

ORGANIC MARKET NEWS

FEBRUARY 26 - MARCH 5, 2021

PROMOTE ORGANIC BROCCOLI



Early March will provide in-store special opportunities on **Organic Broccoli**, particularly 14ct bunch!

Organic Broccoli from SoCal and Yuma, AZ will again produce heavy harvest yields the first week of March. Although demand saw an uptick in the third week of February, the disruptive winter storms across the country, plus power outages in Texas, put a hiccup in the supply chain. Supplies continue to exceed demand, causing the pricing to remain quite promotable!

Organic Sweet Baby Broccoli continues in season, and there will be some availability of **Organic Purple Baby Broccoli** and **Organic Broccoli Rabe** to complete your Broccoli sets as all are seeing peak quality!



OG TOMATOES

Organic Grape, Gold Grape, Cherry, Orange Cherry, and Rainbow Cherry Tomatoes from Lady Moon Farms will be promotable for the beginning of March. Their Florida farms are producing strong volumes now that the weather has improved. Quality will be excellent!

Organic Cluster Tomatoes will be promotable this week out of Mexico. Quality continues to be very nice. Canadian production is still limited but will start to improve for both **Cluster** and **Beefsteak** as the spring new crop harvests start by mid-March.

Fair Trade Organic "Darkloom" Tomatoes will be in good supply for early March from Covilli Organics. Quality has been excellent. **Organic Mixed Heirloom Tomatoes** will be available as well, the market on these however is a little higher as there is less availability.

Organic Cherry On-The-Vine Tomatoes, as well as **Organic Cocktail Tomatoes**, have been coming in with very nice quality out of Canada.



OG GREENS

Organic Green and Red Kale supplies are booming with great quality and outstanding yields from Lady Moon Farms in Florida!

Organic Lacinato Kale supplies continue in steady production, however, look for supplemental supplies to be sourced from California in early March.

Lady Moon continues to have consistent supplies of **Organic Collards** and **Rainbow Chard** with supreme quality.

Organic Green and Red Chard are not grown by Lady Moon currently and will be sourced from California.

Organic Green and Red Dandelion Greens have seen volumes improve and pricing stabilize from Lady Moon Farms.

Consider adding **Organic Specialty Greens** to your wet rack, like **Organic Mizuna, Green Mustard, and Red Mustard** to top off a perfect greens section while product remains in peak supplies and quality!



OG TROPICALS

Organic Kent Mangos are still coming from Peru as the season continues to produce good quality fruit. Mexico has also starting to ramp up volume with **Tommy Atkins** fruit. With two regions, pricing is remaining affordable.

Organic Ataulfo Honey Mangos will see a slight dip in supplies for the beginning of March after an initial burst of fruit to officially begin the Mexican Mango Season for 2021. This decrease should turn back around in early to mid-March.

Organic Young Thai Coconuts are available after some supply chain gaps. **Organic Raw Drink & Eat Coconuts** will be back in stock starting around 3/3. New 12/4oz fresh **Organic Coconut Chunks** are selling very well.

Organic Formosa Papayas will again be very promotable for the beginning of March. Quality has been excellent!

Organic Pineapple supplies have improved on the east coast. Volume and quality have been good!

Organic Hass Avocados continued to command higher pricing over the weeks prior. Quality has been good and there should be enough supply to fill needs.



OG GREEN & YELLOW SQUASH

Organic Zucchini from Mexico remains plentiful once again for the first week of March.

Organic Zucchini from Lady Moon Farms' Georgia facility is estimated to begin harvests around March 15th!

Organic Yellow Squash has also continued strong availability, but pricing is elevated compared to Zucchini and is expected to start ticking up in early March. **NOTE:** Expect less than ideal quality with scarring for much of March.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico remain promotable with pricing, volumes, and quality through mid-March. Continual high yields have created abundant supplies, cause pricing to remain aggressive once again.

