

ORGANIC MARKET NEWS



SEPTEMBER 26 - OCTOBER 3, 2025

PROMOTABLE ORGANIC PEPPERS



GOOD NEWS! Organic Color Bell Peppers are promotable with abundant volume and aggressive pricing for late September and early October.

Greenhouse growers in Canada are into their new plantings and there is overlap with Mexico greenhouses. Quality is excellent!

LOCAL PA Organic Green Bell Peppers, Jalapeños, and Mini Sweet Peppers continue in season from Lady Moon Farms.



Build displays featuring all three **Organic Color Bell Peppers** colors to create visual appeal and generate additional sales while the aggressive pricing lasts.



OG APPLES

GOOD NEWS! Organic Gala and Honeycrisp Apples are in peak season with good volume. These will be promotable varieties for this fall from Washington.

GOOD NEWS! The first new crop Washington **Organic Fuji** and **Granny Smith Apples** have arrived, with excellent supplies expected.

In late September we are receiving some 113sz of Washington **Organic Ambrosia Apples**, presenting a strong promotional opportunity.

Canadian **Organic McIntosh Apples** and Washington **Organic Sweetango Apples** are in a short gap with very limited supplies; more fruit is expected during the first week of October.



OG BERRIES

Organic Blackberries remain steady out of California. Central Mexico has begun with light supplies, and the first arrivals have shown very nice quality.

Organic Blueberry pricing has eased slightly as arrivals improve. Volume is expected to remain steady through the end of September with consistent pricing and availability. Quality has been excellent out of Peru, and promotable volume is anticipated in late October/November.

Organic Raspberries are steady out of California and Baja, Mexico. Quality has been consistently strong with excellent eating fruit, and pricing is holding steady.

ALERT! All California **Organic Strawberry** growing areas experiences weather issues during the week of 9/22 - heat, rain, or humidity. Yields are down due to the quality impacts. Growers are grading harder and leaving more berries in the field. **ALERT!** Expect shorter shelf-life, poor availability, and increased pricing during late September and early October.



OG TOMATOES

GOOD NEWS! **LOCAL Organic Heirloom Tomatoes** from Lady Moon Farms in Chambersburg, Pennsylvania continue to offer excellent volume and quality. Highlight these on displays and promotions to drive additional sales.

Lady Moon Farms **LOCAL Organic Snacking Tomatoes** are slowing down in PA.

GOOD NEWS! **Organic Beefsteak Tomatoes** continue to be promotable, with plentiful volume and favorable pricing through the end of September. Pricing increases are expected to be modest, with supplies returning to average levels by early October.

Organic Cluster Tomatoes remain available, though supply is not as strong. Additional supplies are expected in early October, which should improve pricing and provide more consistent availability.

Savoura greenhouse grown Quebec **Organic Cherry Mini Apero Tomatoes** On-the-Vine are back in season. This is one of the most flavorful tomatoes available!



OG CITRUS

NOTE: California **Organic Valencia Oranges** remain in limited supply, with elevated pricing across all sizes.

NOTE: **Organic Lemons** from California continue to experience higher prices as the region prioritizes strong quality and preferred domestic fruit. Steady supply from Mexico is expected to arrive in October.



OG KIWIBERRIES

Organic Kiwiberries are now in season! This tiny kiwi variety is eaten whole and features sweet tangy flavor when ripened to soft at room temp. Merchandise **Organic Kiwiberries** with your berries and grapes.



OG MELONS

Organic Mini Seedless Watermelons will continue out of California through mid-October, with prices rising slightly.

NOTE: **Organic Cantaloupe** and **Honeydew** are nearing the end of the season. A few shippers still have product available, though final volumes are commanding a premium as the season closes out.



OG FENNEL

GOOD NEWS! **Organic Fennel** is in good supply with excellent quality. Lady Moon Farms is starting up their Fall **Organic Fennel LOCAL** PA program and is expected to maintain outstanding quality.



OG GRAPES

Organic Grapes remain in strong supply, with preferred varieties providing an excellent opportunity for promotions through the remainder of September.

Organic Green Seedless will be fantastic "Autumn Crisp", **Red Seedless** will be sweet "Krissy", and **Black Seedless** are flavorful "Adora".



