



# ORGANIC MARKET NEWS



APRIL 17 - APRIL 24, 2026

## ORGANIC SPRING VEG



**LOCAL Organic Veg** items are starting from Flaim Farms in New Jersey including:

- OG Organic Parsleys
- OG Cilantro
- OG Dill
- OG Mint
- OG Red Chards
- OG Bunch Red Radishes
- OG Leeks
- OG Bunch Arugula
- OG Bunch Spinach

Volumes are ramping up and will be supplemented by California grown product.

**Organic Asparagus** is starting with light volumes from NJ too.



Out West **Organic Spring Veggies** are coming into peak season including:

- OG Fava Beans
- OG Purple Kohlrabi
- OG Snap Peas
- OG Purple Snap Peas
- OG Rhubarb
- OG Red Spring Grilling Onions
- OG White Spring Grilling Onions



### OG BERRIES

**GOOD NEWS!** **Organic Raspberries** are promotable from Baja/California. Quality has been excellent, and harvests remain strong above projections.

**Organic Strawberries** are tightening up after rain and weather moved through Salinas/Watsonville regions. Baja supplies continue as well keeping supplies steady right now. **NOTE:** Rain is forecasted 3 days in Salinas/Watsonville areas early next week which could affect Mother's Day supplies. Quality has been nice but expect some bruising and minor issues heading into next week

**Organic Blackberries** are steady. New crops are starting, and volume is expected to increase from Mexico in early May. Quality has been excellent.

**NOTE:** **Organic Blueberries** will be tight and expensive for late April, however domestic crops are beginning.

Volume from the Southeast is expected to increase quickly, leading to lower prices and a very promotable **Organic Blueberry** month of May.



### OG PEPPERS

**ALERT!** **Organic Color Bell Peppers** remain tight, though supply has returned to a steadier flow despite still being limited overall. Pricing continues to run elevated, pushing to extreme levels. Quality remains strong across available product.

Mexican supply remains constrained, with better production on **Organic Orange** and **Yellow Bell Peppers**, while Holland product will begin arriving stateside in late April. Canadian production remains a few weeks out, with mid-May as the target. Conditions are improving, but supply will remain limited as multiple regions continue to transition.

**ALERT!** **Organic Green Bell Peppers** are still limited and expensive. Some volume improvement is expected in late April with Lady Moon Farms starting their FL replantings.



### OG AVOCADOS

**GOOD NEWS!** **Organic Hass Avocado** supplies are ramping up for a big Cinco de Mayo push! Start planning now to gain increased volume and sales on this popular Avocado holiday! Ask your rep for details.

All sizing including multiple bagged options will be available along with free Avocados from Mexico Point of Sale bins and materials!

Fair Trade **Organic Hass Avocados** from Calavo will also be available in limited supplies.

**NOTE:** Equal Exchange Fair Trade Organic Hass Avocados are now done for the season in Mexico. Their Peruvian Fair Trade options from Equal Exchange may be available later this year.



### OG SQUASH & EGGPLANT

**GOOD NEWS!** Organic Green Squash are abundant and promotable with great quality from Lady Moon Farms in Florida.

**NOTE:** Organic Eggplants are tighter from Mexico, with higher pricing and highly variable quality. Lady Moon Farms is starting some production from Florida, but fairly limited volume to start.



### OG CITRUS

Organic Mandarin season is approaching its end, with most shippers expected to load their final volumes in late April.

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

**NOTE:** Organic Blood Oranges and Organic Cara Cara Oranges are slowly winding down from California, with many shippers finishing harvest and shipping.



### OG CUCUMBERS

**GOOD NEWS!** Organic Mini and Euro Cucumbers are seeing reliable, steady availability, with strong quality across both items. Pricing is favorable on minis, while euros are trending closer to average pricing. Good conditions continue to persist, with promotional activity advised on Organic Mini Cucumbers.

Field-grown Organic Cucumbers are in better supply with lower pricing from Mexico on 36 ct/22 lb.



### OG TROPICALS

A small amount of Organic White Flesh Dragon Fruit will be available for late April.

Organic Pineapple supplies from Mexico on both 6 ct and 8 ct will be in stock and steady for late April.



### OG GRAPES

Limited volume is circulating on Organic Red Grapes on the East Coast, but average quality and inconsistent stock are expected for the end of April to close this season out.

**NOTE:** Organic Green Grapes have wrapped up for the import season, with supply expected to remain absent until the Sonora deal begins to ramp up.



