



ORGANIC MARKET NEWS



APRIL 3 - APRIL 10, 2026

ORGANIC AVOCADOS IN APRIL



GOOD NEWS! Organic Hass Avocado from Late Season Mexico crop are steady to start April.

A 32 ct Jumbo piece of fruit will be added to our growing offerings of **Organic Hass Avocados**, as well as some new bagged options!

In addition to the good-selling 15/4ct **Organic Avocado** bag packed with 60sz fruit, Four Seasons will be offering Calavo brand 12/5ct bags with 60sz fruit and 14/6ct bags with 84sz fruit.

Organic Fair Trade Avocados from Calavo will also be available for the month of April to take the place of Equal Exchange now that they're done for the Mexico season.



OG BERRIES

GOOD NEWS! Organic Strawberries remain promotable from California and Baja with light Central Mexico production continuing. Quality has been excellent, and supplies remain plentiful.

Organic Blackberries remain steady from Mexico. Pricing and supply remain steady, and quality has been nice.

Organic Raspberries will remain steady. Quality has been excellent with no expected supply issues from Baja/California.

ALERT! Organic Blueberries continue to be very tight. Pricing continues to remain strong from Peru and California as both regions have very limited supply. Quality has been excellent.

Driscoll's **Organic Sweetest Batch Blueberries** will be in and out of stock during early April. Snag them when you can for outstanding flavor!



OG LETTUCE

GOOD NEWS! For early to mid April **Organic Romaine** and **Romaine Hearts** from Lady Moon Farms remain in abundant supply and continue to be promotable. New Crop Salinas, CA field are contributing added volume as well, helping to keep supply in a strong position. The Lady Moon Florida season is expected to wind down around mid-April, potentially the third week of April 19.

Organic Leaf Lettuce remains supported by Lady Moon Farms, though **Green Leaf** and **Red Leaf Lettuce** have recently been affected by tip burn that limited availability. Improvement is being seen in harvests slated for early April, but there is minimal West Coast product available to offset shortages and maintain steady supply in the meantime. California supply will be mixed into alternative **Organic Leaf** codes when necessary.



OG TROPICALS

Organic Round Mangos (Tommy Atkins) are steady from Mexico, with pricing poised to ease down.

Smaller **Organic Ataulfo Honey Mangos** in 16/18 ct sizing will be promotable for mid-April.

Organic Pineapple supplies from Mexico on both 6 ct and 8 ct will be in stock and steady for early April. Pricing has seen a small adjustment upward.

NOTE: **Organic Green Kiwi** supply continues to be tight from Greece and Italy. Pricing is expected to remain higher from now to the end of the season.



OG WARM VEG

NOTE: Organic Eggplant pricing is up slightly, and supply is not super abundant. Quality is variable from Mexico. Some Lady Moon Florida product is expected to come online in about two to three weeks.

Organic Green Squash (Zucchini) is in better supply with Lady Moon Farms now shipping their late Florida plantings. Quality is excellent!



OG BEANS

ALERT! Organic Green Beans are tight with limited supplies from both Mexico and Florida. Pricing is high.

ALERT! Organic French Beans (10/1 lb) remain under heavy pressure. Guatemala is still recovering from prior cold weather damage, with some fields down by half and others seeing losses closer to 75 percent. Florida does expect to harvest some production at the start of April, at which point some relief is expected.



OG GREENHOUSE CUCUMBERS

Organic Mini and Euro Cucumbers continue to improve, with more consistent availability beginning to support the category.

Supply is not fully abundant, but conditions are trending in the right direction. Pricing remains elevated but has started to ease as production builds. Quality remains strong across both items, making the category much better positioned as availability continues to strengthen into April.



OG BRUSSELS SPROUTS

GOOD NEWS! Organic Brussels Sprouts remain promotable. Mexico continues to provide dependable volume.

Organic Mesh and Cello Bagged Brussels Sprouts are back in regular supply.



OG BAG RADISH

NEW: A new pack of bagged 12/12 oz cello Organic Red Radish from Cal-O is now available. A nice looking pack with steady availability. Code 48158.



