieties. Pricing is value driven on both Cantaloupes and Honeydews.

Specialty Melon offerings include Tuscans, Golden Dews, Orange Dews, Canary, Galia, and Golden Hami.



CV MANGOS

Mangos from Mexico are in the final stages of shipping. Expect large-sized "Keitt-Kong" 6 ct Keitt Mangos to end the season. Brazil has started with high pricing due to low availability and tariffs.

NOTE: Ataulfo Honey Mangos from Mexico are done for the season.



CV PEPPERS

Hothouse Color Bell Peppers continue to be available. Expect pricing to ease as more supplies become available. Sizing will be on the smaller side due to recent high temperatures but quality should remain nice. Mexico fruit is slowly starting to become available for the fall season.

Mini Mix Peppers prices have eased, with more product from Mexico available to stabilize supply.



CV PUMPKINS & ORNAMENTALS

Pumpkins and Ornamentals will be available to start the fall season around Labor Day. Quality looks good with a full line expected by 9/4 including LOCAL PA Face Pumpkins, Heirloom Pumpkins, Gourds, Mini Pumpkins and more!



CV AVOCADOS

GOOD NEWS! Hass Avocados are plentiful out of Mexico. Prices are promoted for early September and fruit is being pushed aggressively.

Pre-conditioned fruit is available in all sizes and will be ready to eat quicker for the consumer.



CV CITRUS

GOOD NEWS! Mandarin Oranges are an excellent item to promote for flavor and quality from all South American regions. Additional displays should be in place for back-to-school business.

Navel Oranges and **Cara Cara Oranges** are top notch quality out of South America. Prices are expected to rise during September.



CV WATERMELONS

Seedless Watermelons will remain available with prices staying steady. Most East Coast growers will wind down shortly after Labor Day.

Mini Seedless Watermelons will remain available out of California for the month of September. Pricing will remain steady.



CV GRAPES

GOOD NEWS! California Grapes will begin to show a four-tiered market as best of the best Autumn Crisp Greens enters the supply chain. Expect a wide spread from premium, Jumbo Autumn Crisp down to value large Grapes.

Specialty offerings include Autumn Crisp clamshells, Cotton Candy, Moon Drops, Gum Drops, Tear Drops, and Thomcord clamshells.



CV LETTUCE

The **Lettuce** category in Quebec is now seeing more ideal conditions which is helping support the volume void from mid-August. **Romaine Hearts** and **Iceberg** markets are falling back down after jumping up.

Increased demand in California caused markets to inflate on the West Coast primarily in **Iceberg Lettuce**, but relief is occurring quickly.



CV PINEAPPLES

ALERT! The Pineapple market is in rough shape. Supplies are very light due to low production. Prices were already high from not enough volume to meet demand, and are now going higher due to increases in tariffs kicking in.

Expect pro-rates and occasional out-of-stocks into early to mid-September.



CV CITRUS

Australian 28ct **Dekopon Mandarins** are now available from Dracula Citrus in the "Mega Mandy" brand. **Dekopons** are a jumbo easy-peeler with bumpy skin and a knob on top that most people are familiar with from the SUMO Citrus brand.



CV BIN BROCCOLI & CAULIFLOWER

OUTLOOK: LOCAL PA "Plain Community" growers will begin harvests on 110 ct bin Stalk Broccoli in early September followed by 60 ct bin Jumbo Jacket Cauliflower in mid-September.

Stay tuned for more info.



CV APPLES

LOCAL Eastern Gala and Honeycrisp Apples are now ramping up to peak season supply.

New crop **LOCAL** Eastern **McIntosh Apples** will begin around Labor Day in large and small bulk, 3 lb bags, and 8 ct totes.

New crop LOCAL Eastern Red Delicious Apples are expected to begin by early September in large and small bulk, 3lb bags, and 8ct totes.

The first new crop **Sweetango Apples** are expected to be in stock by 9/8.



CV BROCCOLI CROWNS

Maine grown **Broccoli Crowns** are back into good supply after enduring high temperatures which are uncommon during this time of the year. California production is readily available as a secondary supply, while conditions vary between suppliers resulting in a higher overall cost from the West Coast. September outlook shows favorable growing conditions overall.



CV TOMATOES

LOCAL Round Tomatoes continue to be available with light volume out of Pennsylvania.

Quality has been exceptional.

GOOD NEWS! Grape Tomatoes remain the most promotable with good volume and aggressive pricing.

Medley, Cherry, and **Cocktail Tomatoes** remain available with steady supplies.

Hothouse grown **Beefsteak Tomatoes** and **Tomatoes on the Vine** pricing has eased as demand slows down. Quality has been excellent with good volume.

OTHER STORIES

Root Vegetables are beginning to take a bigger role in the produce department with Autumn approaching. We have good steady supplies and pricing on Rutabagas, Radishes, Beets, Turnips, and Parsnips.

