

ORGANIC MARKET NEWS

JANUARY 22 - 29, 2020

ORGANIC TROPICALS OUTLOOK



Organic Hass Avocado continue to allow for promo pricing points during January. Quality has been nice out of Mexico and supply chains have recovered from holiday interruptions. Equal Exchange **Fair-Trade Organic Hass Avocados** continue in season too. Look for aggressive pricing and opportunities to promote into February.

Organic Green Smooth Skin Avocados are finished for the season out of Florida.

Organic Formosa Papayas are back in stock and are projected to remain steady through January. Sizing will be bigger, and quality should be solid!

Organic Kent Mangos from Peru have been arriving with excellent quality. Pricing will increase for late January due to light supplies. 9, 10, and 12ct sizing is available. First of the season **Organic Ataulfo (Honey) Mangos** are set to arrive at the end of January.

Small grower Organic Tropical & Specialty for late January:

Florida: **OG Aloe, Eggfruit, Red Turmeric, Starfruit**

California: **OG Cherimoya, Passion Fruit, Kiwano Melons, Feijoa**

NOTE: Organic Pineapple supplies have been limited since the beginning of the year. Growers report harvests and US arrivals will be light through mid-February. Quality has been good.

NOTE: Organic Young Thai Coconuts will once again be limited in supply due to shortages involving 1-2 week container and port delays. **Organic "Raw Drink & Eat" Coconuts** are available but subject to similar port delays.

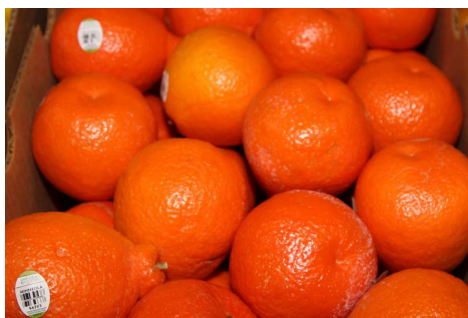


CV PEPPERS

Organic Mini Sweet Peppers are expected to have better availability and steady supplies headed into February. Expect pricing to be elevated as supplies return, however as volumes improve so will pricing. Prepare for February promos on this sweet and crispy snacking veggie!

Organic Green Peppers from Lady Moon Farms in FL continue production in January. Although harvests have dropped, look for steady pricing. Expect to Mexican product to supplement. Pricing and availability are expected to remain steady from Mexico.

Organic Red, Yellow, and Orange Bell Peppers from Israel remain on the pricey side. Air space to import the product still remains the top obstacle and adding extra cost to the product, driving the total cost up. **Organic Colored Bell Peppers** from Mexico are still lighter on production and pricing is expensive. As production improves, look for pricing to improve in February.



OG CITRUS

California **Organic Minneola Tangelos** are now in peak season with larger sizing prominent.

New crop California **Organic Kumquats** in 12/8oz clamshells are expected for the end of January in limited supply.

Bagged **Organic Mandarins** continue in excellent supply with steady prices from most brands. **Organic Clementine Mandarins** are finished and transitioned into **Organic Page Mandarins** for late January before transitioning into the delicious **Organic Tango Mandarins** in February. Organic Cutie brand will return then too.

Organic Blood Oranges are limited with some small gaps expected between pack outs. Smaller sizing will prevail as we move from 56-88ct to 113ct and smaller headed into February.

California **Organic Navel Oranges** supply is now in excellent steady supply on all sizes (40, 48, 56, 72, & 88ct) and bags. Prices continue to come down. Retailers are seeing success with end cap, bin, or waterfall displays on the 40 and 48ct jumbo fruit.

California **Organic Pummelos** and **Cara Cara Oranges** continue in season.



OG BROCCOLI

During most of January, **Organic Broccoli** has seen steady availability, with outstanding quality, at an excellent price point from Yuma, AZ and El Centro, CA.

As February approaches, expect supplies to slightly tighten and pricing will inch up as rain soaked weather conditions in growing regions causing the inability to harvest product.

Organic Sweet Baby Broccoli and **Broccoli Rabe** are in steady supplies as well but look for supplies to tighten towards the end of January due to the same weather-related issues.



