

# ORGANIC MARKET NEWS

APRIL 2 - APRIL 9, 2021

## LADY MOON FARMS ORGANIC UPDATE



Lady Moon Farms is starting to see transition from their winter crops to their spring crops. During April, there will be some product still coming from their Florida farms, as other product gets ramped up later in the month from their Georgia organic farms.

**Organic Grape Tomatoes** from Florida continue to be available with excellent supplies and quality. Lady Moon has added the "Real Organic Project" seal to their label to highlight their commitment to growing organic in the soil for the benefit of the soil.

**Organic Cherry and Rainbow Cherry Tomatoes** from Florida will be promotable as the spring season is starting to peak. **Organic Gold Grape** and **Orange Cherry Tomatoes** will also be available to kick off the month. Quality from Lady Moon has been outstanding on their **Organic Snacking Tomatoes!**

**Organic Zucchini** from Lady Moon Farms in Florida is beginning to yield more volume and experiencing more consistency in early April. As their season begins to ramp up expect consistent pricing, steady supplies and excellent quality!

**Organic Eggplant** from Lady Moon Farms in Florida is having excellent yields. April begins with aggressive pricing and strong quality supplies. With the significant price drop, early April is the perfect opportunity to promote. Combine Lady Moon **Eggplant** and **Zucchini** on display as weather improves and people begin to grill!

**NOTE: Organic Romaine, Red & Green Leaf, and Butter Lettuce** from Lady Moon Farms in Florida are beginning to wind down, and they are preparing to start harvesting their new **Organic Lettuce** plantings in Georgia by mid-April. We'll fill in with product from California to prevent any supply gaps.

**NOTE: Organic Parsley and Fennel** from Lady Moon Florida have finished for the season. Look for product to be sourced from California in the interim time period.

**Organic Kales and Greens** will continue out of Florida during early April from Lady Moon and then transition smoothly to their Georgia harvests by mid to late April.



### OG MANGOS

Supplies on **Organic Mangos** from Mexico continue to increase each week. Outside of a small blip in supplies from not harvesting from during the week leading up to Easter, supplies should be gradually coming into promotable volume for April.

**Organic Ataulfo Honey Mangos** will be steady in supply for the beginning of April. Quality should be excellent.

Haitian **Organic Fair-Trade "Francique" Mangos** are scheduled to arrive around the middle of April. These Francique variety mangoes are some of the most juicy and delicious mangos you will taste all year.



### OG TROPICALS

**Organic Pineapple** supplies are back into decent volumes headed into April. Quality has been nice.

**Organic Formosa Papayas** continue in peak season supply and quality! Expect 16-22ct box sizing (32 lb). These are selling well!

**Organic Young Thai Coconuts** will be in steadier supply as we enter April. Pricing will remain higher. **Organic Raw Drink & Eat Coconuts** are in good availability headed into April. These are now starting to out sell the Thai at many retailers.

**Organic Hass Avocado** pricing from Mexico is showing signs of easing down.



### OG BERRIES

**ALERT!** After a time of plentiful **Organic Berries**, the end of March and beginning of April is proving VERY difficult to source product on all four types.

Transition into the new crop spring growing regions has not gone well so far due to cold and rainy weather, and some disease issues in Mexico and California.

There just aren't enough **Organic Raspberries, Blackberries, Blueberries, or Strawberries** available to harvest and ship right now. Prices have skyrocketed on the little product that is available.

This challenging situation could for much of April depending primarily on if the weather returns to normal, higher temperatures. Then, fruit should start to come on.



### OG CITRUS

California **Organic Citrus** continues in peak season, and there's still some nice fruit to promote. Overall, there will be some inching up to the pricing as we get into the late season varieties and growers deal with the effects of some cooler weather.

Bagged and Bulk **Organic Mandarins**, particularly the Tango variety, continue with good availability and quality. **Organic Gold Nugget Mandarins** and **Cara Cara Navel Oranges** are also primed for high-flavor promotion.



### OG ONIONS

**Organic Red and White Onions** continue to be in good supply out of Mexico with steady pricing. **Organic Yellow Onions** have increased in price out of Washington due to strong Easter demand. We will see some steady pricing and availability on **Organic Onions** until mid-April out of Mexico.

“Sunion” **Organic Sweet Onions** will wrap up in early April, then we'll have a couple weeks of **Organic Sweet Onions** out of Mexico.

We will see **Organic Vidalia Sweet Onions** get started in mid-April, with the first loads arriving around 4/22. Get ready for grilling season!