### OG BEANS

**ALERT!** Organic Green Beans are incredibly tight and scarce. A continued gap in supply is expected.



### OG KIWI

**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.

New Zealand Organic Zespri Kiwi is still a few weeks away. Organic SunGold Kiwi should start sometime in early May, and Organic Green Kiwi will likely not be until closer to late May.



### OG ASPARAGUS

**ALERT!** Organic Asparagus supply is very limited industry-wide and will continue until bridge growing regions in Mexico begin producing and the domestic market from California recovers from rain flooding fields and limiting harvest crews from harvesting.

Small LOCAL Organic Asparagus volumes are being mixed in from New Jersey as available.



### OG LETTUCE

Organic Romaine and Romaine Hearts from Lady Moon Farms remain in abundant supply and continue to be promotable. New crop Salinas fields are contributing added volume as well, helping to keep supply in a strong position.

The Lady Moon Florida Organic Lettuce season is winding down, with the end of April being the last until LOCAL Pennsylvania production starts in June. California supply will be available once Lady Moon is depleted.



### OG BROCCOLI

**NOTE: Organic Broccoli** is tightening up during transition back into Salinas though expected to improve at the end of April, while Mexico continues to show quality concern in crossings and is not a viable option. East Coast production is slated to start within the next two weeks from North Carolina/Georgia, and markets will show relief then.



### OG STONE FRUIT

**OUTLOOK:**

The first new crop California **Organic Cherries** of the season are expected to arrive at around April 23. Once started, it should be smooth sailing with excellent supply, size, and quality. Prices will start high, then ease weekly.

California **Organic Apricots** are slated to begin in a small way around 4/25 with supplies and fill-rates stronger in May.

**Organic Peaches** followed by **Nectarines** will arrive in May.



### OG MELONS

**Organic Mini Seedless Watermelon** prices have eased as Mexico has entered the market heavily. Volume is more widely available across all sizes.

Mexico is starting the season with very limited supply on **Organic Cantaloupes**, where sizing is trending smaller. Markets opened at very elevated prices but will improve in May.



### OG APPLES

Washington **Organic Envy** and **Opal Apples** continue to be two of the most promotable varieties with great quality, flavor, and prices.

**NOTE:** Due to the **Organic Apple** crop shrinking supply, pricing will move up through late April.

**Organic SugarBee Apples** are winding down fast and expected to be done for the season in May.

**NOTE:** **Organic Cosmic Crisp Apples** continue to be very limited with strong and rising prices.



### OG CELERY

**NOTE: Organic Celery** is tightening up quickly due to weather issues coinciding with transitions and overall very low yields.

Growers are starting to see blight because of the bad weather. Salinas is not slated to start up until June, with smaller growing regions in Santa Maria providing relief in late April until Salinas is in motion.



### OG TOMATOES

Lady Moon Farms is harvesting Florida replantings at **Organic Rainbow, Cherry** and **Grape Tomatoes**. Pricing is elevated but fill-rates are getting better.

**ALERT! Organic Roma Tomatoes** remain limited, though improved availability has started to come into the market. Pricing continues to run at very high levels despite the added supply. Quality has improved and is now trending better.

**ALERT! Organic Beefsteak and Cluster Tomatoes** remain tight, with intermittent gaps in supply as production is running below expectations. Pricing continues to trade at historically elevated levels, with markets holding firm. Quality remains strong across available product on what little product ships.



### OG VIDALIA ONIONS

**GOOD NEWS! Organic Vidalia Sweet Onions** from Georgia are now in season!

40lb Bulk Jumbo and 16/3lb high graphic bags are in stock and will be promotable through early June.





**Pasa** SUSTAINABLE AGRICULTURE

# 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.

**PARTICIPATING WITH US SO FAR:**



## 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)

## 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](http://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](mailto:eric@pasafarming.org))

# CONVENTIONAL MARKET NEWS

APRIL 17 - APRIL 24, 2026

## NEW CROP STONE FRUIT BEGINS



2026 New Crop **Stone Fruit** season is on its way!

California **Apricots** have arrived with excellent quality to start the season. Sizing is small out of the gate but expected to size up week after week.

California **Cherries** are expected to arrive April 22. The first variety will be bright red "Royal Tioga" **Cherries**, and sizing will start out on the smaller side. A fast ramp-up is expected, with large size promotional supply on some darker **Cherries** by mid-May. Four Seasons will start in bags and add clamshells before the end of the month.