Don't forget to add **Organic Purple Brussels Sprouts** from Covilli Brand Organics into displays to add a pop of color and uniqueness. This Fair Trade product will be sure to catch customer's eyes!

Consider adding totes or pouch bags to your sets in addition to the bulk.



OG CUCUMBERS

Organic Euro Seedless Cucumber prices will become very promotable as we head into March as harvests are expected to come in strong. Quality will be excellent on this new crop. Look for ad promotions in March.

Organic Cucumbers from Mexico do have nice quality, but will remain limited at an elevated price. As a result of the winter storms that affected most of the nation and our national demand, the ability to make it to stores was inhibited but has actually help pricing stabilize.



OG APPLES

Look for promotions this week on **Organic Fuji Apple** bags and WXFP80/88ct **Organic Pink Lady** and **Pinata Apples**, as these items are backing up slightly in Washington.

Washington **Organic Opal Apples** will have their last pack out of the season the first week of March, which will last for a few weeks and then come to the end of the season.



OG BOK CHOYS

Organic Bok Choy, Baby Bok Choy, Red Baby Bok Choy, and **Tatsoi** from Lady Moon Farms will conclude their Florida season as March begins.

Look for product to be sourced from California until product begins at Lady Moon's Georgia farm.

Organic Red Baby Bok Choy will gap completely until Georgia harvests begin.



OG CAULIFLOWER

Organic Cauliflower from SoCal and Yuma, AZ harvest yields have improved. There will be some spot buys to start off March as growers have some extra volume to move. Then, a stable market is expected after that.

Organic Romanesco is in season from SoCal. Be sure to add this to your specialty veg offerings.



OG PEPPERS

Organic Mini Sweet Peppers are promotable as March kicks off! Expand displays and capitalize off of extremely promotional pricing.



OG GREEN BEANS

Organic Green Bean supplies are consistent supplies from Florida. Covilli Brand Organics Fair Trade is beginning to harvest and see better numbers once again in early March.



OG CABBAGE

Organic Cabbages from Lady Moon Farms in Florida are all in steady supply for all varieties. Expect to see good volume for **Organic Green Cabbage** as St. Patrick's Day approaches.



OG ASPARAGUS

Organic Asparagus markets remain very promotable this week out of Mexico. Harvests continue to flush, and quality is outstanding.



OG CITRUS

March will kick off our huge Sunkist Display contest, including **Organic Lemons, Mandarins, Cara Cara Oranges, and Navel Oranges**. Make sure to enter the contest as prices will be very promotable!

ALERT! **Organic Lime** prices are through the roof with lighter color and sporadic supplies out of Mexico.



OG PEARS

New crop **Organic Bartlett Pears** from Argentina are in season with very nice quality.

The next arrivals are slated for early March, but the supply chain is at the mercy of the vessels and port unloadings.



OG POTATOES/ONIONS/YAMS

We will see some really nice quality **Organic Gold Potatoes** arrive for the beginning of March out of Manitoba, Canada. It is expected that they will last into the month of April.

Organic Red and **Russet Potatoes** will continue out of Colorado and Idaho with steady price and availability.

Our first arrival of **Organic Onions** from Washington will arrive for the beginning of March, and it is expected that quality is going to look very nice. This program will replace the Peri & Sons label out of Nevada which is now finished for the season and will gap until the start of California towards the middle of April.

Organic Sweet Potatoes from California are looking fantastic right now in terms of quality. Big displays equal big sales, and we have the supply right now to support some nice big retail displays.

- **Organic Snow, Snap, and English Peas** continue to see improved pricing. Expect steady supplies, great prices, and excellent quality in early March.

- **Organic Celery** and **Celery Hearts** maintain consistent yields, creating a stable market. As March begins, expect reliable supplies, solid quality, and



OG BERRIES

Organic Strawberries are back in better supply with decreasing prices out of Mexico and California. Product will become more promotable the closer we get to April.