### OG CUCUMBERS

**Organic Mini Seedless Cucumbers** are coming from Mexican and Canadian hothouses, and quality has been excellent.

**Organic Euro Seedless Cucumber** prices will remain promotable out of Mexico and Canada. Quality has been very nice.

**Organic Cucumbers** from Mexico remain limited as March concludes. Expect limited supplies, elevated pricing, and decent quality in early April before we see conditions improve in mid-April.



### OG CELERY

**Organic Celery** and **Celery Hearts** continue to see an abundance of supplies.

Excellent quality and strong supplies at promotable pricing should provide a good opportunity to keep larger displays intact to continue to promote. Conditions are expected to remain consistent into mid-April.



### OG CAULIFLOWER

**Organic Cauliflower** remains in steady supply for early April but expect to experience less than ideal quality across multiple shippers.

**NOTE: Cauliflower**, due to its color, is more susceptible to defects, and during growing region transition times defects can progress quickly. Expect pricing and conditions to remain unchanged until mid-April.



### REMEDY ORGANICS

“Functional Beverages” continue to see growing sales.

**Remedy Organics** is 100% plant based line of functional wellness drinks. They're USDA organic, vegan, gluten-free, dairy-free, and soy-free.

**Remedy** has several great flavors of almond milk based protein drinks, coconut milk based Keto drinks, and immunity boosting shots. Ask your rep about April promos and fill opportunities.



### OG LETTUCE

**Organic Romaine Hearts** and **Iceberg Lettuce** continue to see decent supplies with steady pricing and great quality. Look for pricing and quality conditions to remain consistent in early April.



### OG ASPARAGUS

**Organic Asparagus** prices remain promotable coming from Mexico. Quality has been excellent!

Supplies will start to tighten up as April continues and the Mexico season starts to wind down. New crop domestic will follow.



### OG GRAPES

South African **Organic Black, Red, and Green Seedless Grapes** have arrived in limited supply. Volumes are expected to be erratic due to hold-ups at the ports. The most plentiful and affordable will be the **Organic Black Seedless Grapes**.



## OG GREEN BEANS

**Organic Green Beans** will continue to experience steady supplies and pricing as April begins.

15lb Mexican Fair Trade and 25lb Domestic **Green Beans** are both aggressively priced as well as experiencing excellent quality, providing the perfect opportunity to expand displays.



## OG PEPPERS

**Organic Red, Yellow, and Orange Bell Peppers** remain in steady supply from Israel and Mexico to kick off April. New crop Canadian and Holland grown product will come into season at the end of the month.

**Organic Green Bell Peppers** from Lady Moon have concluded, expect to see product from Mexico to supplement in early April. Quality, pricing, and supplies are all expected to remain stable.



## OG TOMATOES

**Organic Beefsteak and Cluster Tomatoes** from Quebec, Canada will be promotable for April! Quality has been excellent as we are just beginning peak season.

Super sweet **Organic Cherry on the Vine** and flavorful **Cocktail Tomatoes** are also in season.



## OG BROCCOLI

**Organic Broccoli** is in stable volumes and pricing has improved slightly as April is beginning. Transition time from SoCal or Yuma, AZ back to Northern California often are treaty with supplies and quality, however this year's transition on Organic Broccoli was smooth. As a result, conditions are expected to remain consistent and excellent quality, with promotion opportunities to arise.

**ALERT!** **Organic Sweet Baby Broccoli** is continuing to experience extreme shortages or complete gaps in supplies. Conditions are expected to improve throughout the month of April.

**Organic Broccoli Rabe** will remain stable in early April and has completed its transition north. Expect to see a price drop in early April.



## OG DRAGONFRUIT

**Organic Yellow Pitahaya Dragonfruit** will be available for the beginning of April!

This crop from Ecuador is very limited. This beautiful fruit is the sweetest of the dragon fruit varieties and makes an impressive addition to any fruit mix or simply enjoyed on its own.



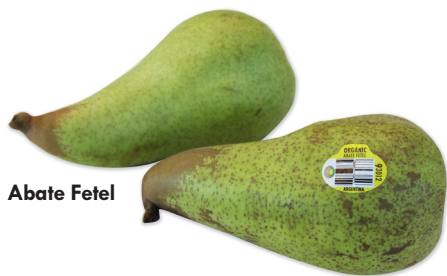
## OG APPLES

Washington **Organic Apple** prices are in flux as some varieties begin to fade out for the season like **Golden Delicious, Opals,** and by mid-April **SugarBee** will be finished too.