OG ARTICHOKE

GOOD NEWS! Organic Artichokes are in good supply, unlike conventional. Lakeside continues to show good supply, especially on Jumbo 12ct, and availability remains favorable with a good promotional opportunity at current pricing.



OG CARROTS

Progress! Organic Carrots continue to improve, though pricing is not fully normalized. Cello supply is getting better, and allocations have been lifted for loading the first week of April with second week arrival.

NOTE: Organic Baby Carrots 12/12oz will remain a challenge and are expected to stay tight through mid to late April. In the meantime, Organic Petite Carrots continue to be a more available alternative, as sizing on Baby Carrot variety is not meeting spec.



OG ASPARAGUS

Organic Asparagus is ending in Mexico and will transition to California new crop during early April.

LOCAL New Jersey Organic Asparagus will be in season with modest volume by late April.

Organic Purple Asparagus will be back in stock around 4/17.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! Organic Broccoli remains in a flush with solid quality and good availability continuing to support promotional movement.

Organic Sweet Baby Broccoli continues to be steady overall. Pricing is beginning to firm up following a small window flush at the start of the Salinas, CA harvest.

GOOD NEWS! Organic Cauliflower has made a major turnaround. After the recent industry shortage, supply is now back in good shape and pricing has eased quickly. Product has good availability now.



OG PEPPERS

ALERT! Organic Color Bell Peppers have tightened significantly, with Mexican supply now limited across all colors and Israeli product finished for the season. Overall availability remains very constrained, pushing pricing to high levels with expected gaps in supply. Conditions are expected to remain very challenging in early to mid April.

ALERT! Organic Green Peppers from Mexico are very tight, with few shippers quoting and quality being fair to poor. Some new crop Lady Moon Farms FL product from Florida is expected to start in mid to late April.



OG PEAS

GOOD NEWS! A taste of spring is here with a variety of Organic Peas from Coke Farms in California.

Organic English Peas and Purple Snap Peas are arriving 4/8.

Organic Green Snap Peas, Green Snow Peas, and Purple Snow Peas are in stock now!



OG CELERY

Organic Celery quality is showing much less concern upon arrivals, costs are easing towards promotable, and overall availability is heading into a flush as new growing regions come online ahead of plan. Pricing is expected to drop significantly across April.

Organic Celery Hearts continue to offer a better promotional opportunity than full stalks at current price points. Pricing on full-size stalks is expected to firm up as they come back into much better supply overall.



OG APPLES

GOOD NEWS! Washington Organic Envy Apples continue to be in excellent promotable supply with great color and flavor.

NOTE: Washington Organic Cosmic Crisp Apples continue to be very limited, and sporadic gaps should be expected from time to time for the remainder of the season.

ALERT! Washington Organic Honeycrisp Apples are limited with high pricing. Some off-grade and size options are also limited but available, offering a little pricing relief.



OG CITRUS

Organic Mandarin supply is good with demand stronger. This could bring an earlier end to the season - main suppliers are looking to ship through April.

NOTE: Blood Oranges and Cara Cara Oranges are finishing up for many California shippers.

Organic Navel Oranges remain in good supply to last through April.



OG TOMATOES

NOTE: Organic Beefsteak and Cluster Tomatoes are beginning to show some improvement as Canadian production continues to increase, though overall availability remains somewhat limited. Pricing remains elevated, with supply still not fully meeting demand. Quality remains strong on Canadian product. Conditions are expected to gradually improve, though pricing will remain firm in the near term.

ALERT! Organic Roma Tomatoes remain very limited, with supply continuing to fall well short of demand and keeping pricing under pressure. Availability is difficult to secure, and pricing remains elevated. Quality has been mixed, trending average to below average across available product.

ALERT! Organic Snacking Tomatoes remain very tight overall, with Grape Tomatoes tightening quickly as pricing continues to push higher, while Organic Medley Tomatoes remain unavailable.

OTHER STORIES

Organic Scallions are beginning to be steadier in supply. Pricing is expected to ease off slightly.

Organic Celериac/Celery Root is due back in soon, starting from Lakeside in California.

