

MAY 1 - MAY 8, 2026

ORGANIC STONE FRUIT OUTLOOK



As **Organic Citrus** season winds down it is time to start switching displays over to feature new crop California **Organic Stone Fruit**.

Organic Apricots are available in bulk and clamshells with good quality, though overall crop size is expected to be below normal from California.

Organic Cherries from California are in limited supply with strong markets and smaller sizing (heavier to 1 1.5 row) . The season is expected to conclude by mid-May, followed by a gap until Washington production begins in June.

Organic Peaches are beginning to arrive with good initial quality, improving in size, color, and flavor as the season progresses.

Organic Yellow and **White Nectarines** are expected to arrive in mid-May.

Organic White Peaches, **Organic Pluots**, and **Organic Plums** are expected to arrive in late May.



OG LOCAL VEG

Organic Beets are transitioning to Eastern supply, with bulk 25 lb **Organic Red Beets** leading and bulk 25 lb **Organic Gold Beets** expected shortly from **LOCAL** New Jersey. California will be in the mix to support fill rates.

Organic Green Savoy and **Napa Cabbages** are transitioning from Florida to New Jersey as **LOCAL** supply ramps up. **Organic Red Cabbage** remains in good supply out of Florida into early May, with **LOCAL** New Jersey prepared to take over production later this month.

Organic Chard is being sourced from North Carolina and **LOCAL** New Jersey with steady quality.

Organic Bunch Herbs are steady with supply from California and **LOCAL** New Jersey as Florida production winds down.

Other NJ **LOCAL Organic Veg** in season now includes:

- OG Arugula
- OG Asparagus
- OG Bok Choy
- OG Baby Bok Choy
- OG Dandelion
- OG Leeks
- OG Red Radishes
- OG Spinach



OG BERRIES

GOOD NEWS! **Organic Blackberries** are highly promotable as Mexico volume increases, with good quality and easing pricing.

GOOD NEWS! **Organic Blueberries** are finally more promotable as Southeast production builds, delivering strong volume and quality. Driscoll's brand is still priced at a premium, but is easing down as well.

Organic Raspberries are steady out of Mexico and California with good quality.

NOTE: **Organic Strawberries** are tight due to recent rain events in California, resulting in elevated pricing leading into Mother's Day, with quality remaining strong.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** are seeing improved availability with increased volume in early May. Pricing has eased into a promotable range with good quality, though this window may be brief.

ALERT! **Organic Roma Tomatoes** are tightening, with reduced availability driving pricing back to higher levels. Quality remains fair to good.

Organic Snacking Tomatoes remain uneven, with **Organic Grape Tomatoes** in better supply than **NOTE: Organic Cherry** and **Medley** varieties. Specialty items are improving slightly, though pricing remains high overall.



OG GRAPES

New crop **Organic Grapes** production is beginning in Mexico and Coachella, CA, with volume gradually increasing into May.

Organic Red Seedless arrive to the East Coast 5/5, followed by **Organic Green Seedless Grapes** in mid-May.



OG MELONS

Organic Cantaloupes and **Honeydew** from California and Mexico are starting in limited volume, with increased availability expected in late May.

Organic Mini Seedless Watermelons are in nice supply out of Mexico with California beginning their season in early May.

Organic Gaya Melons come into season during the first week of May.



OG PEPPERS & EGGPLANT

Organic Green Peppers and **Eggplant** are seeing improved supply and easing pricing, with continued contribution from Lady Moon Farms.



OG CORN

Organic Bi-color Corn is available out of Florida to start the season. California is also producing but at a higher cost.



OG LADY MOON KALE

GOOD NEWS! **Organic Kale** is in abundant supply with good quality from Florida. **LOCAL** Pennsylvania production is expected to begin mid-May from Lady Moon Farms in Chambersburg, allowing for a smooth regional transition.



OG KIWIFRUIT

GOOD NEWS! Zespri **Organic SunGold Kiwifruit** has arrived earlier than usual, with strong expectations for the New Zealand season.