Controlled atmosphere rooms are opening more slowly as some varieties, like **Granny Smith,** demand exceeds supply. Expect some prices to begin to move up.

**Organic Fuji and Pink Lady Apples** have eased off in price during late March and early April to get volume out the door.

OUTLOOK: The import **Organic Apples** new crop out of Chile, Argentina, and New Zealand looks to be shaping up pretty well with supplies expected to begin in early May, with New Zealand **Organic Galas and Grannys.**



Abate Fetel

## OG PEARS

New crop Argentinian **Organic Abate Fetel, Anjou, Green Bartlett, Red Bartlett, and Bosc Pears** are now available in decent supply for April pear sets.



## OG WATERMELONS

**Organic Mini Seedless Watermelons** are available from Mexico. Quality has been very nice.



## OG POTATOES

**Organic 1-bite Gold, Red, and Medley Potatoes** are selling very well so far this spring. The quick cooking time and no peeling needed, makes these an easy win with shoppers.

# NEW AT FOUR SEASONS PRODUCE!

## KEVITA SPARKLING PROBIOTIC DRINKS & KEVITA MASTER BREW KOMBUCHA



### LIVE PROBIOTICS

Each bottle contains billions of live probiotics that may help support a healthy digestive system.



### CERTIFIED ORGANIC

All Organic ingredients used in our beverages are certified by a trusted third party.



### NON-DAIRY

None of our beverages contain any dairy or dairy ingredients, so drink up!



### NON-GMO

Our entire line is Non-GMO Project Verified.



### FERMENTED CULTURES

All three of our product lines are made from our proprietary fermented cultures.



### KOSHER

All our beverages are certified kosher.



### MASTER BREW KOMBUCHA

Bold & Smooth  
Fermented Kombucha Tea Culture

### SPARKLING PROBIOTIC DRINK

Light & Refreshing  
Fermented Water Kefir Culture

# POM Wonderful Super Tea & Juice Additions!

Now's the time to stock up on what your customers are looking for - products that are high in antioxidants!

### IN STOCK NOW!

Add these to your existing POM Wonderful Juice and POM Tea offerings!



### CODE DESCRIPTION

- 17665 CV Juice Pomegranate 8/8oz
- 227495 CV Juice Pomegranate Blueberry 6/48oz
- 227496 CV Juice Pomegranate Cherry 6/48oz
- 227486 CV Tea Pomegranate Orange Blossom White 6/12oz
- 227487 CV Tea Pomegranate Elderberry Boost 6/12oz

# SALAD BAR STILL CLOSED?

## ASK US ABOUT OUR "LABOR SAVER" PRODUCT LINES FOR PACKAGED SALES!

MAPLE AVENUE FOODS CLEAN INGREDIENT DELI SALADS

EAST COAST FRESH & SUNBELT ORGANIC FRESH CUT PRODUCE





# NEW! ORGANIC USA GRASSFED BEEF

Vermont Country Farms delivers a standard of excellence, defined over three generations of family butchers. The Organic Premium Beef is raised humanely on open pastures. All of the beef is domestic and packed in VT. This product line is an excellent value for your meat sets.



## NEW GREENHOUSE ORGANIC TOMATO PACKS

We are replacing Spring Leaf Organic Tomato packs with Organic packs from our Quebec greenhouse partner, SavouraBio, headed into the week of 4/5/21.

These items will be on compostable trays, will have a minimum weight listed on the package, and are UPC'd for stores that are worried about getting the right ring at the register. These products should provide a better value-per-pound price point.

Discontinued:  
49662 - OG Tomatoes Vine Ripe 6/12oz Spring Leaf

**REPLACED WITH:**  
227745 - OG Tomatoes Beefsteak 12/16oz (2-3ct range) SavouraBio  
UPC: 8-59812-00015-6

Discontinued:  
49676 - OG Tomatoes Clusters 6/14oz Spring Leaf

**REPLACED WITH:**  
227746 - OG Tomatoes Cluster Saladio 9/16.5oz SavouraBio  
UPC: 8-11594-0050-1



Mangoes! Get your mangoes here! Heading into April we have the Cadillac of mangoes primed and ready for your counters and displays! Ciruli Brothers Champagne Mangoes are here and the eating quality of the fruit is **OUTSTANDING!**

**CODE: 17646**



## MANGO MERCHANDISING TIPS

- ALWAYS display riper fruit first.
- Place displays in high traffic and high visibility areas.
- BIG displays mean BIG movement! Don't be afraid to go large on your displays to maximize sales potential.
- Having great recipe ideas printed out and on display is an awesome way to drive sales.