OG SPECIALTY FRUIT

Several exciting new Organic arrivals for fall include **Organic Kiwano Horned Melons**, **Passion Fruit**, and **Magenta Flesh Dragon Fruit** from California. The fruit has been beautiful and is an excellent addition to seasonal displays.



OG AVOCADOS

GOOD NEWS! **Organic Hass Avocados** from Mexico are in excellent supply. Promote Organic 48 ct fruit, with Organic 60 ct slightly tighter as we move into October. Four Seasons is also now offering a Organic 70 ct option from Calavo.

Equal Exchange **Organic Fair Trade Hass Avocados** will be available in both 48 ct and 60 ct sizes starting in October. We are also excited to have the popular 8/4 ct Ready-Cycle Trays back in stock for the first time in a while.



OG CAULIFLOWER

Organic Cauliflower from the West Coast is experiencing lighter yields, but supplies are good enough to prevent extreme jumps.

Organic Romanesco is experiencing a temporary supply gaps until new fields begin growing in early October. There may be a **LOCAL** opportunity in trial with alternate growers.



OG MANGOS

NOTE: California green skin **Organic Keitt Mangos** are now available, and they look beautiful. These are currently the only **Organic Mangos** on the market, with pricing twice as high as the Mexican fruit.



OG CUCUMBERS

Lady Moon Farms is in full swing with **Organic Cucumbers** from their Florida farm. Promotable quantities are expected to continue.

Greenhouse **Organic Seedless** and **Mini Cucumbers** have remained in consistent supply, although pricing has stayed slightly above average for most of the month. These conditions are expected to continue at least through mid-October.



OG ASPARAGUS

Organic Asparagus supply is improving. Mexican production is increasing through December, with conventional relief reducing the strain on organic supplies. In Peru, southern fields are cooling, improving yields and quality, while northern fields are opening and expected to remain steady into early 2026. North Peru will provide the main volume until the Caborca season begins in January.



OG EGGPLANT

Lady Moon Farms is winding down production of **Organic Eggplant** in Pennsylvania.

Steady supplies will continue from **LOCAL** Flaim Farms in New Jersey, and southern growing regions are beginning to provide additional **Organic Eggplant**.



OG SWEET ONIONS

Supplies will transition smoothly to Peri & Sons Nevada grown **Organic Sweet Onions**, with the first arrival expected in early October with pricing remaining relatively unchanged.

LOCAL Organic Jumbo Organic Sweet Onions in code 41535 will finish at the end of September.



OG LETTUCE

GOOD NEWS! **Organic Romaine** is plentiful from both Canada and California. **Regenerative Organic Romaine Hearts** are available under the Josie's Organics label.

Organic Lettuce from Canada is in ideal condition and very promotable across the category, with the season expected to continue about a month longer than usual.



OG BROCCOLI

NOTE: **Organic Broccoli** supply is tight on the West Coast due to heat and weather impacts, resulting in limited availability at higher prices with some quality concerns. Canadian and East Coast growers are helping ease pressure and prevent extreme prices with strong production.

14ct **Organic Stem Broccoli** is in season from Spring Willow Farm near Four Seasons in Lancaster County, PA.

NOTE: **Organic Sweet Baby Broccoli** will remain tight for the next two weeks with a minor price increase.

Organic Broccoli Rabe under the Andy Boy label is in good supply.

OTHER STORIES

Organic Carrots are in steady supply and quality, with seasonal demand beginning to increase.

Organic Brussels Sprouts maintain excellent quality and supply from Covilli and Mexico.

Organic French Beans supply is improving, and the price is easing as we move toward peak season.

Organic Green Beans continue to come in light volumes from **LOCAL** Pennsylvania grower Marc Reed, with supplemental supplies arriving from California and Mexico.

NOTE: **Organic Baby Bok Choy** supplies from California have decreased, and pricing has increased. Additional product will be sourced from **LOCAL** New Jersey grower Flaim Farms as production ramps up.

Organic Artichokes continue to face supply challenges after a brief gap, but new fields are opening with good quality and no concerns moving forward.

NOTE: **Organic Celery** and **Organic Celery Hearts** is expected to tighten in the coming weeks due to California weather and yields.