Organic Kiwifruit, particularly **Organic Green Kiwi** from Greece and Italy, remain tight with elevated pricing expected through the end of the season. New Zealand fruit is anticipated later in May.



OG POTATOES

Organic Mini Potatoes from Tasteful Selections, including **Honey Gold** varieties, are back in stock, with only a few specialty items remaining limited.

NOTE: Little Potato Co **Organic Yellow Mini Potatoes** are winding down for the season and expected to gap through the fall.

NOTE: Pricing for **Organic Red Potatoes** and **Organic Japanese Sweet Potatoes** continue to rise due to tight supply conditions.



OG CITRUS

NOTE: **Organic Mandarins** supplies are nearing completion, with remaining inventories expected to last into early May. California production has concluded.

NOTE: **Organic Lemons** from California remain limited, with higher pricing as many shippers have concluded their season. Imports from Argentina are expected to arrive in mid-May.

NOTE: **Organic Specialty Citrus**, including **Organic Blood Oranges**, **Organic Cara Cara Oranges**, **Organic Minneola Tangelos**, and **Organic Pummelos**, have finished for the season.

Organic Navel Oranges continue with good supply in May.



OG ASPARAGUS

Organic Asparagus availability has improved from domestic growers in California. Supply is being supported through a mix of domestic product from Durst Farms and imports from Alpine Fresh in Mexico. Prices are expected to gradually ease as weather conditions improve and production increases.

Some **LOCAL Organic Asparagus** is sourced from NJ as available!



OG TROPICALS

Organic Avocado supplies are steady with all sizes available, including Fair Trade options from Calavo Growers, supporting strong promotional activity into early May.

Organic Pineapples from Mexico are steady with 6ct and 8ct availability, alongside limited supplies from Costa Rica.

Organic Mangoes are trending below typical volume levels, with reduced supply expected as production moves north in Mexico, potentially creating tighter market conditions through the summer.

Organic Pomegranate Arils remain steady, though imports from Peru are limited and priced above domestic season levels.



OG LETTUCE

ALERT! **Organic Leaf Lettuce, Iceberg, and Romaine Hearts** are seeing tightening supply out of California, with light volumes expected into early May as production ramps up.

West Coast **Organic Leaf Lettuce, Organic Romaine, and Organic Romaine Hearts** are firming due to ongoing weather challenges. Quality is so-so.

Availability is expected to remain more consistent on **Organic Red and Green Leaf**, while prices continue to rise on **Organic Romaine and Organic Romaine Hearts** in the near term.



OG CUCUMBERS

GOOD NEWS! Mexican field-grown **Organic Cucumbers** have strong quality and competitive pricing, while Eastern regions including Florida, Georgia, and North Carolina increase production through May.

GOOD NEWS! **Organic Mini and Euro Cucumbers** are in strong supply with favorable pricing and good quality.



OG APPLES & PEARS

GOOD NEWS! **Organic Envy and Opal Apples** are in promotable supply.

Organic Ambrosia Apples may see brief supply gaps in early May before stabilizing mid-May.

NOTE: **Organic Cosmic Crisp Apple** supplies continue to tighten with rising markets and intermittent gaps are expected through the remainder of the season.

Organic SugarBee Apples are expected to finish for the season in early May, with availability returning in the fall.

Storage crop **Organic Red Bartlett and Bosc Pear** varieties, have completed the domestic season, with a smooth transition into new crop imported product from Argentina.

Organic Rhubarb from both Western and **LOCAL** regions is available in good supply with strong quality.

NOTE: **Organic Scallions** are tight and high in price, with supply supported from multiple regions including North Carolina and California.



OG ONIONS

GOOD NEWS! **Organic Vidalia Sweet Onions** are in peak season!

NOTE: **Organic Red, White, and Yellow Onions**, across all packs sizes, are in the middle of a major growing region transition.

ALERT! **Organic Red Onions** are the tightest item through early May, with a brief supply gap expected as new crop production ramps up. Initial harvest volume is light, with stronger shipments anticipated shortly thereafter.

