

ORGANIC MARKET NEWS

FEBRUARY 5 - FEBRUARY 12, 2020

ORGANIC APPLES WINTER UPDATE



The 2020 crop of Washington **Organic Apples** is firming up in price on a number of varieties, and the pack-outs are becoming more sporadic as shippers open up Controlled Atmosphere storage rooms at this point in the season.

Organic Gala and **Honeycrisp Apples**, in particular, are inching up in price as the peak pack-outs are scaling back. On **Honeycrisp**, there is a very large spread in price between the high-color WXF Premium grade and the WXF2/USXF grades. Take advantage now since the great-tasting, but lower color grades, are finishing up quickly.

Organic Fuji Apples are in pretty good supply right now. This might be a good variety to increase display space of as other varieties go up in price or end.

Organic Ambrosia, Cosmic Crisp, Envy, Granny Smith, Juici, Lady Alice, Opal, Piñata, Pink Lady, and SugarBee Apples are all available during February.

On two of the traditional varieties, here's the outlook:

- **Organic Golden Delicious Apples** are winding down for the season and will likely be out of stock by mid-February.
- Many Washington shippers are packing their **Organic Red Delicious Apples** for the conventional market to fill orders. This is pushing the price up on the organics.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli remains plentiful and promotable, with excellent quality!

Organic Sweet Baby Broccoli are in steady supplies with excellent quality. Look for promotional opportunities here in February.

NOTE: **Organic Broccoli Rabe** has seen improvement in supply during early February, however pricing continues to remain elevated.

Organic Cauliflower is in peak supply from So-Cal and Yuma, AZ! Take advantage with early to mid-February promotions as affordability and good quality is expected. The market will turn around and become less plentiful closer to March.



OG CITRUS

Organic Navel Oranges will continue to be in excellent supply from California. Most growers picked ahead of the heavy rains and have kept the supply moving. At this time, most growers are peaking on 72ct and 88ct, and the good news is that the majority of the fruit is meeting a fancy grade.

Delicious pink-flesh **Organic Cara Cara Oranges** are in peak season supply. Pack-outs are also running mostly 72ct and 88ct with limited availability on 56ct and larger.

Organic Lemon supplies look to be solid going forward. Quality has been very nice. We're currently seeing the majority of the fruit counting in the 95-115ct range, but that will change closer to March when the next growing region will peak on 140-165ct.



OG BERRIES

Organic Blueberries supplies from Chile are finally beginning to ramp up, but volumes will be lighter than last February's peak. Due to cool weather, **Organic Blueberries** are very limited and expensive out of Mexico. Quality has been excellent on pints from both locations.

NOTE: **Organic Strawberries** continue to be very limited in supply for early to mid-February. The main growing area in Baja, Mexico experienced significant rain, and this will have a big impact on overall volumes. Prorates and expensive pricing will continue.

NOTE: **Organic Blackberries** and **Raspberries** will remain in tighter supply out of Mexico, which is preventing promotional activity, but we expect to get covered by our grower partners for every-day volume.



OG CUCUMBERS

Organic Cucumbers from Mexico are becoming more limited in supply and pricing is headed up for February. Florida growers are in a gap.

Organic Seedless Cucumber and **Mini Seedless Cucumber** prices remain high and production is limited, keeping prices high. Quality has been nice. Production is expected to improve in late February.



OG LETTUCE

Organic Romaine, Green & Red Leaf, and Green & Red Boston Lettuces from Lady Moon Farm continue in peak production at their Florida operations. Pricing is promotable compared to out west, supplies are plentiful, and quality is excellent for this month.

Organic Iceberg and **Romaine Hearts** from Yuma, AZ are finally seeing an improvement in availability and price.



OG ONIONS & POTATOES

Expect outstanding quality in all **Organic Red, Yellow, White, and Sweet Onions** packs and sizes. Product continues to come out of Nevada desert growing region and pricing has been steady.

Organic Red and **Yellow Potatoes** will now be sourced out of Idaho for mid-February and beyond. Good quality is expected, however price will be higher than the Manitoba, Canada product that is now finished for the season.



OG PEAS

Excellent quality **Organic Snow, Snap, and English Peas** are available in February from Mexico. These products are only available at this time of the year, so make sure to add them to your set while they're in season.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico continue to yield strong supplies for February. Look for excellent quality and promotional opportunities in 25lb and 10lb packs. Ask your rep about 8/1lb clamshells.