OG CUCUMBERS

Organic Cucumbers from Mexico continue to have high yields, strong quality, and favorable price points. Late January into early February is a great time to promote. Florida is gapping.

Organic Euro Seedless and **Mini Seedless Cucumbers** will be more limited for late January out of Mexico due to some cooler weather. On the **Mini Seedless**, we'll be switching into pouch bags as product has been too inconsistent to fit on the trays.



OG CELERY

ALERT! **Organic Celery** and **Celery Hearts** continues with extremely light supplies and higher pricing in January.

This market issue has been caused by growers in Oxnard, CA finishing early, plus growers in Mexico having a late start to their production. This has put a lot of pressure on the very limited harvests in Southern California and Yuma, AZ during a time of high demand.

No improvement is expected until early to mid-February.



OG CABBAGE

Organic Green and **Red Cabbage** are seeing elevated pricing for late January. Quality on what is available out of Florida, South Carolina, and California is nice, but no one region has an abundance of product. Look for better harvests and lower pricing out of Florida during February.

Organic Savoy and **Napa Cabbage** from California continue in limited supply. January rains are slowing harvests.



OG GRAPES

The main **Organic Grape** growing regions in Northern Peru are winding down their season. **Green Seedless** will go through early to mid-February. **Red Seedless** are likely to end by early February, and we'll be switching from bags to clamshells to stay in stock a few days longer. **Red Globe Seeded** will remain in season all through February.

There is a newer **Organic Grape** growing region in Southern Peru that may have more product shipping to the US to extend the season on the seedless varieties.



OG KIWIFRUIT

Organic Jumbo Green Kiwifruit are in season from Homegrown Organics in California. 20/1lb 3ct clamshells and bulk boxes are available.

Organic Green Kiwifruit will be available next week from Italy.

Organic Gold Kiwifruit in 8/1lb clamshells from Italy will wrap up for the season by the end of January, and Golds will gap until new crop New Zealand product arrives in May.



OG TURMERIC

We are now offering some premium **Organic Red Turmeric** from our growing partner Phoenix Rising Farms in Florida.

This gorgeous **Organic Turmeric** should be available through February, and is likely to be some of the best quality and freshest product available all year long.



OG SWEET CORN

Organic White Sweet Corn from Mexico is now in season and will be available for adding variety to your organic veggie sets into February.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico are in peak season availability and quality. With good supply on both 10lb and 25lb cases, late January through early February is a great time to promote!



OG ASPARAGUS

Organic Asparagus is coming back into season as new growing regions start in Mexico during late January. Supplies will be limited to start but will improve during February. Growers are expecting outstanding quality.



OG LEMONS

California **Organic Lemon** supplies are firming. Now that Mexico is out of the picture for about a month or 2, we will see prices continue to rise. Some promotional opportunities may be available on larger 75ct fruit.

California **Organic Meyer Lemons** continue in peak winter supply.



OG SQUASH

ALERT! Production on Mexican **Organic Zucchini** and **Yellow Squash** has dropped as cold weather and rains affected yields. Expect pricing to spike in late January as supplies tighten. With Florida gapping, this high price/low volume situation will continue into mid-February.



OG CAULIFLOWER

Organic Cauliflower supplies have been plentiful, and despite the wet weather conditions causing difficulty in harvesting, supplies are expected to remain abundant.

Promo pricing and nice quality should continue into early February.



OG TOMATOES

Organic Roma Tomatoes continue to be promotable out of Mexico. Quality has been excellent.

Organic Beefsteak and **Cluster Tomatoes** remain on the pricey side headed into February out of Canada and Mexico. Greenhouses continue to have limited yields due to cold and cloudy weather and artificial lighting does just not produce the same yields in Canada. Quality has been very nice.

Organic Grape Tomatoes will be available in good supplies out of Mexico for late January. Quality has looked very nice. Lady Moon Farms continues to have limited supplies coming out of Florida with cool overnight temps hampering harvests.

Organic Heirloom and **"Darkloom" Tomatoes** from Covilli Fair Trade will be available in steady numbers and markets are easing off as production gets better. Look for promotable opportunities in February.