NOTE: **Organic Bunch Carrots** from California are experiencing some quality challenges due to discoloration on the tops, resulting in tighter supplies. New crop bunch carrots are now coming from Flaim Farms in New Jersey, offering nice quality while supplies last.

CONVENTIONAL MARKET NEWS

SEPTEMBER 26 - OCTOBER 3, 2025

LOCAL BROCCOLI & CAULIFLOWER BINS



Lancaster County, PA **LOCAL** 60 ct **Bin Jacket Cauliflower** is now in season with outstanding quality (Code 999).

Lancaster County, PA **LOCAL** 110 ct **Bin Stalk Broccoli** is readily available with nice quality and farm market appeal. These are hydro-cooled and shipped in wax bins (Code 631).



CV APPLES

GOOD NEWS! It's time to promote new crop **LOCAL** Eastern **Snap Dragon Apples** with a promo and display contest starting in October. Build a large sets of this crunchy and juicy apple with Honeycrisp parentage.

GOOD NEWS! Honeycrisp and Gala Apples are promotable!

LOCAL Eastern new crop **Cortland Apples** have arrived in house. **LOCAL** Eastern **Empire Apples** have been delayed by one week, but are expected to arrive in early October.

Washington **Cosmic Crisp** and **Pink Lady Apples** will be tight and could experience supply gaps through October until new crop arrives at the end of fall.



CV LETTUCE

GOOD NEWS! Lettuce from Canada is in steady production and competing with California supply.

Iceberg Lettuce is promotable from both regions, and the **Artisan Lettuce** category, including **Sweet Gem** and **Artisan Romaine**, is a strong addition.

Romaine from Canada is promotable on both **Romaine** and **Romaine Hearts**, while California follows the same trend. The season is expected to continue for about another month, running longer than in previous years.



CV BERRIES

GOOD NEWS! Raspberries remain promotable out of Central Mexico and California. New crop out of Central Mexico has begun, with very nice quality.

Blackberry production out of California has slowed, and pricing has increased to bring demand back in line with supply. Quality has been excellent. Central Mexico is starting to flush with promotable volume and pricing, though consistent rain in the growing region may affect quality.

NOTE: Blueberries remain short with strong demand. Port delays are contributing to tight markets and delaying container releases, keeping pricing strong. Quality out of Peru has been excellent.

ALERT! Strawberry quality continues to be challenged in California. Recent rain and high humidity have stressed plants and impacted quality across all shippers.

ALERT! Strawberry demand will exceed supply! Shorter shelf-life is expected. Issues will persist through late September and early October.



CV SWEETEST BATCH BLUES

GOOD NEWS! Driscoll's continues to offer strong volume on **Sweetest Batch Blueberries**, an excellent addition to berry displays to delight shoppers and drive incremental sales.



CV BROCCOLI

Broccoli Crown supply is tight due to West Coast heat and high precipitation. Prices have risen, but Maine, Virginia, and Canadian production are helping balance the market. West Coast availability is expected to improve in early October.



CV PEPPERS

GOOD NEWS! **Color Bell Peppers** remain in promotable volume and pricing to finish the month. Supplies have been strong throughout September and are expected to continue into October. Mexican production will provide additional supply to the marketplace.

GOOD NEWS! **Green Peppers** are steady, with excellent pricing, quality, and availability from **LOCAL** New Jersey and Pennsylvania growers. Georgia and the Carolinas are beginning production, which should put additional downward pressure on the market.



CV OKINAWA SWEET POTATO

New code 246272 **Okinawa Sweet Potatoes** are now available for sale. These **Okinawa Sweet Potatoes** have a pale white skin and lavender-colored flesh, packed full of antioxidants. They are excellent when roasted and mashed.



CV AVOCADOS

GOOD NEWS! Hass Avocados from Mexico remain promotable for mid-September.

Four Seasons Produce offers pre-conditioned fruit in all the sizes that we carry. This fruit will ripen more quickly for the consumer. Ripe fruit is a great way to drive incremental sales!



CV PUMPKINS & ORNAMENTALS

GOOD NEWS! Pumpkins and Gourds remain steady with **LOCAL** suppliers providing excellent quality and strong volume.

Recent rainstorms may create some quality challenges for early October.