Driscoll's **Organic Strawberry** volumes are also beginning to improve. Expect less prorates by the day and significant drops on pricing each week.

ALERT! All **Organic Blackberries** are very tight with high prices and weak quality from freezing and weather, which is impacting yields. This situation is not expected to improve until late March, and may even get worse.

The good news is that for April, **Organic Blackberries** and **Raspberries** are expected to return to promotable volumes and affordable pricing. Stay in touch with your rep to plan future promos.

There are still some arrivals of **Organic Blueberries** coming in from Chile. The Naturipe quality has been good, but pricing is on the rise. Driscoll's **Organic Blueberries** are out of Mexico and So-Cal with outstanding quality, but light volume and high prices.

OTHER STORIES

steady pricing, along with promotional opportunities to arise throughout the month.

- **Organic Butternut** and **Spaghetti Squash** are still in good supply but have seen some upward pricing.

- **ALERT!** **Organic Delicata Squash** is now gap-



OG LETTUCES

Organic Iceberg Lettuce and **Organic Romaine Hearts** remain in peak supplies from SoCal and Yuma, AZ.

Organic Green & Red Leaf, Butter, and Romaine Lettuces remain in exceptional supplies with outstanding quality from Lady Moon Farms in Florida as we head into March.

The first week of March will see **Organic Red Romaine Lettuce** from Cal-O return to stock, make sure to add this item back to wet veg sets to add a pop of color.

ping on supply and will be out of stock until the middle of April.

- **NOTE:** **Organic Acorn** and **Kabocha Squash** have tightened up on supply and have really seen pricing jump up as a result.

SUNKIST CITRUS DISPLAY CONTEST



MARCH 1 - MARCH 29, 2021

Four Seasons Produce has again partnered with SunKist Growers to offer up a contest with massive sales potential! We are in full swing with the citrus category, and some of the best tasting fruit will come in March! Time to create your own "March Madness" and grow your sales in the citrus category!

CONTEST CRITERIA:

- Build a BEAUTIFUL display of SunKist Citrus using fruit **purchased from Four Seasons Produce**
- Displays **must** contain **at least 4 varieties of conventional fruit OR 3 varieties of organic fruit** to qualify
- Displays **must** contain SunKist POS signage or bins which are available through your Four Seasons sales rep or merchandiser
- All displays **must remain up for at least one week**
- Use of social media is not required, but strongly encouraged.
- Pictures of displays must be submitted to Steph Mayer (stephf@fsproduce.com) by April 1.



PRIZES:

(DISPLAYS WILL BE JUDGED OFF OF CREATIVITY, USE OF SUNKIST SIGNAGE/BINS, AND OVERALL EYE APPEAL)



GRAND PRIZE
Microsoft - Surface Pro



2ND PLACE
Apple Watch or
Samsung Galaxy



3RD PLACE
Grill & Grill Set



4TH PLACE
Breville Juicer



5TH PLACE
YETI Cooler



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AVAILABLE AT FOUR SEASONS

Sunkist is a not-for-profit marketing cooperative entirely owned by and operated for the California and Arizona citrus growers who make up its membership. For more information visit: www.sunkist.com

NAVEL ORANGES

CODE	DESCRIPTION
13555	CV Oranges Navel CA 48 ct
13560	CV Oranges Navel CA 56 ct
13565	CV Oranges Navel CA 72 ct
13570	CV Oranges Navel CA 88ct
13611	CV Oranges Navel CA 8/4lb
13601	CV Oranges Navel CA 760ct Bin 40 sz
42175	OG Oranges Navel CA FCY 40 ct
44092	OG Oranges Navel CA FCY 48 ct
44121	OG Oranges Navel CA FCY 56 ct
44096	OG Oranges Navel CA FCY 72 ct
44100	OG Oranges Navel CA FCY 88 ct
44099	OG Oranges Navel CA 10/4 lb Bag