Email your display photos to [stephf@fsproduce.com](mailto:stephf@fsproduce.com) for a chance to be randomly entered into a drawing for some **FREE Champagne Mango swag!**

**FOR MORE MANGO MERCHANDISING TIPS, TALK TO YOUR FOUR SEASONS SALES REP OR MERCHANDISER!  
 CALL YOUR SALES REP FOR PRICING INFORMATION!**

# CONVENTIONAL MARKET NEWS

APRIL 2 - APRIL 9, 2021

## FLORIDA WATERMELONS & SWEET CORN OUTLOOK



April kicks off the 2021 new spring crop of **Watermelons** and **Sweet Corn** in Florida. Early indications are that this will be a pretty dynamic and different season.

The first Florida grown **Watermelons** of the season arrive Easter weekend. The new crop prices will remain high and limited since volumes are getting started.

**NOTE:** Florida volumes will ramp up somewhat in mid-April however, Texas crops are very late since they had to replant after the Valentine's Day freeze. This will likely make **Whole Seedless Watermelons** less promotable all the way through Memorial Day versus other years.

**Sweet Corn** prices got very expensive at the end of March due to light supplies. Headed into the week of 4/5, pricing will start to ease down as growers get into slightly better harvests. Peak production is expected later in the month.



### CV GRAPES

Early crop **Cotton Candy Grapes** from Mexico will be available during early April, will gap briefly and will then start back up with the main Mexican crop in late April or early May. This popular variety is sticky-sweet and has a semi-yellow color to the berry.

The **Green Seedless Grape** prices on the late crop out of Chile are strong but it does not look like it will get crazy as in the past.

Mexico is just around the corner with new crop crossing later in April on some early varieties.

For early to mid-April, **Red Seedless Grapes** are the best value with good volumes on Chilean and Peruvian fruit. **Crimson Seedless Grapes** are cheap with **Sweet Celebration** and **Jack Salutes** getting a premium price.



### CV MANGOS

**Ataulfo Honey Mangos** from Mexico will be steady for early April. We will be exclusively carrying "Champagne Brand" for the remainder of the season in a premium 14ct size.

Look to GO BIG and promote this month for a chance to win some "Champagne Swag". Ask your Four Seasons Rep for more details!

**Tommy Atkins Mangos** from Mexico are beginning to come into good supply.

10-12ct Francique variety **Haitian Mangos** will be available for early April in limited supplies. Prices are high to start the season but should see a steady decline in price in April. This fruit is some of the best eating fruit of the year!



### CV TOMATOES

**Beefsteak** and **Cluster Tomatoes** will be promotable from Canada and US greenhouses. Quality has been exceptional as they are in peak season. Packaged 8/3ct **Beefsteak Tomatoes** from New York greenhouses will also be promotable as harvests continue to flush.

**Grape Tomato** prices have eased off back to promotable availability and prices. Quality out of Florida has been excellent. Mexico is also flushing which is leading to the promotable markets.

**Campari Tomato** prices will be promotable coming from Canada. Quality has been excellent.

**Heirloom Tomatoes** will be promotable coming from new crop grown in Canadian greenhouses. Quality looks excellent.

**Roma** and **Vine Ripe Tomato** prices will remain promotable. Quality has been very nice.



### CV PEPPERS

11lb **Red, Orange, and Yellow Bell Peppers** are very promotable from Canada and Mexico. Quality and sizing are exceptional. Prices will not get any lower than this, making April an amazing time to promote!

**Green Bell Pepper** prices remain steady out of Florida and quality has been exceptional. California is starting very lightly as well but markets are much stronger as volume is limited.



### CV STRAWBERRIES

**ALERT!** **Strawberries** have been a major struggle leading up to Easter with limited availability and higher prices. Improvement was expected for the week of 4/5, however, yields are just not there and pre-books are getting cut drastically.

Now that Florida and Mexico have finished for the season, California will be the main growing region. We'll be sourcing the majority of our fruit from Oxnard and Santa Maria, CA, but believe it or not, in just a few weeks we'll transition up to Salinas and Watsonville, CA.

Some of the fruit in Santa Maria was showing some hail damage, but that should be mostly behind us now. Overall quality has been very nice.



### CV BLUEBERRIES

**ALERT!** **Blueberries** became extremely tight the last week of March and will continue to be in tighter supply through 4/10.