OG BERRIES

NOTE: **Organic Blueberries** out of Chile continue in extremely limited supplies at high prices during late January. This is primarily due to 1-2 week Covid delays unloading containers at US ports.

OUTLOOK: Better **Organic Blueberries** supplies are just around the corner as we move into February when pints are expected to be promotable as ports catch up and peak season volumes arrive. We're partnering with Naturipe for a display contest promo in February!

Organic Blackberries out of California and Mexico have firmed even more with some rain and cold weather hitting Mexico.

NOTE: **Organic Raspberry** supplies have tightened significantly due to rain and cold weather in Mexico. Supplies are expected to remain limited through mid-February, with potential pro-rates or gaps.

NOTE: **Organic Strawberry** supplies out of Florida, California, and Mexico have tightened due to rain and cool weather. Prices are high.



OG LETTUCCES & GREENS

Organic Leaf, Boston/Butter, and Romaine Lettuces from Lady Moon Farms in Florida are in peak production. Quality has been very nice.

Organic Iceberg Lettuce and **Romaine Hearts** from Yuma, AZ are on the pricier side. Growers are battling muddy fields following rain, which is slowing harvesting.

Organic Green Kale is in excellent quality and supply from Lady Moon Farms in Florida! Promotional opportunities will continue into February.

Organic Red and **Lacinato Kales**, on the other hand, are more limited and will be sourced from multiple regions, including Arizona, SoCal, and Florida to keep steadier availability. We've heard Florida growers mention they have had a hard time finding the ideal **Organic Lacinato Kale** seed to increase their winter yields.

OTHER STORIES

- Washington growers are gapping on **Organic Bartlett Pears**. New crop early **Bartletts** from Argentina are expected in mid to late February.

- **Organic Count Russet Potatoes** are less abundant headed towards early February. The sizing profile in most growing regions seems to be on the small side, which is good for bag production, but limiting towards the 50-70ct 50lb cases.

- **Organic Red Potatoes** out of Manitoba, Canada will finish up for the season. We'll switch over to storage crop Idaho grown **Organic Red** and **Gold Potatoes** by early February. Pricing will be up slightly.

- Washington **Organic Ambrosia Apples** are done for the season and we are now into storage fruit out of British Columbia, Canada.

- California and Mexican **Organic Grapefruit** continue in peak season. We have been seeing some excellent quality and supply.

- **Organic Green Beans** remain in steady supplies from both Mexico and Florida with outstanding quality. Expect volumes, pricing, and quality to remain steady throughout January and look for promotional opportunities to continue in late January.

BUCK BRAND ORGANIC SPECIALTY CITRUS



AVAILABLE IN LATE JANUARY:

- OG Algerian Clementines
- OG Buddha Hand
- OG Moro Blood Oranges
- OG Mellow Gold Grapefruit
- OG Centennial Kumquats
- OG Mandarinquats
- OG Satsuma Mandarins
- OG Marmalade Oranges
- OG Heirloom Navel Oranges
- OG Minneola Tangelos
- OG Wiekewa/Lavender Gem Tangelos



DISPLAY CONTEST

January 4 - February 8, 2021

Let's kick off "Diet Season" with an Avocado Display Contest! Avocados from Mexico has partnered with Four Seasons Produce to bring you a super exciting display contest for the month of January! What better month to promote a fruit sure to be on everyone's shopping list. There are tons of opportunities and events in January to increase avocado sales, so let's "kickoff" the year with some creative displays sure to wow your customers leading up to the "Big Game!"

TALK TO YOUR REP OR MERCHANDISER FOR PRICING, DISPLAY IDEAS, AND TIPS ON HOW TO SELL MORE AVOCADOS!

2021 PRODUCE MERCHANDISING CALENDAR

Contact your sales rep or merchandiser to request a FREE digital copy of our 2021 Produce Merchandising Calendar! In the calendar, you'll find our suggestions for monthly display promos, what items are best of season, and promotional themes by week to help you with your planning.