The first arrivals of new crop **Organic White Onions** are landing in early May, followed closely by new crop **Organic Yellow Onions**, as a seamless transition from Nevada to El Centro has avoided supply disruptions.



OG BROCCOLI

ALERT! **Organic Broccoli** is in tight supply with elevated pricing. Most shippers are gapping on **Organic Broccoli Crowns**, while **Organic Broccoli Bunches** remain limited.

Organic Broccoli Rabe is limited and on allocation. **Organic Sweet Baby Broccoli** remains steady in availability with a slight increase in pricing.

East Coast production is expected to help alleviate pricing pressure and improve availability as additional East Coast operations come online.

ALERT! **Organic Cauliflower** is experiencing a sudden gap across the industry.

ALERT! These same issues are causing fill-rate problems for **Organic Broccoli Florets** and **Cauliflower Florets**.

OTHER STORIES

Organic Artichokes are seeing reduced yields, with 12ct sizing becoming limited. The outlook is shifting toward mixed sizing ranging from Jumbo 12 to LG 24ct as availability tightens and the market firms into mid-May.

ALERT! **Organic Celery** continues to experience an industry-wide gap, with current availability primarily out of Mexico and very limited. Supplies remain at expensive price levels as Yuma, AZ has come to an early close and transition gaps persist. Santa Maria, CA is expected to begin supplying **Organic Celery** as early as mid-May, though volume will remain limited until early June.

CONVENTIONAL MARKET NEWS

MAY 1 - MAY 8, 2026

JERSEY FRESH VEG FOR MAY

FLAIM FARMS INC.



"Growers and Shippers of Quality Since 1934"



LOCAL New Jersey **Greens (Kales, Collards, Chards, Etc.)** are starting the season with solid quality and increasing availability.

Cabbage, including **Green, Red, Napa** and **Savoy** varieties, are just beginning with **LOCAL** New Jersey to mix in with southern supply until full **LOCAL** volume runs strong later in May.

LOCAL New Jersey **Bunch Herbs** are in good supply with strong quality.

Other **LOCAL** **Vegetables** now in season from New Jersey include:

Arugula
Asparagus
Beets
BokChoy
Baby Bok Choy

Dandelion
Kohlrabi
Leeks
Scallions
Spinach



Nardelli
LAKE VIEW FARMS



CV TROPICALS

Avocado markets are steady with strong quality and high oil content delivering excellent flavor and texture. Point-of-sale materials are available from Avocados From Mexico.

Mangoes are currently steady, though lower overall volume is expected later in May, potentially creating a demand-exceeds-supply environment through much of the summer.

Ataulfo Mangoes are available in premium 14ct and 18ct sizes in the Champagne brand.

NOTE: Pineapple supplies have improved slightly, though pricing remains high. Good availability on 7ct sizing supports promotional opportunities through early May.

Pomegranates from Peru are steady, available in single-layer 6/8ct packs.

Black Mission Figs from Peru have begun, with steady supply expected into May.



CV STONE FRUIT

New crop California **Apricots** are currently in good supply, though the overall crop is expected to be short with an earlier seasonal finish. Bulk and punnets are available. **NOTE:** California **Red Apricots** have suffered significant losses due to rain, with most of the crop expected to be unavailable.

California **Peaches** are now in season!

Eastern **Peaches** from South Carolina are expected to arrive mid-May with strong quality and supply, initially sizing smaller. **Donut Peaches** are expected early to mid-May in both bulk and punnets.

California **Nectarines** have begun with excellent quality, transitioning from smaller 2-layer packs to larger single-layer fruit in early May. **White Nectarines** are arriving with strong quality.

Plumcots, including "Black Nectar" varieties, are expected early May.

Plums from Chile have finished, with California production expected to begin significantly earlier than normal, arriving early to mid-May.



CV BERRIES

GOOD NEWS! Blackberries are highly promotable as Mexico volumes increase, with good quality and pricing.

GOOD NEWS! Blueberries are promotable as the Southeast reaches full production, with Florida and Georgia delivering strong volume and quality.

Raspberries are steady in both volume and pricing, with good quality out of Mexico.