The first California **Yellow Peaches** have arrived with beautiful quality. Fruit is on the smaller side but expected to ramp up quickly. Excellent supplies of excellent fruit should be expected.

South Carolina **Yellow Peaches** should also begin in the first couple of weeks of May.

California **White Peaches** are expected to arrive before the end of April, followed by some **Nectarines** around the first week of May.

**Red and Black Plum** import markets are on the rise as the end of the South American season nears. New crop California **Plums** are expected by mid to late May.



### CV TOMATOES

**NOTE: Snacking Tomatoes** remain limited, but supply is available with good quality across the category. Conditions have improved with more Florida product starting, though the market is still not ideal. Pricing remains elevated, with availability at times inconsistent as demand continues to stay strong across all tomato varieties.

One bright spot is **Cocktail Tomatoes** returning to more consistent availability.

**ALERT! Beefsteak and Cluster Tomatoes** remain tight. Continued pressure from limited supply and strong demand has pushed pricing to historic heights, with prices remaining very elevated. Quality remains expensive across available product. Recovery was expected to be underway, but conditions have stayed unfavorable.

**ALERT! Roma and Round Tomatoes** are very limited, with little to no supply available across the market. Pricing has pushed to historic levels, with markets remaining under heavy pressure. Quality has been okay at best across available product. There is hope with Florida coming into some new harvest in late April.



### CV MELONS

Bin 60 ct & 45 ct **Seedless Watermelons** are coming down in price as Mexican product has entered the market heavily. Florida has adjusted, with Florida having more smaller fruit available and the desert having large sizing.

**Mini Seedless Watermelons** prices have eased as Mexico has entered the market heavily. Volume is more widely available across all sizes 6 ct and 8 ct.

Supply on **Cantaloupes and Honeydews** continues to build as the weather warms up and shopping patterns change. **Honeydew** pricing should see some relief as Mexico is up and running.

**Canary Melons** will be in stock for mid to late April for retailers that want to add some bright yellow color to **Melon** sets.



### CV BERRIES

**GOOD NEWS! Blackberry** production is beginning to increase from Mexico. Hot buy opportunities are expected as new crops begin to kick in. Quality has been excellent with excellent flavor.

**Raspberries** remain steady from Mexico. Quality has been excellent, and pricing and volume remain steady.

**Strawberry** supplies will continue to tighten up after rain and weather continue to do damage to the crops. **NOTE:** Another 3 days of rain are expected early next week which could affect Mother's Day Supplies. Expect some bruising and minor quality issues as growers work through the weather challenges.

**NOTE: Blueberries** remain tighter as the Southeast region begins to harvest. Pricing will be high but will begin decreasing late April. Georgia crops are expected to begin and come on very strong by early May, leading to a very promotable month on **Blueberries**.



### CV GREEN BEANS

**GOOD NEWS!** Green Beans are in good supply and nice quality, with pricing down and much more promotable. Florida is the primary growing region.



### CV SQUASH

**GOOD NEWS!** Green and Yellow Squash is affordable and promotable!

Georgia is likely to start through late April, and it is likely this will keep the market flat to possibly even lower as Florida and Georgia harvest at the same time.



### CV GRAPES

**Grapes** from the Chilean deal will lose strength each week to close this import season. Three to four more weeks of imports are expected before the transition to new crop volume from the Sonoran, Mexico deal in mid-May.



### CV CORN

**Fresh Sweet Corn** from Florida is back! Pricing will trickle down from the recent extremes as April concludes, with better volumes and strong promotional pricing available in May.



### CV MANDARINS

**GOOD NEWS!** Exceptional quality and flavor profile on late season "Tangos" and "Murcotts" from California continue. Promote California **Mandarins** strongly. On the import side, supply continues to be led by Morocco, while Peru is now entering the marketplace.

Bulk Sumo Citrus **Dekopons** continue in season but the bags will sell out in late April.



### CV CELERY

**NOTE:** Celery and Celery Hearts are tightening up quickly due to weather coinciding with transitions and overall very low yields. Starting to see blight because of the bad weather. Salinas is not slated to start up until June, with smaller growing regions in Santa Maria providing relief within the next two weeks until Salinas is in motion.



### CV ASPARAGUS

Delaware **LOCAL Asparagus** is now in season and **LOCAL** New Jersey is quick to follow, reporting peak production for late April and early May, two weeks ahead of plan. New Jersey is ramping up and can support steady demand phasing out the need for imports and western product.