NOTE: Organic Red Bunch Beets remain limited from California, but some from the Southeast should help supplement future supplies.

Organic Bok Choy and Baby Bok Choy is winding down from Lady Moon Farms in Florida. Production will move to growers in both California and other Southeastern states as they come online.

Import Organic Green Grapes are available through early to mid-April until we gap before the start of the Mexican season. Organic Red Grapes came in with a late shot that will sell through in early April.

NOTE: Organic Delicata Squash will see a two to three week supply gap as we transition growing regions in Mexico.

New crop Argentina Organic Anjou Pears are expected to arrive before the end of the first week of April. Domestic fruit is expected to end before the end of the month.

GOOD NEWS! Organic Kales, Collard Greens, and Dandelions are in great supply and quality from Lady Moon Farms in Florida.

CONVENTIONAL MARKET NEWS

APRIL 3 - APRIL 10, 2026

PEAK GREENHOUSE CUCUMBERS



GOOD NEWS! New crop **Mini** and **Euro Cucumbers** are well-supplied from California greenhouses with strong availability across both items, creating favorable market conditions.

Pricing has eased, and both **Minis** and **Euro Cucumbers** are presenting excellent opportunities for promotion. Quality remains strong across the category, making this an ideal time to build displays and drive retail movement.



CV CAULIFLOWER & BROCCOLI

Cauliflower remains in a much better spot. Supply is steady, pricing has eased, and promotable conditions are in place. Premium 12 ct is readily available, and **Colored Cauliflower** remains available as well, including **Purple**, **Orange**, and **Green**.

NOTE: Broccoli pricing has turned higher. Fuel costs, along with heat- and rain-related production challenges out West, are driving pricing up. Quality from Mexico has also been gradually declining, with more crossing-related quality concerns showing up. Availability should remain sufficient to cover average demand, but costs are rising rapidly.

Promotional activity should be avoided until the mid-April, when Georgia should be in harvest on new crop **Broccoli Crowns** and **Bunches**.



CV TROPICALS

GOOD NEWS! Champagne label **Ataulfo Honey Mangos** will be available in a premium size 14 ct and in an 18 ct option for the month of April.

GOOD NEWS! Water for All label **Tommy Atkins Mangos** are in good supply. There will also be some Haden variety available for early April. Overall pricing is expected to come down as the month of April progresses.

GOOD NEWS! **Hass Avocados** from Mexico continue to be in good supply and are promotable. Bagged and Jumbo-sized fruit will also be in good supply.

ALERT! Pineapple supplies have been very tight with pricing surging. Pricing should start to stabilize once Easter passes, but volumes will still be tighter for mid-April.



CV BERRIES

Blackberries remain steady from Mexico. New crops are expected to start through mid-April. Quality has been nice with steady supply and pricing.

Raspberries remain steady from Mexico with very little change to supplies and pricing. Quality has been excellent.

Strawberries have firmed up as all volume now moves to California. Both Oxnard and Salinas, CA regions continue to produce steady supplies. Quality is expected to improve after the heat-damaged fruit, however there are light rains happening which could affect supply and quality in early April.

NOTE: Blueberries are expected to remain short as Mexico gaps in harvests. The Southeast deal will begin lightly in early April with very limited volume starting. High prices are expected to continue with limited supplies through mid-April. **Blueberries** will then be promotable in May.



CV ASPARAGUS

NOTE: **Asparagus** remains limited. Excess heat in Mexico has slowed growth and further pressured production. While some supply is being maintained through a mix of labels, overall availability remains very tight.

Once **LOCAL** DE and NJ **Asparagus** starts, the transition away from 11 lb packs and to mustle 28 lb sizing will follow in mid-to late April.



CV SPECIALTY BERRIES

Driscoll's **Sweetest Batch Blackberries** 12/10oz are coming into better supply for April, while their **Sweetest Batch Blueberries** 8/11oz are available but pricey since they'll be less abundant for now.

Driscoll's **Sweetest Batch Strawberries** 8/14oz are in season from California, and their **Plenty-Sweet Strawberries** 12/8.5oz, grown indoors in Virginia, are in good supply to promote.

