

MAY 22 - MAY 29, 2026

PROMOTABLE ORGANIC BLUEBERRIES



GOOD NEWS! **Organic Blueberries** remain highly promotable out of Georgia and California, with North Carolina farms beginning production late May. Quality has been excellent with strong overall supplies.

NOTE: Driscoll's **Organic Sweetest Batch Blueberries** are finishing for the season. This remains a limited seasonal program in its early stages, with availability expected to return in 2027.

GOOD NEWS! **Organic Raspberries** out of Oxnard, CA are expected to be highly promotable through early June. Supplies continue to be strong with good quality fruit and aggressive pricing across the category.

After a harvest boom in recent weeks, **Organic Black-berry** supplies are expected to begin slowing as the Mexico season winds down through early June. Quality remains strong, while pricing is expected to firm back toward normal market levels.

NOTE: **Organic Strawberries** continue to see light and limited supplies. Plants have struggled with yields due to unusual weather patterns throughout the spring season in California, resulting in tighter availability and elevated pricing. Supplies are expected to improve from late June into early July.



OG STONE FRUIT

GOOD NEWS! **Organic Stone Fruit** season has arrived with good quality across the category except for **Cherries**. Demand remains very strong, and occasional short gaps in supply may occur, though overall availability is expected to remain steady, especially for **Organic Peaches** and **Nectarines**.

Organic Pluots experienced a brief production gap, with additional volume expected in late May.

Organic Black Plums are expected to begin availability in late May.

Organic Apricots continue to be very limited in supply, though additional volume is expected in late May with the next varieties.

NOTE: **Organic Cherries** out of California are nearly finished for the season, and quality has been so-so. The first Washington **Organic Cherries** are expected to arrive in early June, with improved quality anticipated.



OG WATERMELON

Organic Seedless Watermelons out of California are available with large sizing. Supplies remain steady, though elevated freight costs continue to impact pricing.

Ask your rep about "Black Raven" brand **Organic Seedless Black-Rind Watermelons** in high-graphic bins for late May and June.

Organic Seeded Watermelons have started slowly out of California due to disease pressure and reduced acreage. Georgia production is expected to provide improved harvest volume by mid-June.

GOOD NEWS! **Organic Mini Seedless Watermelons** are in good supply out of California, with additional Georgia volume expected by mid-June.



OG PEPPERS

Organic Colored Bell Peppers are beginning to improve, although overall availability remains below ideal levels.

Organic Orange Bell Peppers continue to be the lightest in supply, with occasional availability gaps still possible in the near term. Pricing has eased from previous extreme levels but remains above historical norms. Quality continues to be strong across available product. As Canadian production increases through June, supported by ongoing Holland volume, supplies and pricing are expected to gradually stabilize.

Organic Shishito Peppers from Coke Farms are expected to begin availability in 12/1pt compostable containers under code 40251 around 5/26.

Organic Green Peppers have finished from Lady Moon Farms in Florida, though production is ramping up in Georgia and the Carolinas from other growers. Supplies are expected to remain adequate.



OG GRAPES

GOOD NEWS! Organic Grapes from Mexico continue to offer abundant supplies across all colors. Quality remains outstanding, while markets continue to trend lower. Strong promotional opportunities are expected throughout June.

Organic Gummy Berry Red Grapes and Jelly Berry Black Grapes will be in season starting 5/27.



OG CORN

California Organic Bi-Color Sweet Corn remains in steady supply.

48ct are in stock now. 12/4ct trays arrive from Cal-O around 5/28.

Georgia production expected to begin in early June with lower prices.



OG MELONS

Organic Melons continue to see elevated markets due to freight costs, though supplies remain strong on both Organic Cantaloupes and Organic Honeydews. Internal and external quality continues to be good, creating strong opportunities to promote flavor and overall eating quality.

Honeysaurus brand Organic Gaya Melons are in season.



OG ASPARAGUS

Organic Asparagus availability from California growers is winding down, with final arrivals expected through early June. New Jersey LOCAL is also in the mix.

Pricing is becoming more favorable as Michigan production ramps up. Initial Michigan arrivals are expected by late May, with abundant supplies and good quality anticipated.



OG CELERY

ALERT! Organic Celery supplies are expected to remain firm at elevated market levels into early June. Quality is fair to poor.

Organic Celery Hearts continue to offer steady availability and quality, serving as a strong alternative to full-size stalks until overall Organic Celery markets begin to ease. Quality is so-so.



OG MANGOES

A limited amount of Organic Mallika Mangoes from Crespo is expected to arrive by the end of May.