CARA CARA ORANGES

CODE	DESCRIPTION
13818	CV Oranges Cara Cara 56 ct
13747	CV Oranges Cara Cara Choice 12/3lb SK bag
43571	OG Oranges Cara Cara CA 56 ct

BLOOD ORANGES

CODE	DESCRIPTION
14015	CV Oranges Blood 36 ct 72 sz 1/2 Case
13912	CV Oranges Blood 18/2 lb

MANDARINS

CODE	DESCRIPTION
14678	CV Mandarins CA10/3 lb Delite
14641	CV Mandarins Gold Nugget 10/3 lb bag
44302	OG Mandarins USA 60-90 ct 25 lb
44503	OG Mandarins 15/2 lb Bagged

LEMONS

CODE	DESCRIPTION
13080	CV Lemons Choice 95 ct SK
13085	CV Lemons Choice 115 ct SK
13040	CV Lemons Choice 18/2 lb SK Pouch Bag
13053	CV Lemons Meyer 18/1 lb Pouch Bag
44079	OG Lemons FCY 75 ct
44057	OG Lemons FCY 95 ct
44019	OG Lemons FCY 115 ct
44012	OG Lemons FCY 140 ct
44020	OG Lemons FCY 18/2 lb Bag

MINNEOLA TANGELOS

CODE	DESCRIPTION
14348	CV Tangelos Minneola CA FCY 80 ct
14345	CV Tangelos Minneola Choice 12/3 lb

GRAPEFRUIT

CODE	DESCRIPTION
12205	CV Grapefruit Red CA PREM 27ct
12211	CV Grapefruit Red CA PREM 40ct
12231	CV Grapefruit Red CA Choice 8/5lb

SUNKIST BINS - CONVENTIONAL

CODE	DESCRIPTION	
23376	POS Display Bin	1 ea Delite
32244	POS Display Meyer 1/4 Bin	1 ea Sunkist
32243	POS Display Lemon 1/4 Bin	1 ea Sunkist
32246	POS Display Bin Cara Cara	1 ea Sunkist
218922	POS Display Bin Orange 24" CV	1 ea Sunkist
227240	POS Display Bin Variety CV	1 ea Sunkist

SUNKIST BINS - ORGANIC

CODE	DESCRIPTION	
223679	POS Display Pop Up Square	1 ea Organic Sunkist Multi Var
223671	POS Display Pop Up Square	1 ea Organic Sunkist Cara Cara
223673	POS Display Pop Up Square	1 ea Organic Sunkist Lemon
223675	POS Display Pop Up Square	1 ea Organic Sunkist Mandarin
223681	POS Display Pop Up Square	1 ea Organic Sunkist Navel
218196	POS Display OG Variety Bin	1 ea Sunkist



CONVENTIONAL MARKET NEWS

FEBRUARY 26 - MARCH 5, 2021

MARCH CITRUS MERCHANDISING



March should provide plenty of opportunities to drive **Citrus** sales through merchandising and promotional activity while the California crop is at its peak! Be sure to check out our Sunkist Display Contest and plan out some ads with your rep for March.

The California **Navel Orange** market is steady, so it appears that volumes and pricing will be predictable throughout the month. Quality has been great, even choice grade fruit has been coming in nice with good color inside and out. In addition to 4lb bags and carton fruit, we'll have good volumes on 36/40ct **Jumbo Navel Oranges** in display bins coming in.

It's also primetime for **Cara Cara** and **Blood Oranges**, plus California **Minneola Tangelos**. High-graphic Giro bags are selling very well this year.

Good quality Tango and Murcott variety **Mandarins** from California are in good supply.

Movement has been great as these **Mandarins** outperform all of the other citrus categories. Fruit is expected to continue through May.

Demand for **Lemons** has been excellent at retail. Choice grade fruit is trading at a fairly significant discount versus the cosmetically perfect fancy grade.

Meyer Lemons continue in season and are really doing well in the 11lb pouch bag.

ALERT! Limes out of Mexico are very expensive as the crop is in between seasons with light yields and weak quality.