Naturipe **Might Red Strawberries** 4/20oz provide a jumbo berry option.



CV NJ LOCAL VEG

GOOD NEWS! New Jersey **LOCAL** is slowly starting with **Bunched Radishes, Cilantro, Mint, Leeks, Spinach, Collards,** and **Kales** starting up, as well as new crop **Scallions**.



CV BRUSSELS SPROUTS

GOOD NEWS! **Brussels Sprouts** remain in a strong domestic flush. Availability is good, quality is consistent, and pricing continues to present a favorable deal opportunity. Pricing will begin to firm up over mid April.



CV BEANS

ALERT! **Packaged Green Beans** continue to be in short supply with low fill rates due to lack of quality input product. Improvements are expected during Mid-April.

New crop fields are finally starting and bulk **Green Beans** from Florida are easing down from the high prices of March.



CV GRAPES

Recent rainfall in Chile remains concerning for late season import **Grape** crops. That **Grape** harvest is expected to arrive mid-April. **NOTE:** Supply continues to tighten across all sizes.



CV WARM VEG

GOOD NEWS! **Green and Yellow Squash** from Florida are coming on strong with promotable pricing and overall good quality. Time to promote Zucchini on ad and in-store special!

NOTE: Field-grown Super Select **Cucumbers** remain tight in supply and high in price. Supply is almost okay to remain covered, but they are not promotable at this time. With Southeast production expected to return in early to mid-April, these high prices will soon subside.

NOTE: **Eggplant** pricing is up slightly from Mexico, with quality just okay.



CV STONE FRUIT

Import **Stone Fruit** is wrapping up for the season.

Nectarines, Donut Nectarines, Yellow Peaches, as well as **Black, Red,** and **Sugar Plums** are currently available but will sell out soon.

California gets started the last week of April with new crop **Peaches**.

The first California **Cherries** are expected to begin around the third week of April. Excellent supplies are expected.



CV LETTUCE

Leaf Lettuce remains steady overall. West Coast production continues to open, and overall availability is gradually improving. **Romaine** and **Romaine Hearts** are in a promotable position, with harvest yields improving and supply becoming more stable as additional regions continue to contribute.

OUTLOOK: New Jersey availability will begin the third week of April on **Red, Green,** and **Romaine Lettuce**.



CV KIWIFRUIT

NEW! Four Seasons is excited to kick off the Zespri **Kiwifruit** season from New Zealand for mid-April with a new and exciting variety!

The **Ruby Red Kiwi** has been in development for over ten years and is finally ready to be sold in the United States. **Ruby Red Kiwi** pack size options will be in clamshells in an 8/1 lb and 8/2 lb from mid-April through May. Ask your sales rep about how you can get involved in this limited time offer.



CV PEPPERS

Color Bell Peppers are transitioning fully to Canadian production, with new crop product bringing strong quality to the market. Remaining Mexican supply is limited and being cleared out, with Canadian product now becoming the primary source across all colors.

ALERT! **Green Peppers** remain expensive with limited supplies and highly variable quality. Florida has not yet gotten into heavy volume. When that occurs, some improvement on market conditions is expected by mid-April.

ALERT! **Hot Peppers** are very tight with high pricing and the possibility of supply gaps. The current outlook shows the possibility of some relief by late April.

The first new crop **Rhubarb** from the Pacific Northwest is expected to arrive around the third week of April. Excellent supplies are expected with some **LOCAL** coming in May.

Sharon Fruit (Persimmons) from Israel will be available for the beginning of April. These will be offered in an 18 ct size while supplies last.

Pomegranate Arils are steady from Pom Wonderful. Both 4 oz and 8 oz cups will be offered.



CV CARROTS

Carrots continue to improve, though pricing is not fully normalized. Cello Bag supply is getting better, and allocations have been lifted for loading the first week of April with second week arrival.

NOTE: **Baby Carrots** will remain a challenge and are expected to stay tight through mid to late April. In the meantime, **Petite Carrots** continue to be a more available alternative, as sizing on **Baby Carrot** variety is not meeting spec.