Why? All of the Chilean and Peruvian fruit is finished for the most part or poor quality, and new crop Florida will not be into better volumes until later in April.

Meanwhile, Mexican volume simply isn't enough to cover demand, and so pricing has jumped significantly. Quality is really nice on the little volume Mexican fruit that is crossing.



### CV BROCCOLI

**Broccoli Crown** pricing continues to slowly rise. Mexican supplies are a little tighter. Yuma, AZ is closing out their season and slowly starting back in CA.



### CV CAULIFLOWER

**Cauliflower** is wrapping up in Yuma, AZ. California is somewhat limited on their new crop. It's not a promotable item, but pricing is reasonable.



### CV RASPBERRIES & BLACKBERRIES

**ALERT!** **Raspberries and Blackberries** are still much more limited than expected, and this availability struggle could last through mid-April.

Initially, growers expected much better volumes at this time, but the fruit just isn't yielding. Prices are up and April promotions are at risk!



### CV MELONS

**Cantaloupe and Honeydew** prices have been more affordable, and quality is good out of Central America to kick off April.

New crop **Lopes and Dews** from Mexico and Southern California will start harvesting around the middle of April, so we should not see any gaps in supply and pricing should stay where they are until then.



### CV ASPARAGUS

**Asparagus** prices will stay promotable out of Mexico. That crop will begin to wind down for the season. Quality has been very nice. California would be next.

**LOCAL OUTLOOK:** The local New Jersey season is expected to start lightly in mid-April, and Delaware is projected to start by end of April, weather pending from both regions.



### CV CITRUS

Overall, **Citrus** quality has been very nice on California fruit.

There are good supplies on **Navel Oranges**, and demand is strong so there is very little flex on pricing.

**Mandarins** continue to be the big mover with the "Halos" brand getting a premium price.





### CV ARTICHOKES

**Artichokes** continue to arrive with beautiful quality, especially on the jumbos. Expect a slow rise in pricing during the rest of April as we pass peak season out of Coachella, CA.



### CV APPLES

Here are some of the premium branded varieties of **Apples** available for early April at Four Seasons:

- Cosmic Crisp
- Envy
- EverCrisp
- Pinata
- Ruby Frost
- Snap Dragon
- SugarBee
- Wild Twist



### CV SQUASH

**Zucchini Squash** prices will be steady. Quality has been nice coming from Mexico and Florida and supplies are steady.

**Yellow Squash** prices will come down as harvests get much better.



### CV POMEGRANATES

**Pomegranates** from Chile should be steady going forward through the month of April.

There have been fill-rate issues on **Pomegranate Arils** due to port delays.



### CV GREEN BEANS

**Green Beans** will remain promotable out of Florida. Harvests and quality are very strong.



### CV LETTUCE

Huron, CA has started **Iceberg Lettuce** harvesting, and some growers have started in the Salinas, CA area. Quality is expected to improve, but high freight costs are keeping prices somewhat elevated.



### CV CUCUMBERS

**NOTE: Super Select Cucumber** prices spiked as Florida and Mexico are experiencing late starts to the spring season. Supplies are light but are expected to increase as we continue into April. Quality has been nice from both areas.

**NOTE: Euro Seedless Cucumber** prices are running higher than in March. Cloudy weather in Canada has slowed down harvests and demand is strong as well. Quality has been very good.

**Mini Seedless Cucumber** prices remain steady coming out of Canada. Quality is excellent. Expect more promotable prices when temperatures and weather improve later in April.



### CV POTATOES

New spring crop premium Florida **Red, Gold, and White Potatoes** are now in full swing in the 50lb bulk cases.

Pricing has eased up a bit out of Florida as more product comes to market. Quality is very nice on all colors. Many retailers are experiencing good sales by putting these in tote bags or green paper tills sold by the lb.

Storage crop Prince Edward Island **Bagged Potatoes** had a slight increase in price on **Reds, Golds, Russets, and Whites**, but they are still the most value-priced option.



### CV TROPICALS

Both **Dragonfruit** and **Yellow Pitahaya** will continue to be promotable into April from Ecuador. Size and quality of fruit is excellent!

**Maradol/Tainung Papayas** from Mexico will be promotable. Look for good prices and supplies through the month of April.

**Hass Avocado** prices were down slightly again. Expect prices to level off in April.

**NOTE: Black Mission Figs** remain in short supply coming out of Mexico. Supplies will be tight for the remainder of April.