FEBRUARY 2021						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAVEDAY
WEEK 1						
1	2	3	4	5	6	7
WEEK 2						
8	9	10	11	12	13	14
WEEK 3						
15	16	17	18	19	20	21
WEEK 4						
22	23	24	25	26	27	28
WEEK 5						
29	30	1	2	3	4	5

AVAILABLE ON THE FOUR SEASONS PORTAL
 * TOP WINTER PRODUCE ITEMS POSTER

UPCOMING PRODUCE MERCHANDISING THEMES BY WEEK:

- 5** DIET SEASON, CITRUS SEASON
- 6** VALENTINE'S DAY, SPECIALTY CITRUS SEASON, POTATO LOVERS' MONTH
- 7** SPECIALTY CITRUS SEASON, POTATO LOVERS' MONTH



Blueberries from Chile

ORGANIC BLUEBERRY DISPLAY CONTEST

FEBRUARY 1 - MARCH 1, 2021



Do the cold, winter months have your customers feeling a little blue? Well we have the answer! Let's help them beat those winter blues and have a display contest featuring fresh ORGANIC pint blueberries from Chile!

That's right, its back for the 4th year in a row! Four Seasons Produce has once again partnered with Naturipe Farms to bring you a display contest for the month of February. Fresh blueberries from Chile will be abundant in supply, priced right, and perfect for your consumers to snack on! Big "blue"tiful displays will net big "blue"tiful sales, as many consumers will buy multiple packs for both eating and freezing for future use.

CONTEST CRITERIA:

- Build a "blue"tiful display of organic pint blueberries in your produce department or store that is sure to leave a "berry" good impression on our judges!
- All fruit must be purchased from Four Seasons Produce and must be the Naturipe label. **Product code is 46125.**
- Must purchase a minimum of 15 cases of fruit during the contest period.
- Utilize the POS material cards or posters on your displays. These can be obtained through our Four Seasons Sales Rep or Merchandiser.
- Contest displays must be up for a minimum of one week.
- Send all display pictures to Steph Mayer (stephf@fsproduce.com) by Thursday March 4th.



SOME BLUEBERRY MERCHANDISING DISPLAY TIPS:

- Cross merchandising helps build basket size and offers consumers ideas for blueberry uses. Pancake mix, blueberry crisp and ingredients for peach cobblers are all great ideas to have by your displays.
- Recipe cards printed out and on display might encourage consumers to try something new.
- Social Media is a great way to let customers know you are serious about organic blues! Promote online and draw your customers in!

CONTEST PRIZES:

(displays will be judged on criteria, creativity and overall eye appeal)

- 1 55" TV
- 2 Mountain Bike
- 3 Golf Club Set
- 4 Chromebook
- 5 Bluetooth Earbuds



Each entry will receive a pair of Naturipe/Four Seasons socks!

Time to get creative and start planning your blueberry masterpiece today! For more information or display tips and ideas, talk with your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



CONVENTIONAL MARKET NEWS

JANUARY 22 - JANUARY 29, 2020

APPLES & PEARS WINTER UPDATE



EASTERN APPLES:

As some of the varieties wind down for the year from NY and PA growers, the focus is shifting to some of the newer specialty/branded Apples released for winter promotion.

Ruby Frost Apples, with their bright red skin, sweet-tart taste, and crunch flesh, are ideal for snacking and baking. They have Braeburn and Autumn Crisp parentage. These are available in 27lb 2-layer cases and 12/2lb pouch bags.

Super sweet **Kiku Apples** continue in season, along with **Wild Twist**, which are a cross of Pink Lady and Honeycrisp.

NORTHWESTERN APPLES:

Due to high demand and limited packing capacity, Apples have been a bit of a struggle to consistently load from Northwest shippers. Overall, prices are strong.

On the specialty/branded Apple front, February will be an excellent time to promote varieties that keep their texture and flavor ideal even into winter storage, like **Envy**, **Jazz**, and **Opal**. Additionally, there's still some **SugarBee** available.

PEARS:

Keep an eye out for **Red Anjou Pear** promotions during February.



CV CITRUS

Stem & Leaf and regular **Tango Mandarins** are in peak season. 10/3lb **Mandarins** (like Halos) are in good supply and moving well.

The **Navel Orange** market out of California is steady on stickered fancy fruit, with choice grade fruit trading for less. Jumbo 40sz **Navels** are available in display bins.