CV CAULIFLOWER

Cauliflower yields on the West Coast are tightening, but supplies from Canada and Maine remain strong and promotable. Color varieties, especially purple, experienced crop failures but are back in supply this week.



CV GRAPES

Grapes from California experienced some rain, but shippers were well prepared and took proactive steps to protect the crop, resulting in virtually no impact on supply.

Harvest volumes continue to exceed demand, creating excellent availability across all colors. Fantastic varieties are available including **Autumn Crisp Green Seedless Grapes**.

The Grapery continue, in season with **Cotton Candy, Gumdrops, and Moon Drop Grapes**. **Tear Drop Grapes** are finished.



CV PEAS

Snow, Snap, and English Peas are in strong supply. **Snow** and **Snap Peas** arrive from Peru and Guatemala with deals available, while **English Peas** in 10/12 oz bags are back in stock from Southern Specialties.



CV MELONS

Honeydew and **Cantaloupes** from California are winding down for the season, but this is the ideal time to take advantage of their outstanding flavor and quality. Specialty offerings have wrapped up, but core varieties will remain available into October.



CV ASAPRAGUS

Asparagus production in Mexico has increased. Peru is also in full swing, with both northern and southern regions supplying the market. Prices are easing and expected to continue declining as availability increases.



CV CUCUMBERS

GOOD NEWS! Cucumbers are coming down in price, with promotable quantities available. Production is strong in Georgia and the Carolinas, while **LOCAL** Pennsylvania and New Jersey Cucumbers continue to provide steady supply.

Euro and **Mini Cucumbers** from Canada continue to have consistent availability and strong quality in late September. Pricing has begun to improve on both varieties as supplemental supplies from secondary regions have become available.



CV CITRUS

New crop Jumbo Starburst **Pummelos** from Noble in Florida are back in season!

2025 fresh crop Florida **Juice Oranges** and **Fall Glo Tangerines** are just starting to be harvested and will be available by early October, though at higher pricing to start the season.

Specialty Citrus, including **Dekopons**, **Blood Oranges**, **Cara Cara Oranges**, **Minneolas**, and **Heirloom Navels**, are highlighting the import season. These highly flavorful, sought-after varieties provide a great opportunity to capture incremental sales in the citrus category.

Imported **Citrus** from South America is delivering excellent supply across all varieties, with strong availability on both bulk and bagged options.



CV FALL FRUIT

The California **Pomegranate** season is going strong, with more fruit becoming available each week.

Persimmons have started out of California. 10/2lb pouch bag of the **Chocolate Fuyu** variety, which features a chocolate-colored center are available. The graphic pouch with an easy-ring UPC makes it a convenient grab-and-go item.

Single-layer **Fuyu Persimmons** will be available starting in early October.

California-grown **Quince** are now in season in a single-layer pack and will be in season throughout the fall.



CV TOMATOES

Romas and **Round Tomatoes** have steadily improved in condition over the course of September. Quality has remained strong, and as we approach October, pricing has begun to decrease with increased volume. Look for promotional opportunities during October.

GOOD NEWS! **Grape Tomatoes** are experiencing excellent availability, and pricing has steadily improved with the additional volume. Expect promotional opportunities in late September and early October.

Beefsteak and **Cluster Tomatoes** continue to remain in fair condition through the end of September. Both varieties have steady supplies, average pricing, and strong quality throughout the month.

Seedless Watermelons are finishing for the season out of the Midwest, causing prices to rise on the East Coast. Expect about another month of supply from Delaware and North Carolina before transitioning into Florida and Mexico.

NOTE: **Seeded Watermelons** are in short supply and will be wrapping up for the season by late September.

Mini Seedless Watermelons are dwindling on the West Coast, but consistent supply and pricing remain available out of Delaware and Mississippi.

OTHER STORIES

French Beans are showing strong color and quality with good overall supply from Guatemala. Demand is increasing as new fields open, while prices are gradually dropping into peak season.

NOTE: **Brussels Sprouts** remain limited, with high temperatures impacting yields and sizing. Prices are above average, but improvement is expected by early October.

Radicchio is in steady supply out of California and is expected to continue.