ALERT! Mexican **Asparagus** remains limited and the extended range of prices has reduced demand to the bare minimum.

NOTE: Jumbo Artichokes are enduring quality concerns and availability is beginning to become limited. This is expected to be short lived and is due to climate challenges.

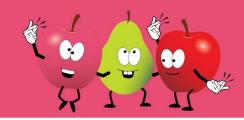
NOTE: West Coast **Brussels Sprouts** supply is tightening up with markets rising. Temperatures endured have not been suitable which has impacted yields.

Celery production in California varies between suppliers. Conditions are expected to improve over the next few weeks. **Bag and Baby Carrots** have good supply, quality, and availability which continues to meet expectations out of California.

Canadian 50 lb **Carrots** are becoming available for processing items and at a lower cost as Mexico tightens up.

Grapefruit varieties from California are transitioning from "Star Ruby" into "Summer Ruby". "Summer Ruby" are sweet and tangy, but without the deep ruby color internally.

BACK TO SCHOOL





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 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

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





















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 Props

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 lusaious 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!









PUMPKINS & FALL ORNAMENTALS

STARTING SEPTEMBER 1, 2025

MINI DECORATIVES/ORNAMENTALS



Code: 4822

JACK-BE-LITTLE (MINI-PUMPKINS)

40 ct case
PLU: 4734



Code: 4929

JACK-BE-LITTLES BAGGED

14/5 ct case

UPC: 743425-08950



Code: 214521 **WHITE JACK-BE-LITTLES (BABY BOO)** 40 ct case PLU: 4734



Code: 4901 INDIAN CORN 16/3 ct case UPC: 033383-40077



Code: 214039
MINI INDIAN CORN
Display box 16/3 ct case
UPC: 743425-40076



Code: 4944 **PUMPKIN LITTLES**(Hardball size Pumpkin)

20 ct case

PLU: Retailer-Assigned



TIGER STRIPE/POKEMON PUMPKINS
20 ct case
PLU: Retailer-Assigned



Code: 232524 **GOURDS BAGGED** 12/6 ct case UPC: 7-46309-12347-6



Code: 4930 GOURDS 40 ct case PLU: 3135







MINI DECORATIVES/ORNAMENTALS



Code: 4950 **BABY PAM (PIE)** 12 ct case PLU: 3134



Code: 4945 **CORN STALKS** 1 bunch PLU: Retailer-Assigned



Code: 4935 **REGULAR SIZE STRAW BALES** 1 ct PLU: Retailer-Assigned



Code: 222242 **MINI CELLO STRAW BALES** 50 ct UPC: 21879-20080 *Pre-Order Survey Only*



Code: 222243 **SMALL SINGLE STRAW BALE** 24 ct *Pre-Order Survey Only*



Code: 229043 **CORN STALK HORSE** *Pre-Order Survey Only*



PHONE: 1.800.422.8384









PUMPKIN BINS



CARVING/JACK-O-LANTERN/FACE PUMPKIN BIN PLU:3130

4984 - CV Pumpkins Face 40 ct bin 4982 - CV Pumpkins Face 50 ct bin

4981 - CV Pumpkins Face 30 ct bin 4987 - CV Pumpkins Face 60 ct bin



PRIZE WINNER PUMPKINS 4990 - CV Pumpkin Prize Winner 100-170 lb 226156- CV Pumpkin Prize Winner 5ct bin *Available by request*



FIELD TRIP/MYSTIC PUMPKINS W/ LONG STEM BIN

(For painting or decorating) 7390 – CV Pumpkins Field Trip 140 ct bin *Available by request*



PIE (BABY PAM) PUMPKINS BIN

(For baking or decorating) 4951 – CV Pumpkins Baby Pam (Pie) 150 ct bin – PLU: 3134 *Available by request*



4968

"AUTUMN MIX" PUMPKIN BIN 35 CT

(Blue Jarrahdale, Pink Porcelain, Peanut) *Varietal mix is subject to change due to availability*



4980

"FALL FANTASY" PUMPKIN BIN 35 CT

(Fairytale, White Flat, Cinderella)









PUMPKIN VARIETAL BINS - AVAILABLE BY REQUEST



WHITE PUMPKIN BIN



BLUE JARRAHDALE PUMPKIN BIN



WARTY GOBLIN /
KNUCKLEHEAD PUMPKIN BIN



LONG NECK GREEN SQUASH BIN (Goose Gourds)



NECK PUMPKIN BIN



RED WARTY THING BIN



CINDERELLA PUMPKIN BIN



FAIRYTALE PUMPKIN BIN



PINK PORCELAIN PUMPKIN BIN



WHITE FLAT PUMPKIN BIN





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