### CV CUCUMBERS

**GOOD NEWS!** Mini and Euro Cucumbers are seeing strong availability, with favorable pricing supporting consistent movement across the category. Quality remains strong on Canadian product. Good conditions continue to persist, with promotional activity advised at retail.

Field-grown **Super Select Cucumbers** are inching down in price, with Florida beginning some production and pricing from Mexico easing off.



### 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 **LOCAL** availability will begin in late April on **Red, Green, and Romaine Lettuce**.



### CV MANGOS

**Round Mangos** continue to be in good supply from Mexico. Off-shore fruit from countries like Guatemala, Costa Rica, and Nicaragua have very small amounts of fruit coming into the country as well.

Four Seasons is sticking with “Tommy Atkins” and “Haden” (when available) **Mangos** from Mexico and our partner Continental Fresh. The Water For All label provides a great piece of fruit and an opportunity to build a meaningful display.



### CV LOCAL VEG

**LOCAL** winter-over plantings and early spring crops of vegetables are coming into season in New Jersey!

Four Seasons is seeing more items from New Jersey growers Flaim Farms, Nardelli Bros, and Russo Farms including **Leeks, Cilantro, Red Bunch Radish, Bunch Arugula, Chard, Dandelion, Kale, Spinach,** and **Green Onions/Scallions** with **Parsleys** coming soon.



### CV AVOCADOS

**GOOD NEWS!** Four Seasons will be well stocked on **Hass Avocados** as you prepare for some **BIG Cinco de Mayo** displays! Volume and pricing should be steady through this promotional time!

Plan now to feature multiple options with bagged and loose fruit along with some **FREE Point-of-Sale** materials from our partner **Hass Avocados** from Mexico. Various display and bin options leave the possibilities endless for creativity!



### CV KIWI

**GOOD NEWS!** Four Seasons is excited to kick off the Zespri Kiwi season from New Zealand on April 25!

**NEW!** 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 option.

Popular **SunGold Kiwi** will also be available! This fruit will now start the same time as the **Ruby Red**.

**NOTE:** **Green Kiwi** from Italy and Greece have been tight on the East Coast. Pricing is expected to stay higher for the remainder of the season.



### CV BROCCOLI

**NOTE:** Overall **Broccoli** is on the tight side with elevated prices for mid-April.

Florida **Broccoli** production was stunted by cold during initial plantings and essentially done for the season. Georgia is back into production after a slow start. West Coast production is enduring major challenges during transition back into Salinas, expected to improve near the end of April, while Mexico continues to show quality concern in crossings and is not a viable option.

A mix of Georgia and California will phase into Georgia as primary for May.



### CV PEPPERS

**Color Bell Peppers** are seeing steady availability, with supply neither short nor abundant as the Canadian season gets underway. Pricing is holding around average levels, with strong quality on new crop Canadian product. While overall conditions remain stable, early signs of tightening are beginning to surface as demand continues to come in stronger than expected.

**NOTE:** **Green Peppers** are coming down on pricing, with more production from Florida. There is still not quite enough volume to see promotable pricing and supply, but there is some relief.

## OTHER STORIES

**NEW!** The first new crop **Rhubarb** from the Pacific Northwest has arrived with excellent quality.

**ALERT!** **Pineapple** supplies continue to be tight for late April. Possible prorates on orders and higher market pricing are expected.

Driscoll's **Sweetest Batch Blackberries** and **Strawberries** remain available with steady pricing and production. Quality has been exceptional.

**Artichoke** supply is improving and pricing is beginning to ease as Castroville recovers from rain and cold endured at the start of plantings. Steady supply is anticipated from Ocean Mist.

**Eggplants** remain higher, with Mexico still being the primary supply region and freight from Nogales propping up overall pricing.

Driscoll's **Sweetest Batch Blueberries** pricing has decreased as volume begins increasing from Baja. This region produces some of the best eating experiences of the year.