"**Vintage Sweet**" **Heirloom Navel Oranges** are selling very well in the 10/3lb bags.

NOTE: The first of the season **SUMO Citrus** has been selling very well at retail, and the fruit is eating great! But a hiccup in supply is coming for late January as our pre-orders have been cut in half due to Covid labor challenges at the packinghouse(s). February will be a better time to get back to building big displays of this highly prized citrus.

California **Blood** and **Cara Cara Oranges**, along with **Minneola Tangelos**, continue in peak season with bag and bulk options available.



CV TOMATOES

Beefsteak and **Cluster Tomato** prices are starting to come down for late January. Mexico is coming into a huge flush of product leading to more availability. We continue to also support US greenhouses as well and quality from both regions has been exceptional.

Vine Ripe Tomato prices are coming off as Mexico comes into much more production. Florida prices are also easing off to compete. Quality will be nice from both regions.

Roma Tomatoes continue to be very promotable at the import minimum prices! Mexico continues to flush with great quality.

Grape Tomato prices remain strong again as both Florida and Mexico struggle with consistent volume. Cool temps overnight in Florida keeps the tomatoes from coloring up and maturing. Quality has been nice but looks to be limited at least for late January.

NOTE: **NatureSweet Tomato** products will be limited as the region they grow in has experienced a spell of cool, rainy weather preventing harvests and limited yields. Supplies should rebound in mid-February.



CV STRAWBERRIES

Strawberries will continue to be in tighter supply for the end of January, but we should be in the homestretch in terms of improving supplies. Quality has been excellent on all **Strawberries**.

Growers are forecasting excellent supplies out of Florida as we head into early to mid-February. Get ready to switch gears and begin to promote **Strawberries** more heavily. Due to cooler weather at the current time, sizing will be running much larger than usual.

NOTE: **Blueberries** will be in tighter supply for at least another week. The supply chain is still somewhat empty as inbound containers from Chile are gapping until the end of January. There will still be some volume from Chile and Mexico, but not enough supply to cover all the demand. Quality has been very nice on all **Blueberries**.

NOTE: **Blackberries** and **Raspberries** are in much tighter supply for late January. Weather in Mexico has been much cooler, and yields are significantly lower. Look for pricing to be higher than usual as supplies are limited. Quality has been good on both items.



CV PEPPERS

Mini Sweet Peppers will be available with steady supplies. Prices did come off some as harvests begin to improve out of Mexico.

Green Peppers are starting to slide to more promotable prices. Mexico is coming into full production and quality is outstanding.

NOTE: 11lb **Red, Yellow, and Orange Peppers** continue to be very strong and limited again. Mexico overall planted less acreage, leaving supplies much tighter. Flight space out of Israel is much tighter, leaving to more limited supplies being flown in as well. Availability should start to improve as we get into February.



CV CUCUMBERS

Super Select Cucumber prices will be steady this week. Quality out of Mexico continues to be excellent. There are some Honduran **Cucumbers** available shipping out of Florida as well, but we will continue to stay with product of Mexico.

Euro Seedless Cucumber markets are also steady. Quality out of Mexico continues to be very nice and supplies are steady.

Mini Seedless Cucumber prices however are rising some due to limited harvests out of Mexico.



CV ONIONS

Peruvian **Sweet Onions** are expected to last through the month of February, and at this time, we expect to see a smooth transition over into the start of Mexican grown product.

The **Red, Yellow, and White Onion** markets continue to be steady out of all growing regions. We have been seeing some nice quality out of Nevada, Idaho, and Washington.



CV SQUASH

Green and Yellow Squash prices remain strong out of Mexico. Florida is harvesting little to no product, putting the demand on Mexico. Quality is outstanding but could rise some as the region will experience rainy and cloudy days limiting harvests as well.



CV GREEN BEANS

Green Bean prices should start to decrease approaching February. Florida continues to have cool nights and the beans won't mature quite yet, but could come on any day now with good volume and excellent quality.



CV ASPARAGUS

Asparagus will begin to drop in price as Mexico production begins to come in. Harvests are expected to increase as the week goes on with excellent quality. 28lb cases will start to become available in early February.