Covilli Fair Trade **Organic Brussels Sprouts** program is under way.



OG GREENS

Especially abundant for February is **Organic Fennel** from Lady Moon Farms in Florida!

Organic Green Kale remains steady in supplies with excellent quality from Lady Moon Farms in Florida, along with their full complement of other **Organic Greens**.

Organic Lacinato Kale is more limited, so we'll be sourcing from multiple regions to stay in stock.



OG EGGPLANT

Organic Eggplant will primarily be sourced from Mexico for February as Lady Moon Farms' production in Florida is very light. Pricing is on the high side.



OG CELERY

Organic Celery and **Celery Hearts** volumes have begun to pick up from most vendors. Expect lower pricing and improved quality during February, along with some promo opportunities later in the month.



OG SOFT SQUASH

Things can change quickly! Mexican **Organic Zucchini** and **Yellow Squash** have begun to ramp back up in production during early February. Pricing is now stable and has even become promotable for mid-February with better volumes.



OG MANGOS

Organic Ataulfo Honey Mangos from Mexico are available again! The Ataulfo variety is up first out of Mexico.

Organic Kent Mangos from Peru are starting to wind down and Mexico is just starting up with Tommy Atkins. There should be no gap between the Peru and Mexico seasons.



OG GRAPES

Organic Red and Green Grapes from Peru are showing nice quality. Importers are finishing up on the bags during early February, so we will be moving into 10/11lb clamshells on both varieties for much of the rest of March.

Bags may come back into availability when we get to the next growing region in Peru.



OG ASPARAGUS

New crop Mexican **Organic Asparagus** will become more promotable as February continues. Quality has been very nice!



OG PEPPERS

Organic Green Peppers from Lady Moon Farms in FL continue with excellent production and quality.

Organic Red, Yellow, and Orange Bell Peppers are coming into much better yields out of Mexico, so pricing is starting to drop from this region into the promotable range the week of 2/15. **Reds** will be at the best price point. We'll scale back our volumes from Israel.

Organic Mini Sweet Peppers continue to see better production. Look for pricing to drop again and for promotional opportunities to arise in mid to late-February as the market stabilizes.

Organic Specialty and Hot Pepper packs are back in stock and add a nice addition to your pepper sets!



OG TOMATOES

Organic Beefsteak Tomato prices are steady coming primarily out of Canada. Quality has been exceptional. **Organic Cluster Tomato** prices are coming down out of Mexico. Quality has been nice.

Organic Grape Tomato prices out of Mexico will be steady. Production and quality have been nice. Lady Moon Farms was hoping to see much better numbers, but Florida is experiencing very cold temps again, limiting their production.

Organic Mixed Heirloom and "Darkloom" Tomatoes will be promotable from fair trade partner, Covilli Brand Organics. Quality is outstanding.

Organic Roma Tomato prices are coming up some as the flush out of Mexico is easing off. Product will be steady, however.



OG TROPICALS

Organic Hass Avocado prices are loosening up temporarily while shippers try to make up for a few days of lost sales on the east coast due to a winter storm. 48ct are in more promotable supply than the 60ct which have been selling very fast.

Organic Formosa Papayas are steady in supply and quality has been excellent. Look to promote here!

Organic Pineapple supplies continue to be tight. Quality has been good.

ALERT! Organic Young Thai Coconuts will be out of stock again due to limited supplies and port delays.

Organic Sapodilla, Black Sapote, Yucca Root, and Organic Nopales (Cactus Leaves) will be available again out of Florida.

OTHER STORIES

- Prices on **Organic Acorn Squash** have started to come off and is expected to level out just slightly higher than **Organic Butternut** and **Spaghetti**. All three varieties are in rather good supply. **Organic Kabocha** and **Delicata Squash** are also in better supply out of Mexico .

- **Organic Green and Red Cabbage** are currently being sourced from Florida and California. Lady Moon Farms in FL has seen better yields on **Organic Green Cabbage**, but **Red Cabbage** still remains a little behind with less production. **Organic Savoy** and **Napa Cabbage** from California will be in steady supply for February.

- **Organic Green Beans** remain steady from both Mexico and Florida with outstanding quality in February. Look for 15lb Covilli Fair Trade **Organic Green Beans** to return in early February.