Organic Mango volume from Crespo Organics is expected to remain steady on the popular 10ct size. 12ct remains very limited and are not expected to be available through late May. Larger 8ct Organic Mangoes will continue to be available.



OG KIWIFRUIT

GOOD NEWS! Organic SunGold Kiwi are seeing very strong demand as Zespri prepares for its largest season to date. Promotional opportunities and display activity are encouraged early in the season. Organic SunGold Kiwi continues to gain popularity due to its exceptional flavor profile and strong consumer demand.

NOTE: Organic Green Kiwi continues to remain tight from Greece and Italy, with elevated pricing expected through the remainder of the season.

Zespri's New Zealand Organic Green Kiwi is still several weeks away, with arrivals expected during June.



OG BROCCOLI

Prolonged pressure out West has shifted significantly, with California production now creating a short-term flush in both Organic Broccoli and Organic Cauliflower supplies. Pricing is still on the high side, but improving.

Limited East Coast availability remains in the mix, while improving quality and lower costs are creating hope for favorable opportunities in early June.



OG AVOCADOS

Organic Avocado supplies from Mexico remain ample across all sizes. By the end of May, some volume will begin transitioning into California-grown fruit. California point-of-sale bins, patriotic red, white, and blue bag film, and Stars and Stripes PLU stickers from Calavo will support merchandising opportunities on this domestically grown fruit.

A limited supply of Peruvian Equal Exchange brand Organic Fair-Trade Avocados are available. To ensure the best eating experience for the end user, all fruit will have the ripening process initiated by the Four Seasons Ripening Team.



OG WARM VEG

Organic Cucumbers are beginning production out of the Southeast, with **LOCAL** New Jersey volume from Flaim Farms expected to begin in late May (code 41091). With freight remaining elevated out of the Western U.S., Eastern production is expected to provide a pricing advantage over Mexican product.

Organic Green Squash is coming on strong in Georgia and North Carolina, with **LOCAL** New Jersey production expected late May. Pricing is approaching conventional levels, creating solid promotional opportunities.

Organic Yellow Squash remains steady but continues to command higher pricing.



OG APPLES

Organic Cosmic Crisp Apples are in tight supply, with markets expected to strengthen further in early June.

Most other **Organic Apple** varieties continue to dwindle in supply, with markets expected to continue trending higher through June.

Washington **Organic Opal Apples** are expected to finish for the season before the end of June.

Storage crop Canadian **Organic Red Delicious Apples** have arrived with limited availability expected.

NOTE: Organic Lemons have fully transitioned into Argentine fruit, delivering good quality and extended shelf life. Pricing is expected to remain elevated through June and into July.

Organic Pineapple supplies from Mexico are expected to remain steady heading into June, with 6ct, 7ct, and 8ct sizes. **Organic Pineapple** supplies from Costa Rica remain very limited.

Organic French Beans production in Guatemala continues to face challenges from prolonged cool nighttime temperatures and isolated frost events, resulting in reduced and inconsistent weekly volumes.



OG LADY MOON PA GREENS

LOCAL Organic Kales and **Collards** from Lady Moon Farms are expected to begin production at their Chambersburg, Pennsylvania fields in early June.

LOCAL PA Organic Dandelion and **Parsley** are expected to follow shortly after from Lady Moon.



OG LETTUCE

Lady Moon Farms' Pennsylvania summer program is expected to begin on **LOCAL Organic Green Leaf Lettuce** and **Organic Romaine** in late May, with limited availability projected into early June.

LOCAL Flaim Farms continues to provide steady production of NJ **Organic Red Leaf, Green Leaf, Romaine, Red Butter,** and **Green Butter Lettuce.**

ALERT! Out West, **Organic Romaine Hearts** 12/3pack prices continue to be expensive.

OTHER STORIES

Organic Artichokes continue to show improving yields and larger sizing, with beautiful 12ct JBO **Organic Artichokes** available.

NOTE: Organic Cello Bag Carrots continue to see limited supplies as the slow start to the new California harvest is causing prorates.

Organic Rhubarb continues to offer excellent supply and quality.

The transition back to regularly packed Equal Exchange **Organic Fair-Trade Bananas** is expected to begin during early June arrivals, replacing current "poly pack" box.



OG TOMATOES

Lady Moon Farms Florida-grown **Organic Grape Tomatoes** are in improved supply for late May.

Organic Roma Tomatoes continue to improve and stabilize, with elevated pricing beginning to ease across the category. Quality remains exceptional, while overall conditions continue trending positively into June.