Driscoll's **Sweetest Batch Raspberries** have returned with strong eating quality.

ALERT! Strawberry supplies are very tight due to recent rain events in the Salinas Valley of CA, leading to reduced volumes and elevated pricing leading into Mother's Day. Quality remains good overall.



CV CITRUS

Mandarins from California continue to deliver strong quality across late key varieties, with sizing trending favorable to support all programs.

Specialty Citrus including **Navel Oranges**, **Cara Cara Oranges**, **Blood Oranges**, **Minneola Tangelos**, and **Heirloom Navels** remain in good supply out of California.

Sumo Citrus and **Meyer Lemons** have finished for the season.

NOTE: **Lemon** markets are strengthening out of California as the coastal region becomes the primary producing region. Expect upward pressure across all grades and sizes.

Lime markets are easing across Mexico and other regions, bringing more favorable costs to the consumer.



CV CELERY

ALERT! **Celery** continues to tighten as the desert season winds down and Oxnard, CA becomes the primary growing region. Demand is exceeding supply, with additional pressure from quality concerns including blight, disease pressure, and very low yields during the transition. Pricing is expected to remain high and continue firming into early May.



CV GRAPES

Grape markets are mixed as late-season Chilean fruit, first of season Mexican fruit from Jalisco and Sonora, and California fruit from Coachella are all active.

Chilean **Grapes** still provide value, but watch out for low quality spot deals.



CV CHERRIES

California **Cherries** are a volatile market, with industry estimates pointing to a 40–60% crop loss due to recent rains. A short peak in availability is expected in early May, followed by a rapid decline, with supplies finishing ahead of Memorial Day. Larger **Cherries** will remain high in price, while smaller sizes (like 11.5 and 12 row) may offer short-term opportunities.

A supply gap between California and Washington **Cherries** is expected, though duration remains uncertain.

Rainier Cherries will be available in limited supply for a short window, with strong markets developing by mid-May.



CV WATERMELON

Florida **Seedless Watermelons** are in full production, with promotable pricing and strong volume available across all sizes.

Seeded Watermelons are now available and will continue through the current production window.

GOOD NEWS! **Mini Seedless Watermelons** are in excellent supply from Arizona and Guatemala, and pricing is highly promotable.



CV TOMATOES

Beefsteak and **Cluster Tomatoes** are seeing improved availability as supply builds. **Cluster** pricing is easing slightly, while **Beefsteak** remains high.

ALERT! **Roma** and **Round Tomatoes** remain limited, with supply below demand and pricing at elevated levels. Quality is fair to good.



CV MELONS

Cantaloupe and **Honeydew** are being produced across multiple regions including South America, Mexico, Arizona, and California, all showing good quality. FOB pricing is easing, though higher freight costs due to rising fuel costs continue to limit promotability on the East Coast.

Florida Athena-style **Cantaloupes** in bins are starting to come into season!

Tuscan Cantaloupes from Dulcinea are coming into season from the southwest with 9ct in stock around 5/6.



CV CORN

GOOD NEWS! Florida **Bi-color Corn** has begun its peak season, with promotable pricing now available in both tray pack and loose crate options.

Florida **White Corn** remains more limited due to reduced plantings and softer demand, with pricing expected to carry a premium compared to **Bi-color** varieties.



CV KIWIFRUIT

Ruby Red Kiwifruit are available with strong customer response due to color and sweetness, though the season is short.

Zespri SunGold Kiwifruit is now in season!

Green Kiwifruit from Italy, Greece, and Chile remain in steady supply.



CV SQUASH & EGGPLANT

Yellow and **Green Squash** supplies are stable as Florida production continues and Georgia ramps up, with pricing expected to adjust as volume increases.

Eggplant supply is improving allowing pricing to ease.



CV LETTUCE

ALERT! Supplies are tight and very expensive across the board. **Iceberg Lettuce** and **Romaine Hearts** are the most impacted, with light supplies expected to continue into early May. Ongoing pressure from soil disease, insect activity, and earlier than normal crop advancement is impacting yields.