**Sweetest Batch Raspberries** will come into season in late April.

**Plenty Sweet Strawberries** by Driscoll's, indoor grown in Virginia, are in available to add to assortment.



New line of **Salad Kits**  
 Made with **ZERO** seed oil dressing and  
 crunchy inclusions



**Italian**

Romaine, Green & Red Cabbage, Kale, Carrots, Green Onion, **Cheese and Garlic Crouton Crumble**, Shaved Parmesan Cheese, Italian Seasoning *with cheesy Italian vinaigrette*



**Aged Parmesan**

Baby Greens and Carrots, **Cheese and Garlic Crouton Crumble**, Shaved Parmesan Cheese *with cheese and pepper vinaigrette*



**Tropical Crunch**

Shredded Romaine and Radicchio, **Island-Style Crouton Crumble**, Diced Banana Bits, Diced Almonds *with creamy tropical dressing*

CODE	DESCRIPTION	PK/SZ	UPC
248334	CV Salad Aged Parmesan Kit	6/8.80oz Taylor Farms Zero	0-30223-06369-8
248335	CV Salad Chop Italian	6/11.3oz Taylor Farms Zero	0-30223-06367-4
248336	CV Salad Chop Tropical Crunch	6/10.75oz Taylor Farms Zero	0-30223-06368-1

**NEW - AVAILABLE NOW!**



PHONE: 1.800.422.8384

www.fsproduce.com





# TIPS TO ENSURE BANANA QUALITY

Please hang this in your produce department for reference!

BEST PRACTICE	WHY?
Please avoid any tossing/bumping/throwing banana boxes.	This can lead to bruising or other damages.
Please stack boxes no more than 4 boxes on top of one another.	Higher stacks can cause bruising on the lower boxes.
Please practice air-stacking. Use the illustration on this page as an example!	This will enhance shelf-life of bananas and avoid faster-than-desired ripening
Please untie the bags!	Humidity for extended periods in the closed bags can contribute to crown rot and mold.
When storing/transporting bananas, please keep the boxes as far as possible from any cooling system or cold air.	Bananas will turn gray with excessive cooling (environments below 52°F).
When storing bananas, please avoid any exposure to heat or humidity.	Heat (above 59°F) can encourage rot and mold to develop.



For more information, scan here with the camera on your phone/device



# GRILLING MUSHROOMS

As the weather warms this spring, grilling season will return! Four Seasons Produce is again stocking **LOCAL** Pennsylvania grown **Portabella Mushroom 4/14 oz grill packs**.

If you plan to add this to your set, please reach out to your Four Seasons rep so we can plan for your volume.



CODE	DESCRIPTION	SIZE	UPC
224833	CV Mushroom Portabella Grilling	4/14 oz	6 42102 11240 5



# VIDALIA SWEET ONIONS DISPLAY CONTEST

May 4th - May 31, 2026

Four Seasons Produce has once again partnered with Richter Produce (Stanley Farms) to kick off the Vidalia Sweet Onion season in style with our annual display contest!

The long-awaited and highly anticipated Vidalia Sweet Onion season is officially underway in Georgia, and we're here to help you "sweeten" your sales and boost profits. Spring is in full swing, and there's no better time to showcase this iconic sweet onion!

## DISPLAY CONTEST CRITERIA:

• Build a display of conventional or organic (or both) Vidalia Sweet Onions in your department. **All product MUST be purchased from Four Seasons Produce.** Product codes are below:

- 4105 - CV Onions Sweet Jumbo 40lb Vidalia
- 4166 - CV Onions Sweet 16/3lb Vidalia Bag
- 41541 - OG Onions Sweet 40lb Vidalia
- 41540 - OG Onions Sweet 16/3lb Vidalia Bag
- 230952 - POS Vidalia Display Box

- Must purchase **at least 8 cases of product** during the contest period to qualify. This can be a combined total of loose or bagged product.
- Displays **must include the Vidalia Sweet Onions point of sale signage** or the **display boxes** showing the Vidalia Onions brand.
- All displays must remain up for a **minimum of 1 week**.
- Please send all display photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by **June 4th, 2026**.



## DISPLAY CONTEST PRIZES:

Every qualifying entry will receive a Stanley Farms hat just for entering!



## 2 GRAND PRIZES:

- 1 Small Store Winner** (3 registers or less)
- 1 Large Store Winner** (4 registers or more)

**Blackstone Grill and Grill Cover**  
*Display winners will be judged off of overall eye appeal, display creativity, and use of point of sale signage.*

### BEST GRILLING DISPLAY:

#### 1ST PLACE

Outdoor Patio Rolling Cooler

#### 2ND PLACE

Grilling Getup (Grilling apron, grilling set, grilling gloves)

*Display must include at least 3 grilling themed produce items tied in to qualify. See suggested tie in items.*



### BEST ALL ORGANIC DISPLAY:

#### 1ST PLACE

Outdoor Patio Rolling Cooler

#### 2ND PLACE

Grilling Getup (Grilling apron, grilling set, grilling gloves)

*Display must be 100% organic product.*



PHONE: 1.800.422.8384

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