Alongside improved bulk availability, 1lb bagged **Organic Roma Tomatoes** have also returned to the market, further supporting the category.

Savoura is tight with volumes of **Organic Mini-Apero Cherry On-Vine Tomatoes** but has better supply of **Organic Apero On-Vine Cocktail Tomatoes.**



OG HARD SQUASH

Organic Butternut Squash continues to remain plentiful with steady and more attractive pricing.

Organic Spaghetti and **Acorn Squash** remain somewhat limited in supply and are expected to stay that way into early June. **Organic Spaghetti Squash** pricing has increased due to tighter availability.

Organic Kabocha and **Delicata Squash** are winding down for the season, with remaining inventory expected to finish through early June. These items will become inactive during the summer months until local production resumes later in the season.

Organic Ginger from Peru is transitioning from storage crop into new crop production by the end of May. The new crop is expected to feature thinner skin, higher moisture content, and a noticeably different appearance compared to recent storage crop product.

Storage crop **Organic Ginger** typically offers thicker skin and a drier appearance. Due to the higher moisture content of the new crop, shelf life is expected to be shorter, requiring air freight to maintain freshness. Elevated freight costs are expected to increase overall pricing.

CONVENTIONAL MARKET NEWS

MAY 22 - MAY 29, 2026

PEAK SEASON MELONS



GOOD NEWS! 60ct and 45ct **Seedless** and 35ct **Seeded Watermelons** in bins out of North Florida are in full supply. Markets are expected to ease following the Memorial Day holiday. Georgia production is expected to begin late May with strong yields anticipated.

Mini Seedless Watermelons out of Florida and Arizona remain available with steady supply and stable pricing.

Cantaloupes and **Honeydews** from Honduras continue to provide cost of goods relief for late May.

The transition into new crop California and Arizona **Melon** production is expected shortly after the Memorial Day holiday, with markets anticipated to strengthen due to increased West Coast freight costs to set the product to Eastern markets amid expensive diesel prices.

Specialty Melons now in season from Arizona and California from FSP include: **Tuscan Cantaloupe, Golden Dews, and Hami Melons.**

Bin XL **Athena Cantaloupes** in 120ct Bins will be available for prebook for the week of 5/25 then in stock from Georgia starting in June.



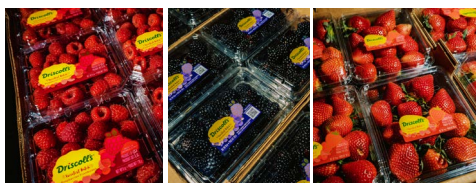
CV SPECIALTY BERRIES

GOOD NEWS! Driscoll's **Sweetest Batch Blueberries** are highly promotable, with eased pricing, strong volume, big flavor, and exceptional quality.

Sweetest Batch Raspberries by Driscoll's are increasing volume with exceptional quality, making them promotable.

Driscoll's **Sweetest Batch Blackberries** will continue to see light availability as harvests begin to wind down.

Sweetest Batch Strawberries by Driscoll's continues to be available with steady volume and good quality.



CV STONE FRUIT

GOOD NEWS! South Carolina **Yellow Peaches** continue to offer good supply, with sizing improving daily and promotional opportunities available on smaller fruit. Markets are expected to transition into larger fruit sizes during early June.

GOOD NEWS! California **Yellow and White Nectarines, Yellow and White Peaches, White Donut Peaches, Red Plumcots, and Red Plums** are all in good supply heading into the holiday period.

The first **Black Plumcot** variety has completed, with the next variety expected shortly after the holiday period.

California **Black Plums** remain slow to start, with limited supply and firm markets expected through early June before availability improves.

California **Apricots** have returned with good supply, featuring "Coral" and "Honey Gold" varieties with improved quality. Movement is encouraged as the overall crop remains smaller and is expected to finish earlier than normal.

Import **Extra Sweet Plum** clamshells are expected to finish for the season by early June.



CV BERRIES

GOOD NEWS! **Blueberries** are promotable out of the Southeast. Georgia continues to produce strong volume, while North Carolina production is ramping up with good quality. Pricing remains favorable across the category. **LOCAL** New Jersey crops are expected to begin around mid-June.

GOOD NEWS! **Blackberries** are promotable as harvests continue out of Mexico. Southeast production is expected to begin late May. Quality has been good, and pricing remains favorable.

GOOD NEWS! California and Mexico **Raspberries** are promotable. Volume continues to be strong with good quality and aggressive pricing, including hot buy opportunities across the category.