CV BROCCOLI & CAULIFLOWER

Broccoli Crown quality has been great! Pricing is reasonable.

Cauliflower became plentiful for mid-January. Volumes in the field are still there and pricing continues to be reasonable, but with heavy rains in the Yuma, AZ, harvests could slow later this month.



CV BRUSSELS SPROUTS

25lb **Brussels Sprouts** pricing has started to be becoming more promotable. With great quality, late January and early February should be a great time to get behind this roasting and cooking vegetable at store level.



CV CELERY

ALERT! Celery supplies are improving a little, but not enough to bring these high prices down just yet.

February may bring some price relief.



CV LETTUCCES

Rain in Yuma, AZ has created a “rain market” for **Lettuces**. This means that with muddy fields, daily harvest schedules are out of sync. So far, it does not appear that pricing will jump up much, if at all.



CV CABBAGE

Green Cabbage prices are steady this week. Quality continues to be excellent from Florida and Texas.



CV PEAS

Snap Peas are very promotable this week! Quality has been nice.



CV ARTICHOKES

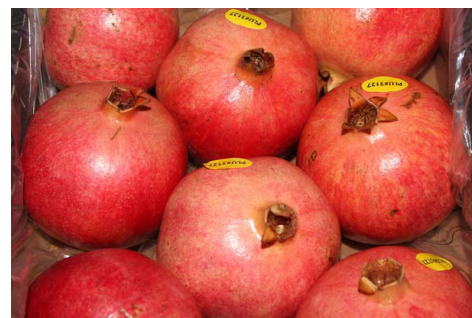
24ct **Artichoke** supplies will be back in stock for late January. Pricing remains on the higher side.



CV KIWIFRUIT

Green Kiwifruit from Italy will be available headed into February. Be sure to check out our new 16/11lb clamshell in stock now!

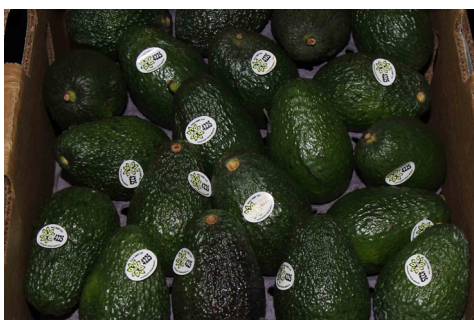
NOTE: SunGold Kiwifruit is done for the season and will return with the New Zealand crop arriving in May.



CV POMEGRANATES

Pomegranates from POM Wonderful are now done for the season. We'll transition to some beautiful large fruit from Israel available for late January.

Pom Arils are available in both 4oz and 8oz cups for late January from POM Wonderful.



CV AVOCADOS

Hass Avocado supplies are steady out of Mexico. Pricing remains reasonable as we approach the “Big Game” on February 7th.

Continue to promote 40ct, 48ct, 60ct, and 12/2lb bags. Be sure to get in our Avocados from Mexico display contest which last the entire month of January!

To participate in our in-house professionally ripened **Pre-conditioned Hass Avocado** program, please contact your sales rep or merchandiser.



CV TROPICALS

Pineapples are becoming lighter in supply headed into February, which is inching pricing higher.

Mangos from Peru continue to be tight in supply. Mexico is projecting to have Tommy Atkins fruit in early to mid-February to kick off their season.

First of the season **Ataulfo Honey Mangos** from Mexico will arrive the last week of January.

White Dragon Fruit and **Yellow Pitahaya** will be available again from Ecuador.



CV BUNCHED VEG & HERBS

We are receiving fresh **Bunched Row Crop Vegetables** and **Herbs** from the famous winter harvests of “**Little Bear**” brand out of South Texas and Mexico. They are known for great quality and size of the bunch.

- Currently available:
- Arugula & Spinach
 - Red Bunch Beets
 - Bok Choy & Baby Bok Choy
 - Napa, Red, & Savoy Cabbage
 - Green, Red, & Rainbow Chard
 - Dandelion, Mustard, & Turnip Greens
 - Kohlrabi
 - Daikon Radish
 - Dill