ALERT! Grapefruit supplies are light, and the prices are high. With the freeze in Texas basically wiping out the rest of the Rio Star crop, and the Florida season at the tail end, most of the volume is shifting out to the SoCal crop, which is not prepared to supply the whole nation.



CV STRAWBERRIES

Things change fast...

Strawberries are in excellent supply now out of Florida, and this will likely continue for the first week of March. The growing conditions have improved, and now the plants are producing excellent yields, but the growers did not have any ad promotions lined up.

Look for great opportunities to promote all **Strawberries**, especially some early March spot buys. Quality has been nice.

Florida will finish for the season by mid-March, and then we'll begin the transition to new crop Oxnard and Santa Maria, CA **Strawberries**.



CV BERRIES

Blueberries are still available from Chile, but the season is winding down quickly, and with many shippers the fruit isn't as strong - we're seeing soft and mealy texture.

The best fruit on the market is from Mexico, and these berries are large, firm, and have good bloom. We'll be scaling down our need for Chilean fruit as we head into March and shifting to Mexico. Mexican **Blueberries** will be higher priced, but the quality is the best!

NOTE: **Blackberries** will be in very limited supply to kick off March. **Raspberries** are finally showing signs of improvement in volume. Fruit is still tighter overall, but not as bad as it was in mid-February.

Forecasts show that by the end of March we'll be in a much better spot with promotable volumes expected in April on **Blackberries** and **Raspberries**.



CV PEPPERS

Mini Sweet Peppers will be promotable for the beginning of March coming out of Mexico. Quality looks outstanding.

15lb **Red Peppers** will be promotable for early March out of Mexico. Quality and sizing have been excellent.

11lb **Red, Yellow, and Orange Pepper** prices are firming up some as growers are in between sets of winter and spring crops. This will not last long as heavy supplies are expected to come on again in early March from new spring crops. Quality has been nice out of Mexico. Canadian grown product should be starting mid-March.

Green Pepper prices did firm up a bit but remain promotable out of Florida. Quality has been excellent.



CV BROCCOLI

Broccoli Crown pricing remains affordable out of multiple growing regions, in spite of higher freight rates. Quality is great.



CV ARTICHOKES

12ct **Jumbo Artichokes** are still coming in gorgeous from the Coachella Valley in CA. 24cts are starting to dominate harvests. Promotional pricing will be available for early March on both sizes.



CV CAULIFLOWER

Cauliflower quality is very nice to start off March. Pricing has been reasonable as some growers were looking to move extra volumes that were intended for retailers that were canceled due to winter storms.



CV LETTUCCES

Iceberg, Romaine Heart, and Leaf Lettuces are in excellent supply for early March and prices are reasonable. Keep an eye out for spot deals too!

Iceberg Lettuce growers have warned of discoloration on some outer leaves due to the fast growing large heads being harvested right now.



CV ASPARAGUS

Asparagus prices remain very promotable again for the beginning of March. This is one of the best times of the year to build big displays at sharp price points to drive impulse purchases.

Supplies out of Mexico continue to come in strong with great quality product.



CV GREEN BEANS

Green Beans will be promotable coming out of Florida as harvests will continue to flush for early March. Quality has been very nice.

With some sharp price points and good volume again, consider bagging up beans in totes or pouch bags for easy grab & go sales.



CV CABBAGE

Green Cabbage prices are up a little bit for the beginning of March. Growers out of Texas are still assessing crop damages from the freezing temperatures of mid-February.

Quality out of Florida has been nice and we'll look to stay there through St. Patrick's Day.



CV SQUASH

Green Squash markets are coming up some due to small transition from winter to spring harvests and some higher freight rates. Quality has been exceptional. We will start offering new crop Florida grown product as well.

Yellow Squash prices will be steady. New sets are going to start, and prices should start easing off as more product becomes available.



CV DRAGON FRUIT

Yellow Pitahaya will be promotable during March with prices dropping as volume become available out of Ecuador. This is the sweetest of the Dragon Fruit varieties.