NOTE: **Strawberry** supplies remain light out of Santa Maria and Salinas, California. Crops are expected to improve gradually through early June, though supplies are expected to remain limited into mid-June. Quality has remained strong.



CV ONIONS

Beginning in June, Green Valley Onion Bagged **Yellow, Red, and White Onion** items will feature updated "USA 250" labeling. The back label, barcodes, and item descriptions will remain unchanged, while the front label will showcase the USA theme.

GOOD NEWS! **Vidalia Sweet Onions** continue in peak season quality and promotability.



CV TOMATOES

Beefsteak and Cluster Tomatoes continue to show stable availability with outstanding quality across the category. Pricing has improved significantly from elevated spring conditions and is moving closer toward seasonal norms, although markets remain above year-ago levels. Overall conditions remain favorable heading into June, with promotional opportunities beginning to emerge.

25lb **Roma and Vine Ripe Round Tomatoes** are priced at more reasonable levels too.



CV ASPARAGUS

The overall **Asparagus** market continues to shift rapidly as Michigan begins the season with strong volume capable of driving pricing lower.

LOCAL New Jersey and Delaware production continues to face weather-related challenges, resulting in inconsistent yields and tighter availability. **LOCAL** New Jersey 28lb **Asparagus** is expected to maintain higher pricing due to reduced availability and strong consumer demand.



CV GRAPES

Chile and Peru are winding down on **Grapes**. New Crop **Grapes** from Chile and Peru, and Mexico are only days away from harvesting newer and larger varieties. Early to mid-June is expected to provide promotable opportunities across all colors and sizes.

NOTE: **Cotton Candy Grapes** from the Southern Hemisphere are done for the season. New crop **Cotton Candy Grapes** from Mexico will be in stock in early June.



CV SWEET CORN

GOOD NEWS! **Bi-Color Sweet Corn** is steady at reasonable pricing as production slowly transitions from Florida to Georgia.

NOTE: **White Sweet Corn** continues to be limited in supply.



CV GREENHOUSE CUCUMBERS

GOOD NEWS! **Mini and Euro Cucumbers** continue to offer strong availability with aggressive pricing and active promotional opportunities. Favorable growing conditions and strong quality are expected to continue through June, keeping the category in a highly promotable position.



CV PEPPERS

Colored Bell Peppers continue to see steady availability out of Canada, supported by strong quality. Pricing has begun to stabilize and trend closer toward normal levels, though some variability remains depending on region and grower. Improving volume through June continues to support positive market conditions.

Green Peppers remain fairly steady in price, with adequate supplies but not enough volume to push markets into promotable territory.

Hot Peppers and Shishito Peppers have seen improved supply, with pricing trending lower.



CV CHERRIES

NOTE: California **Dark Sweet and Rainier Cherries** are entering the final stretch of current varieties, following a challenging season marked by marginal quality and limited supply.

California "Lapins" variety **Dark Sweet Cherries** production is expected to begin May 26, bringing improved quality.

OUTLOOK: Washington **Cherries** are anticipated to begin in early to mid-June with strong size and quality expected.



CV LOCAL VEG

GOOD NEWS! **LOCAL** New Jersey produce continues to offer excellent quality and value.

Supplies include **Arugula, Bok Choy, Cabbages, Chards, Kales, Leeks, Bunch Beets, Bunch Radishes, Bunch Spinach, Mustard Greens, Turnip Greens, Scallions, and Green Squash.**

Favorable freight advantages by loading locally have helped maintain steady to slightly lower pricing.



CV AVOCADOS

Hass Avocados from Mexico saw increased border pricing through late May, and markets may continue to strengthen as the season moves into its later stages.

A new California **Avocado** program will be launching beginning in June, featuring promotional opportunities and a display contest highlighting patriotic-themed merchandising with domestically grown fruit. Additional details and grand prize announcements are expected later this summer.



CV CITRUS

Halos Mandarins from California continue through the late-season harvest with strong varieties delivering good quality. Current supplies are expected to continue through the final harvests in mid-June.

Imported **Mandarins** has become extremely tight, with Peru currently serving as the primary East Coast source, resulting in strengthening markets.

Lime markets remain stable with no immediate expectation of strengthening.

NOTE: Lemons are in tighter supply especially on 95ct.

Washington **Honeycrisp Apples** are in a short-term promotable position through early June. Markets are expected to normalize across all sizes and grades as availability tightens.

Black Mission Figs from Peru continue to ship steadily through late May and are expected to remain available until the early California crop begins shortly after the Memorial Day holiday. Product is available in 12/8oz clamshell packs.