CV TOMATOES

NOTE: **Beefsteak** and **Cluster Tomatoes** remain tight, with availability continuing to be constrained and pricing holding at elevated levels. **Beefsteak** pricing has shown little movement, while **Cluster** pricing is expected to move higher on upcoming arrivals. Quality remains solid across Canadian product.

ALERT! **Roma** and **Round Tomatoes** remain very limited, with Mexican supply driving the category at elevated price levels while Florida production remains minimal and offers little support. **ALERT!** Quality has been inconsistent across both items, trending at or below expected standards. Supply gaps will occur.

NOTE: **Snacking Tomatoes** remain tight across the category, with **Cherry** and **Grape Tomatoes** both facing supply constraints and elevated pricing. **Cocktail** and **Specialty** varieties continue to be limited, with availability inconsistent and difficult to secure. **Medley Tomatoes** remain in a slightly better position relative to the rest of the category. Quality has remained good overall. Conditions are expected to stay tight in the near term.

OTHER STORIES

Pomegranates from Peru will be available for the second week of April in a 6/8 ct at single-layer option.

Black Mission Figs from Mexico will remain tight as volume is down at the end of the season. Peru supply will pick up where Mexico leaves off as April progresses.

NOTE: Bagged **Okra** has been shorted for a few weeks due to weather in Honduras and limited supply. Bulk will remain in stock.



CV ARTICHOKE

ALERT! **Artichoke** supply remains in a tight transition spot. Coachella, CA has wound down faster than expected while Castroville, CA new crop is still behind schedule, leaving a noticeable gap in production. Tight conditions are expected to persist through mid-April until new crop begins to size up from Salinas and Castroville.



CV CITRUS

GOOD NEWS! Strong supplies on "Murcotts" and "Tango" **Mandarines** from California continue. Promote "Halos" into May.

SUMO Citrus Dekopons will remain in season through April.

Pixie Tangerines from Ojai Valley of California will be in peak season for April with high flavor expected.

ALERT! **Limes** remain highly volatile and will continue through the month of April. Pricing is high. The winter crop continues to face supply constraints with upward pricing pressure expected until early May.

GOOD NEWS! **Celery** and **Celery Hearts** continue to improve. Quality is showing much less concern upon arrivals, costs are easing towards promotable, and overall availability is heading into a flush as new growing regions come online ahead of plan.

GOOD NEWS! A great selection of Pears are available including **Anjou**, **Asian Hosui**, Import and USA storage crop **Bartlett** and **Bosc**, **Comice**, **Forelle**, and **Red Anjou**.



DONATING TO PASA DURING EARTH WEEK 2026

To celebrate Earth Day and highlight an ongoing commitment to sustainability, Four Seasons Produce will again be donating a portion of profits from sales during Earth Week 2026 (Sunday 4/19 through Saturday 4/25) to Pasa Sustainable Agriculture.

We invite you to participate along with us. Here's how:

IDEAS FOR PARTICIPATION:

RETAILERS:

- Donation amount per case of Organics purchased from FSP during Earth Week (\$.25, \$.50, \$1 etc)
- Round up at the register for Pasa at your store during Earth Week or on Earth Day
- Lump sum donation amount for Pasa (portion of proceeds from sales during Earth Week)
- Or, buy lots of Organics from FSP during Earth Week.

GROWER/SHIPPER/PRODUCER:

- Donation amount per case of your brand/product sold by FSP during Earth Week (\$.25, \$.50, \$1 etc)
- Lump sum donation amount for Pasa (portion of proceeds from sales during Earth Week)

PARTICIPATING WITH US SO FAR:



WHAT IS PASA?

Pasa Sustainable Agriculture is a PA-based nonprofit that advances sustainable farms and equitable food systems through farmer-driven education, research, and community throughout the Mid-Atlantic and Northeast. Learn more about Pasa at pasafarming.org.



WANT TO BE INVOLVED?