GOOD NEWS! **Green and Yellow Squash** is abundant, with new fields coming on in New Jersey, Georgia, and the Carolinas. The market is expected to remain depressed for at least another week, with pricing very promotable.

Dill, **Cilantro**, and **Parsley** are coming on nicely out of **LOCAL** New Jersey farms, offering good pricing and strong quality.

Artichoke supply is steady but limited due to insect damage and quality concerns. Yields should improve with cooler weather. The most popular 12 ct **Jumbo Artichokes** remain the hardest to source, as only 1-2 buds per plant reach this size.



AIR CHIEF "GRAPE-TACULAR" GRAPE DISPLAY CONTEST

September 15 - October 5, 2025

Four Seasons Produce has partnered with Sun Pacific, marketers of the Air Chief premium table Grapes, to bring you a display contest with "Grape" sales potential and category growth. Grapes are a high tonnage, high velocity category, and we are now into the best eating grape varieties of the year. With amazing quality fruit, great promotional pricing, and an incredible prize package available, early Fall is the perfect time to promote this consumer favorite fruit in your produce departments! All three colors (green, red and black) of grapes CV and OG will be included, so there is sure to be a flavor for everyone! Let's get our grape on!

DISPLAY CONTEST CRITERIA:

- Build a "Grape" display of Air Chief label Premium Grapes in your produce department. **All fruit MUST be purchased from Four Seasons Produce.**
- At least **2 colors of grapes** MUST be included in your display. Grape codes are listed below:

Organic:

42682 - OG Black Grapes 19lb
43875 - OG Green Grapes 19lb
43878 - OG Red Grapes 19lb

Conventional:

10875 - CV Black Grapes XL 19lb
10631 - CV Green Grapes XL 19lb
10716 - CV Red Grapes XL 19lb



POS:

221512 - POS Air Chief Grape Display Box Preformed
245271 - Air Chief Autumn Crisp Display Bin 2ct

- Displays **must highlight the Air Chief label**, through POS signage or display boxes.
- Displays must remain up for **at least 1 week**.
- Send all display contest photos to contests@fsproduce.com by **October 9, 2025**.



DISPLAY CONTEST PRIZES:

GRAND PRIZE

(display will be judged on overall creativity and eye appeal)



\$1,000

gift card

LARGEST DISPLAY

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card



MOST CREATIVE DISPLAY

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card



BEST SMALL STORE DISPLAY

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card



BEST ALL ORGANIC DISPLAY

1ST - \$400 gift card
2ND - \$300 gift card
3RD - \$200 gift card



For more information on Sun Pacific Fruit and Air Chief grapes, go to Sunpacific.com.

For more information on our contest or for Grape display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.
Thank you for your continued trust and support of Four Seasons Produce.



PHONE: 1.800.422.8384

| www.fsproduce.com





Regenerative
Organic
Certified

Homegrown Organic Farms Stone Fruit Display Contest Winners

June 16 - July 13, 2025

LARGEST DISPLAY:

FIRST PLACE



HENNING'S SUPERMARKET
Harleysville, PA

SECOND PLACE



COMMON MARKET 7TH STREET
Frederick, MD

THIRD PLACE



HEALTHY LIVING MARKET
South Burlington, VT

MOST CREATIVE DISPLAY:

FIRST PLACE



EAST AURORA CO-OP
East Aurora, NY

SECOND PLACE



HEALTHY LIVING MARKET
Saratoga Springs, NY

THIRD PLACE



KIMBERTON WHOLE FOODS
Ottsville, PA

BEST SMALL STORE DISPLAY:

FIRST PLACE



WEAVERS WAY CO-OP
Philadelphia, PA

SECOND PLACE



KIMBERTON WHOLE FOODS
Phoenixville, PA

THIRD PLACE



ROANOKE COOP
Roanoke, VA



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CRESPO ORGANIC MANGOES DISPLAY CONTEST WINNERS

LARGEST DISPLAY:



KIMBERTON WHOLE FOODS
Wyomissing, PA

MOST CREATIVE DISPLAY:



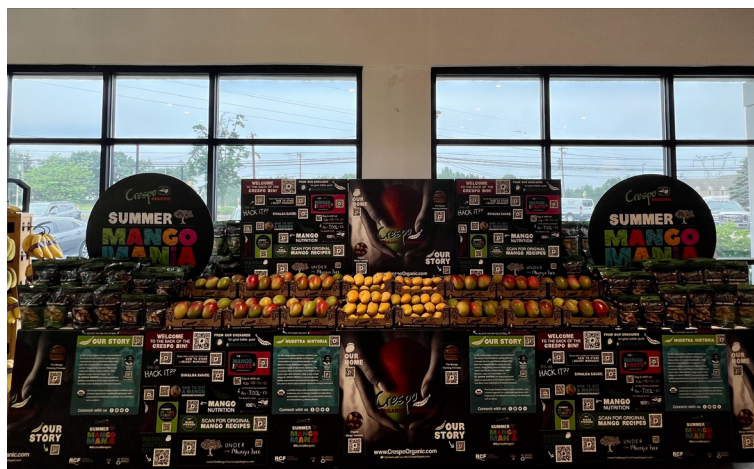
KIMBERTON WHOLE FOODS
Ottsville, PA

BEST SMALL STORE DISPLAY:



KIMBERTON WHOLE FOODS
Douglasville, PA

BEST IN STORE SIGNAGE:



SOULBERRY MARKET
New Hope, PA

HONORABLE MENTION:



MCCAFFREY'S FOOD MARKET
Newtown, PA

HONORABLE MENTION:



MCCAFFREY'S FOOD MARKET
Yardley, PA



UNITED WITH EARTH™

A Commitment to Excellence

We advocate for our growers by giving them the best return on their goods and passing the savings on to our customers. We are committed to providing our customers with the best quality products and outstanding customer service.



CODE	DESCRIPTION	PK/SZ	UPC
246252	OG Date Roll Pecan	12/12 oz	8-95580-00262-5
246253	OG Date Roll Walnut	12/12 oz	8-95580-00261-8

NEW - DELIVERY STARTING 9/29



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EAT GOOD TO FEEL GOOD

Our team is made up of industry experts with more than 100 years of combined experience. We have rallied together to interrupt the Guacamole, Salsa and Queso category by focusing on what customers want—the finest ingredients they can get their hands on, flavor galore, fewest additives and handy packaging—all wrapped up in a smile.

With a consciousness of family and quality ingredients at the forefront, we personally search out the top produce for the ¡Yo Quiero! Brand products and combine them with trustworthy ingredients... exactly what we feed our own families.



245611



245613



245615



245614



245616



245617



245619



245618

CODE	DESCRIPTION	PK/SZ	UPC
245611	CV Guacamole Original	8/8 oz Yo Quiero	8-10041-59005-3
245613	CV Guacamole Chunky	8/8 oz Yo Quiero	8-10041-59006-0
245615	CV Guacamole Chunky Spicy	8/8 oz Yo Quiero	8-10041-59064-0
245614	CV Avocado Salsa Verde	8/8 oz Yo Quiero	8-10041-59028-2
245616	CV Salsa Mild Red	6/15 oz Yo Quiero	8-10041-59241-5
245617	CV Salsa Medium Red	6/15 oz Yo Quiero	8-10041-59242-2
245619	CV Dip Queso Traditional	12/12 oz Yo Quiero	8-53879-00815-4
245618	CV Dip Queso White	12/12 oz Yo Quiero	8-53879-00807-9

NEW - DELIVERY STARTING 9/29



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Taste What's Next!

NEW!

2 NEW SALAD KITS!

Introducing new salads that offer fresh, satisfying, and familiar flavors tailored to consumer cravings

Global Flavors



CAPRESE

Packed with Italian goodness straight from the Garden

Romaine, Green Cabbage, Kale, Carrots, Mozzarella Cheese, Brioche Croutons, Tomato Basil Seasoning and Tomato Basil Vinaigrette

Modern Classics



PESTO RANCH

An elevated take on a comfort food favorite

Romaine, Crushed Garlic Croutons, Shredded Parmesan Cheese and Pesto Ranch Dressing

AVAILABLE NOW

CODE	DESCRIPTION	PK/SZ	UPC
246268	CV Salad Chop Caprese	6/10.3 oz Dole	0-71430-00222-3
246270	CV Salad Chop Pesto Ranch	6/10.5 oz Dole	0-71430-00228-5



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