Romaine is currently more moderate but is expected to tighten moving further into the month.

Romaine Hearts are beginning to follow the same upward trend already seen on **Iceberg**.

LOCAL New Jersey **Leaf** and **Romaine Lettuce** will begin soon.

Rhubarb from the West remains in excellent quality and supply, presenting strong promotional opportunities.



CV ASPARAGUS

Asparagus remains steady overall. Import availability from Mexico and Peru remains limited, while **LOCAL** New Jersey and Delaware production has slowed due to a recent cold front.

NOTE: Jumbo Asparagus remains at a high market level, with larger sizing continuing to present challenges. Expect availability to be tight in early May.



CV SALADS

ALERT! Iceberg Lettuce and Romaine Hearts supplies are tightening due to weather and disease issues, with prorates beginning to surface from **Dole**, **Taylor**, and **Fresh Express** on select **Salad** SKUs that include Iceberg.

ALERT! Fill-rates will be poor for early May for **Garden Salads**, **Shredded Iceberg**, and similar items. **Foodservice Lettuce** packs will have immediate price increases too.

NOTE: Due to the critically low supplies of Iceberg Lettuce, Bonduelle has obtained USDA approval to temporarily deviate from their ingredient list on their **Bistro Bowls** to substitute Romaine Lettuce for Iceberg as needed to continue production in May.



OTHER STORIES

GOOD NEWS! **Green Beans** from Florida are easing in price with excellent quality.



CV PEPPERS

GOOD NEWS! **Green Peppers** are becoming promotable with Georgia production approaching early May.

Color Bell Peppers are seeing steady but not abundant supply, with pricing trending higher into early May. Quality remains strong.

Variety Chili Peppers from Plant City, FL are beginning production, with pricing expected to decrease and supply increase by mid-May.



CV CAULIFLOWER & BROCCOLI

NOTE: Broccoli remains in tight supply with elevated pricing, while **ALERT! Cauliflower** continues to be very limited. Weather has not supported recovery for **Cauliflower**, and higher pricing and tight availability are expected to persist into mid-May. Most shippers continue to gap, with the majority also gapping on **Broccoli Crowns**.

NOTE: Broccoli Rabe and **Sweet Baby Broccoli** are also being impacted, with markets firming and costs continuing to rise. The desert transition into Salinas, combined with early harvesting, has created a supply gap in western regions.

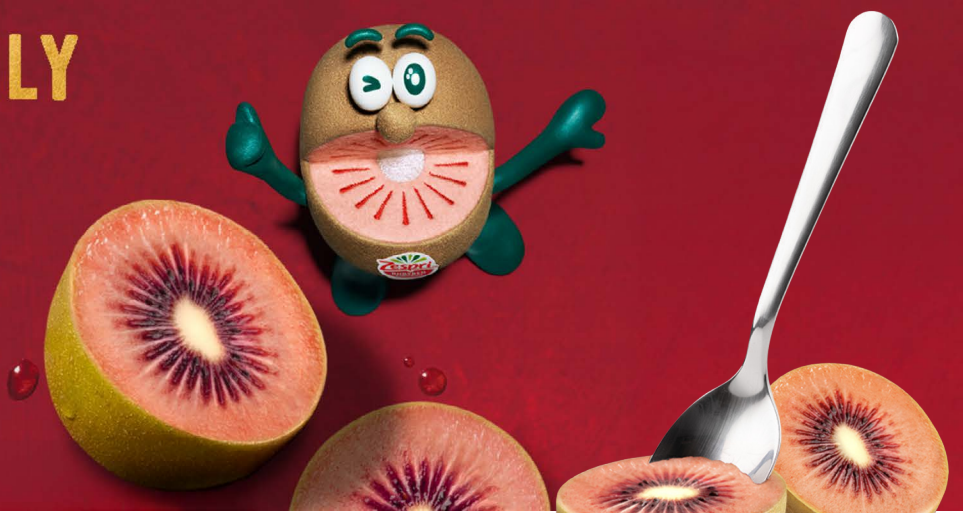
Florida production ended early for the season, while inconsistent weather on the East Coast is causing a slower start. Georgia and North Carolina are expected to help alleviate some pressure as volume improves, though availability remains limited in early May.