Carrots out of Bakersfield, CA have started with lighter yields. Supplies are expected to improve by June as product limitations are lifted.



CV MANGOES

Champagne label **Ataulfo Mangoes** will be available in premium 14ct and 18ct packs through the end of May. Pricing is expected to remain steady.

Mango availability from Mexico is strong particularly on smaller 10ct and 12ct fruit. This additional volume is expected to tighten quickly, with June projected to bring lighter supplies and demand potentially exceeding availability.



CV BROCCOLI & CAULIFLOWER

Broccoli and **Cauliflower** supplies are improving. Volume and pricing are expected to be more favorable through early June before markets return closer to seasonal averages.

OTHER STORIES

Pomegranates from Peru remain steady and are available in a single-layer 6/8ct pack option.

Celery markets are beginning to show relief as demand eases and additional growing regions come online. Reduced quality concerns, including lower disease and blight pressure, are helping improve overall yields. Market relief combined with lower freight costs is expected to support much more favorable pricing as Celery trends back toward average levels.

Pineapple volume continues to increase, with pricing beginning to ease heading into June.



CV KIWIFRUIT

GOOD NEWS! Zespri **SunGold Kiwifruit** will remain in strong supply heading into early June promotions. Product will continue to be available in both bulk and 11lb clamshell packs.

Zespri's **RubyRed Kiwi** is nearing the completion of its inaugural season, with the final containers now arriving and shipping along the East Coast. Availability will remain limited as the season concludes.

Green Kiwi from Italy, Greece, and Chile continues to offer steady availability. The transition into Zespri **Green Kiwi** from New Zealand remains several weeks away.



CV LETTUCE

GOOD NEWS! **Red Leaf, Green Leaf, and Romaine Lettuce** continues to produce good quality with steady yields from **LOCAL** Nardelli Farms in New Jersey.

NOTE: West Coast availability continues to face challenges, though **Iceberg Lettuce** prices are easing down finally. Inconsistent weather during regional transitions has created unfavorable growing conditions and reduced yields.

ALERT! Romaine Hearts remain very limited due to ongoing supply challenges and shortages of full-size **Romaine**.

Cucumbers remain a mix of product from Mexico and Georgia. Pricing remains elevated, though some relief is expected as Southeast volume improves later this month.

NOTE: Eggplants have tightened in supply, with both Mexico and the Southeast experiencing lighter volume. Markets have increased accordingly.

GOOD NEWS! Green Beans are in good supply with strong quality, and pricing continues to ease out of the Southeast.



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1976



2026

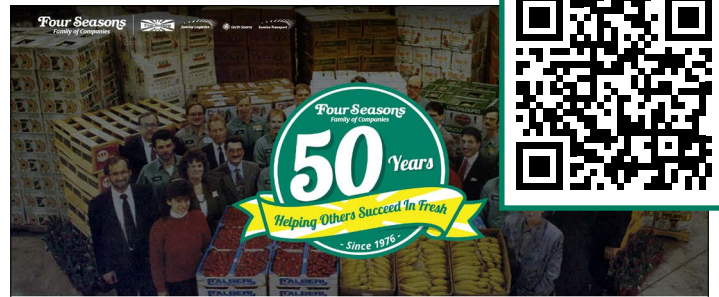
David Hollinger, Founder of Four Seasons Produce, shared his father's love of growing vegetables and sold his first garden crop at his parents' farmers market when he was just eight years old. David's interest in fresh produce grew as he traveled with his father to the Philadelphia Produce Market, regional auctions, and orchards to buy produce for the farmers market back in Lancaster County, PA.



In June of 1976, Four Seasons Produce was founded as a produce wholesale distributor, separate from Hollinger's farm market, when a local bank recognized the Hollinger family's integrity and provided the financing. Four Seasons purchased a 5,000 square foot building in Denver, PA, with a small team doing whatever the day required, serving restaurants, farmers markets, and grocery stores.



Four Seasons Produce:
Deep Roots, Fresh Future Video
[youtube.com/watch?v=x9-FMeHqSW0](https://www.youtube.com/watch?v=x9-FMeHqSW0)



OUR STORY IN MOTION

Four Seasons: Deep Roots, Fresh Future

Created to celebrate our 50th anniversary, Four Seasons: Deep Roots, Fresh Future tells the story of Four Seasons Produce – from our humble beginnings to the thriving, family-owned company

For more stories and videos about our 50 years, check out our anniversary website:
www.fourseasons50years.com/stories



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