Contact your Four Seasons sales rep or buyer.
Or speak with Eric Klein from Pasa.
(814.349.9856 Ext. 772 | eric@pasafarming.org)



SUGARBEE/ROCKIT DISPLAY CONTEST WINNERS

GRAND PRIZE:

LARGE STORE

SMALL STORE



GREENSTAR FOOD COOP
Ithaca, NY

SOULBERRY NATURAL MARKET
New Hope, PA

LARGEST DISPLAY:

FIRST PLACE

SECOND PLACE

THIRD PLACE

FOURTH PLACE



COMMON MARKET 7TH STREET
Frederick, MD

HEALTHY LIVING MARKET
Burlington, VT

DUTCH-WAY FARM MARKET
Gap, PA

KIMBERTON WHOLE FOODS
Wyomissing, PA



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SUGARBEE/ROCKIT DISPLAY CONTEST WINNERS

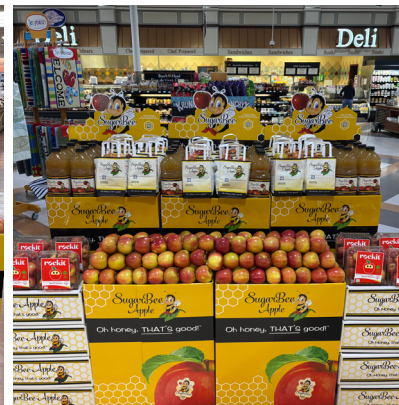
MOST CREATIVE DISPLAY:

FIRST PLACE

SECOND PLACE

THIRD PLACE

FOURTH PLACE



HEALTHY LIVING MARKET
Saratoga Springs, NY

BISHOP'S SUPERMARKET
Whitehouse Station, NJ

G&E HOCKER'S SUPERMARKET
Bethany Beach, DE

KENNIE'S MARKET
Littlestown, PA

BEST SMALL STORE DISPLAY:

FIRST PLACE

SECOND PLACE

THIRD PLACE

FOURTH PLACE



GREEN'S NATURAL FOODS
Shrewsbury, NJ

KIMBERTON WHOLE FOODS
Phoenixville, PA

KIMBERTON WHOLE FOODS
Douglasville, PA

WEAVERS WAY CO-OP
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BAGGED ORGANIC RADISHES



Cal-Organic is focused on advancing innovation in farming by surpassing the standard for organic practices. We offer more than 65 seasonal and year-round varieties, all sustainably grown in the USA.



Available Year Round

Radishes offer a host of health benefits, but are typically under-appreciated. Their pungent flavor and natural spice helps eliminate excess mucus in the body and can be especially helpful with fighting a cold or soothing a sore throat.

CODE: 48158 - OG Radishes 12/12 oz Cello



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LINE EXTENSION

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Gut Support Shot

pomegranate blueberry



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ZERO WASTE

Berry-powered gut support with fiber, prebiotics, and probiotics to help keep your system balanced.

- ♥ 6g of Fiber
- ♥ 1 billion CFUs of probiotics
- ♥ Supports immune & digestive health*

CODE	DESCRIPTION	PK/SZ	UPC
248692	OG Juice Shot Gut Support	2/6-1.7 oz	SGSY Pom/BBerry 8-50005-62285-7

DELIVERY STARTING 4/15



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LIMITED TIME SEASONAL OFFERING

Mid-April through May while supplies last: Zespri Rubyred Kiwifruit!

High Antioxidant fruit. Anthocyanins, a naturally occurring pigment, create signature vibrant red color.

Rubyred Kiwifruit has shorter shelf-life than Green and Sungold and is ideally sold in refrigeration to protect temp and humidity.



NEW ITEM LINE EXTENSIONS



CARROT JUICE

Drink your veggies: The Natalie's Way. This vibrant juice delivers naturally sweet, earthy flavor in every sip. Free of added sugars, GMOs, and never from concentrate.

CODE	DESCRIPTION	PK/SZ
248694	CV Juice Carrot Juice	6/32 oz Natalie's Juice



CODE	DESCRIPTION	PK/SZ
248738	CV Dressing Cole Slaw	6/11 oz Cindys Kitchen

FOUR SEASONAL

APRIL / MAY / JUNE 2026

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INDEPENDENT RETAILERS



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