GOOD NEWS! **Mini Cucumbers** and **European Cucumbers** are in strong supply with promotable pricing and solid quality.

LIMITED TIME ONLY

INTRODUCING

ZESPRI RUBYRED™ KIWIFRUIT



NATURALLY BERRY SWEET

Scoop in and indulge your senses with Zespri RubyRed Kiwifruit. Boasting a berry sweet flavor and vibrant red core, Zespri RubyRed Kiwifruit is an irresistible treat unlike anything you've ever tasted.

****Only in season late April - May!****



RUBYRED ON DISPLAY

1. RubyRed must be kept as close to **33-34°F** as possible to retain firmness
2. Avoid breaks in the cool chain (use refrigerated transport where possible)
3. RubyRed **looses water faster** than Green or SunGold, **high humidity** is required to reduce shrivel (Keep polyliners closer)
4. Like all kiwifruit, RubyRed should **not** be exposed to **ethylene** in storage.



FOUR SEASONS PRODUCE CODES:

CODE 248487 - CV Kiwi Ruby Red 8/1 lb
CODE 248489 - CV Kiwi Ruby Red 8/2 lb



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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 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

www.fsproduce.com





VIDALIA SWEET ONIONS DISPLAY CONTEST

May 4th - May 31, 2026

VEGETABLES:

- EGGPLANT
- PEPPERS
- CORN
- MUSHROOMS
- ZUCCHINI
- YELLOW SQUASH
- ARTICHOKEs
- ASPARAGUS
- TOMATOES
- GARLIC
- POTATOES

FRUIT:

- PINEAPPLES
- PEACHES
- PEARS
- APPLES
- AVOCADOS

BUILD THE BASKET!

Vidalia Sweet Onions offer countless opportunities to grow your basket size—both in and beyond your produce department.

Create a vibrant, eye-catching “one-stop grilling station” with Vidalia Sweet Onions as the star of the show, surrounded by other fresh produce grilling favorites. A colorful, seasonal display like this is sure to capture shoppers’ attention and inspire mealtime ideas.

Be sure to include complementary grocery items like charcoal, oils, honey, salt, pepper, cinnamon, and skewers. The cross-merchandising possibilities are endless and perfect for sparking grilling inspiration while increasing your overall basket size.

Check out the suggested item list to the left for display ideas, and don’t forget to connect with your Four Seasons Produce Sales Rep or Merchandiser for product codes, special pricing, and creative display tips.

Thank you for your continued trust and support of Four Seasons Produce.



For more information about Vidalia Onions as well as some amazing Vidalia recipes, please visit www.Vidaliaonion.org.



PHONE: 1.800.422.8384

www.fsproduce.com



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CALIFORNIA SUPERFRUIT



CODE	DESCRIPTION	PK/SZ	UPC
249212	CV Dates Coconut Rolls	12/12 oz Joolies	8-10076-77090-1

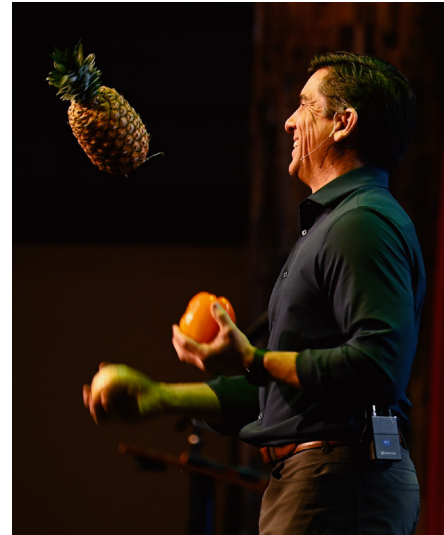
LINE EXTENSION DELIVERY STARTING 5/6!

Four Seasons
Produce Inc.

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TRADE SHOW & CONFERENCE

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