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





2020 SUPPLIER PARTNER OF THE YEAR

PRESENTED TO



The Four Seasons Produce, Inc. 2020 Supplier Partner of the Year Award is proudly presented to: **Mother Earth Organic Mushrooms** of Landenberg, PA

Reasons **Mother Earth** received this Award:

- Core Values and Relationship Alignment
- Excellent Service and Fill-Rates even during a Pandemic year
- Consistently Good Quality
- Strong Mushroom Category YOY Sales Growth Achieved
- Support offered for FSP Associates and Customers



2021 PRODUCE MERCHANDISING CALENDAR



UPCOMING PRODUCE MERCHANDISING THEMES BY WEEK:

- 7** SPECIALTY CITRUS SEASON, POTATO LOVERS' MONTH
- 8** SPECIALTY CITRUS SEASON, POTATO LOVER'S MONTH, HEALTHY COMFORT FOOD
- 9** SPECIALTY CITRUS SEASON, HEALTHY COMFORT FOOD

WEEK 7	14	15	16	17	18	19	20
	Valentine's Day	President's Day	Mar 11 (Sat) / Fat Tuesday	Ash Wednesday			
WEEK 8	21	22	23	24	25	26	27
WEEK 9	28						

CONVENTIONAL MARKET NEWS

FEBRUARY 5 - FEBRUARY 12, 2020

PROMO TIME FOR PEPPERS RETURNS!



15lb **Red Sweet Peppers** (elongated) are coming into a period of promotability out of Mexico during February and into March. Quality is outstanding.

11lb **Red, Orange, and Yellow Bell Pepper** prices continue to drop as availability gets better headed toward mid-February. **Red** still remains the most promotable. **Yellow** and **Orange** prices are still a little higher but are coming down almost daily. Quality has been excellent.



Mini Sweet Peppers availability out of Mexico is becoming much steadier after what feels like a year-long high market. Prices should be reasonable and start to come down to much more promotable levels as February continues.

Green Pepper prices will remain reasonable. Florida production has been somewhat limited from the cooler overnight temperatures, but Mexico production is strong.



CV TROPICALS

Ataulfo Honey Mangos from Mexico will be available again as these are the first to get the Mexican season started!

Kent Mangos from Peru are winding down for the season and we will transition to new crop Tommy Atkins out of Mexico in mid-February.

Hass Avocados will continue to be a promotable item for February. Keep an eye out for spot buys, especially on larger size fruit.

Pineapples are back into great supply and the rest of February is a good time to promote! 5ct, 6ct, 7ct, and 8ct are all available.

ALERT! Young Thai Coconuts will be out of stock until sometime the week of 2/8.



CV TOMATOES

Beefsteak and **Cluster Tomatoes** will be promotable harvests from Mexico, Canada, and US are flushing with product. Quality has been excellent.

Grape Tomato prices continue to fall to much more promotable volumes and prices. Florida could be affected by the cold overnight temperatures, but Mexico production is coming on strong.

Vine Ripe and **Roma Tomatoes** continue to be promotable as Mexico and Florida production remains strong.

NOTE: Campari Cocktail Tomato prices will be high and product will be limited as production out of Mexico is in transition.

ALERT! NatureSweet Tomato products continue to be very short in supply due to cool, rainy weather. Fill-rates are expected to improve each week during February. **Twilights** and **Comets** have been temporarily discontinued.



CV STRAWBERRIES

ALERT! Because of another cold weather pattern in Florida, **Strawberries** are just not ripening up. Florida growers are coming up extremely short for the Valentine's Day lead up week, and Mexico doesn't have enough volume either.

Look for pricing to remain higher through the middle of February. There may also be occasional prorates or out-of-stocks. Quality and size have been nice, but so little is being harvested.

Florida growers are very concerned that the green fruit hanging on their plants has missed the ideal promo window before ripening.

Now they are hoping retailers will plan promotions for late February and into March when their yields are expected to be abundant.



CV CITRUS

Navel Oranges, Cara Cara Oranges, Blood Oranges, SUMO Citrus, Minneola Tangelos, and Tango/Murcott Mandarins (Halos bags and Stem & Leaf boxes) are all in good supply. Prices remain even and demand is good. Growers were able to pick ahead of the rains.

NEW! "Mandarosa" Red-flesh Mandarins will be available in 15/2lb bags the week of 2/8.

Pummelos are done for the season at Sunkist.



CV GRAPES

Heavy rains and flooding in parts of Chile will impact the remaining **Grape** harvests there since there was some crop loss. Prices are expected to inch up through the rest of winter.

Our XL lines will feature premium varieties like **Sweet Globes** on the **Greens**, and **Sweet Celebration** and **Jack Salute** on the **Reds**. Our medium-large lines will have standard varieties at the best value.