Red-skin **White Flesh Dragon Fruit** will also be in season for March with better than normal pricing.



CV CUCUMBERS

Super Select Cucumber prices will be high to start the week of 3/1 but should begin to ease down as the week goes on. New sets in Mexico are starting up and growing conditions have been perfect. Some Florida spring crops should start for the beginning of March as well in a light way. Quality should be excellent from both areas.

Seedless Euro Cucumbers will be promotable for the first week of March. Canadian production came on in a hurry and crops are promotable. Quality should be excellent.



CV WATERMELONS

OUTLOOK: The spring new crop **Watermelon** season will start 2-3 weeks later than the last few years out of Immokalee, FL with the firsts harvests arriving right around Easter (April 4).

There is concern about the South Texas crop that would usually be supplying much of our country in the spring as their early plantings got hit hard by the Valentine's week freezes. Stay tuned.

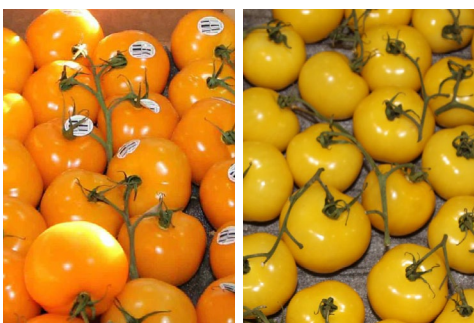
In the meantime, we'll have some carton **Watermelons** and **Mini Seedless Watermelons** arriving out of Mexico.



CV MANGOS

Ataulfo Honey Mangos from Mexico will be steady for early March. We will be offering "**Champagne brand**" **Ataulfo Mangos** from Ciruli Brothers for the remainder of the season in a premium 14ct size. Stay tuned for April display promo opportunities.

Mango prices dropped slightly as Mexico begins to ramp up Tommy Atkins volume and growers from Peru are trying to close out their season with the Kent variety on a high note. Pricing is promotable for the beginning of March!



CV GREENHOUSE TOMATOES

Beefsteak and **Cluster Tomatoes** remain promotable out of Mexico and USA greenhouses. Quality has been excellent. Canadian production should start in mid-March in a light way.

Yellow and **Orange Cluster Tomatoes** are available to add some color breaks to your sets! Quality has looked excellent.

Campari Tomatoes will be steady with very little out-of-stocks for early March. Prices will start gradually coming down as March continues. Look for some AD promotions headed into April as volume is expected to pick up out of Canada.



CV FIELD GROWN TOMATOES

Vine Ripe Tomato prices remain promotable. We continue to offer **Vine Ripe Jumbo Premium** grown in Florida and quality has been great.

Grape Tomatoes will be promotable for the first week of March coming out of Florida. Quality has been excellent! There are some even cheaper deals out of the Dominican Republic, but the quality and flavor doesn't quite stack up to the Florida.

Roma Tomato prices are coming up slightly but remain very promotable out of Florida and Mexico. Quality has been exceptional from both regions.



CV TROPICALS

They're back! **Pineapples** are in a bit of a harvest flush with highly promotable pricing expected in March, particularly on 7ct. We'll have a full complement of sizes available to meet every retailer's needs.

Hass Avocados prices continued to rise as the effects of cold weather in Texas impacted supply chains with transportation and other logistical issues. There's not a shortage, but there's certainly not extra promotable volumes to kick off March.

Mexican **Maradol Papayas** and Brazilian **Solo Papayas** are available.

Young Thai Coconuts will be available for the beginning of March. Prices remain higher as volume is extremely low this time of year from Thailand and Vietnam.

NOTE: The **NatureSweet Snacking Tomato** line was expected to be in better supply by the end of February, but now the logistics and labor challenges in South Texas following the winter storms have further delayed filling the pipeline. NatureSweet projects to resume promotions later in the spring.