Cotton Candy Grapes are available for mid-February.



CV SQUASH & EGGPLANT

Green and Yellow Squash prices will come off some more as production becomes steady and demand remains weak. Quality out of Mexico has been excellent.

Eggplant from Mexico is in peak season and trading at reasonable prices. The rest of February might be a good time to promote warm cooking veg!



CV CUCUMBERS

Super Select Cucumber prices will be steady. Quality remains exceptional out of Mexico.

Euro Seedless Cucumber prices are trickling down as more supplies come on. Quality has been very nice out of Mexico.

Mini Seedless Cucumber prices will remain high for early February as new areas begin out of Mexico. Quality has been nice, but availability has been limited.



CV BROCCOLI & CAULIFLOWER

Broccoli Crown quality remains great and availability is steady out of both Florida and Mexico. Prices have become promotable!

Cauliflower will primarily be out of Arizona with steady pricing for mid-February, along with the occasional side deal. Quality has been good for the most part.



CV ASPARAGUS

Asparagus prices will be promotable for the rest of February as Mexico is now in full production on their new crop. 28lb cases will be coming in the week of 2/8, and quality is expected to be excellent.



CV CELERY

Celery and **Celery Hearts** are promotable! After a difficult start to the winter, volumes are now improved and pricing is dropping.



CV FRENCH BEANS

10/1lb **French Beans** are selling very well lately. During the pandemic, many consumers tried this pack simply because it was in a package vs. bulk, and are back for more.

For mid-February, we'll also be offering 10/1lb **Yellow French Beans**.



CV GREEN BEANS

Green Bean prices will start to go back up for mid-February due to the cold weather front that dipped into Florida and is slowing maturity and harvests on beans.



CV ARTICHOKE

Once growers get through this cold weather out west, larger size crown pick **Artichokes** are expected to be in great supply - perhaps starting as early as mid-February, but peaking closer to March on the Jumbo 12ct.



CV LETTUCE

Iceberg Lettuce has settled into decent volumes and promotable pricing for mid-February.

Romaine Hearts are finally in much better supply, so keep an eye out for spot buys during the rest of the month!



CV BRUSSELS SPROUTS

25lb **Brussels Sprouts** are in promotable supply with nice quality.

The Ocean Mist value-added **Brussels Sprouts** lines are in good availability and selling very well.



CV BLUEBERRIES

Blueberries will continue to be in tighter supply. Volume from Chile continues to be down by about 20%, and they've experienced some rain in the majority of their growing areas. Volumes from Mexico will also be lighter so expect pricing to remain on the higher side.

NOTE: Due to that cool weather in Mexico, Driscoll's "Limited Edition Sweetest Batch" **Blueberries** will be in fact extra limited for the rest of February.



CV RASPBERRIES & BLACKBERRIES

NOTE: **Raspberries** and **Blackberries** are still in a prorate situation, and supplies will remain limited due to the cool weather in Mexico.

Quality has been nice, but pricing will be higher throughout the month of February.

NOTE: Driscoll's "Limited Edition Sweetest Batch" **Blackberries** will be in very light to sporadic volume for the rest of February.



CV POTATOES

Russet, Red, and Gold Potatoes continue to be in steady supply out of Prince Edward Island, Canada. Expect pricing on **Reds** and **Golds** to inch up as demand on these items is causing some pricing pressure in the marketplace. Product from Idaho (like Green Giant) is already trading at a premium.

We will see local PA-grown bagged **White Potatoes** increase modestly in price. This is due to the incredible demand from the USDA "Farms to Families" Food Box Program.



CV MELONS

There will be some spot buys to promote on nice quality **Honeydew** out of Guatemala for the week of 2/8.

Between port delays and missed sales during the snow storm that impacted the Mid-West and Northeast, importers are looking to move some extra product.

Cantaloupes remain expensive.



CV WATERMELONS

There are some better supplies of whole seedless **Watermelon** cartons coming out of Mexico. Quality has been nice from this region, and we're avoiding product from Central America that's not as good.

Mini Seedless Watermelons got wiped out pretty hard in Central America from the November hurricanes, but now we're starting to see some come in from Mexico in light volumes.



CV STONE FRUIT

We're seeing some **Peaches, Nectarines,** and **Plums** out of Chile for February that have a nice opening appearance.

NOTE: **Cherries** from Chile are winding down for the season.