

ORGANIC MARKET NEWS

MARCH 5 - MARCH 12, 2021

MARCH ORGANIC CITRUS PROMOS



March will be a fantastic time to promote **Organic Citrus!**

Supplies are plentiful and quality is outstanding on California **Organic Navel Oranges, Cara Cara Oranges, Mandarins, Minneola Tangelos, and Lemons.**

Check out our Sunkist Display Contest on page 4. Free point of sale pop up bins are available.

Organic Blood Oranges, Grapefruit, Kumquats, Meyer Lemons, and Pummelos all continue in season as well, but these varieties are less primed for “big display” than those mentioned earlier.

ALERT! Organic Limes from Mexico continue to be in extremely short supply, with fair quality and high pricing.



OG PEPPERS

Organic Mini Sweet Peppers from Mexico have promotable volumes and pricing for March. Now's the time to build bigger displays on this snackable item.

Organic Red, Yellow, and Orange Bell Peppers from both Mexico and Israel continue to see steady volumes. The Mexican product is trading at a discount. Quality remains outstanding from both countries!

Don't forget to add **Organic Specialty Peppers** for variety in your set! There's a large complement of **Organic Chili Peppers**, plus **Shishito** and **Padron** for appetizers in season this month.

Organic Green Peppers from Lady Moon Farms in Florida continue to see both strong quality and yields in March. Expect conditions to continue through mid-March.



OG TOMATOES

Organic Grape Tomatoes remain promotable coming from Florida. Quality has been excellent. Supplies should continue to be excellent through the month of March. youtu.be/nHduCoKOIG8

New crop **Organic Roma Tomato** prices will remain steady out of Mexico. These will start the spring season and quality should be strong.

Organic Beefsteak Tomato prices are starting to come off as production ramps up ahead of the spring crop transition. Quality has been excellent out of Canada. New crop Mexican product has also started with nice quality.

Organic “Darkloom” Tomatoes will continue to be promotable from Covilli Brand Organics. Quality has been excellent. **Organic Mixed Heirloom Tomato** prices will be a little higher as availability is tighter due to a skip in crops.



OG BERRIES

Good news! **Organic Strawberry** supplies have begun to improve and prices are finally decreasing. Early to mid-March will be a great time to get back to promoting these berries!

Expect to see this harvest flush straighten out ahead of late March as prices are expected to return to more normal early spring levels.

Organic Blueberry prices are moving up as supplies out of Chile are slowing down and new crop product out of Mexico and CA are limited with much stronger quality fruit.

NOTE: Organic Blackberries are expected to be in tight supply for the month of March, improving slightly each week. April is when **Organic Blackberries** will return to promotability.

NOTE: Organic Raspberry supplies remain limited, but there is a light at the end of the tunnel as we move into April. Supplies are expected to ramp up going into next month with more promotable pricing after Easter.



OG BROCCOLI

Organic Broccoli from SoCal and Yuma, AZ have seen a significant change in both pricing and availability during the first week of March. Although quality will remain strong, as the month continues, we will see volumes continue to decrease as vendors prepare transition back north to Central California. Pricing is up.

Organic Sweet Baby Broccoli and **Organic Broccoli Rabe** will start to wind down in the southern growing regions during March, and pricing is expected to go up ahead of the transition to Central California later in spring.



OG CAULIFLOWER

From the winter southern growing regions, **Organic Cauliflower** is starting to drop in harvest volume and inch up in price as we head towards mid-March.

NOTE: **Organic Cauliflower** is more susceptible to damage, so quality issues are expected to arise sooner as the southern season winds down, causing growers to end the season. Pay close attention to rising prices as mid-March approaches.



OG SQUASH

Organic Zucchini and **Yellow Squash** from Mexico have begun to see availability and pricing tighten during the first week of March. Quality is expected to be average before seeing improvements as March concludes.

The third week of March also will mark the start of Lady Moon Farm's Georgia **Organic Zucchini** season! Look supplies to start slow and volumes to grow and the month continues.



OG APPLES

Organic Pink Lady and **Fuji Apples** will be in excellent supply with promotional opportunities available through mid-April on 80/100ct and 12/3lb bags.

Organic Opal and **Envy Apples** will be promotable through March. Ask your rep about opportunities. Then, **Opals** will wind down for the season during mid-April.

Organic Cosmic Crisp Apples will finish for the season the second week of March.



OG CUCUMBERS & EGGPLANT

Organic Eggplant is in season from Florida and Mexico, but there's not a lot of volume coming so pricing is on the higher side, particularly out of Florida. Quality on the Lady Moon has been very nice.

Organic Cucumbers from Mexico will be limited during early to mid-March.



OG KIWIFRUIT

Organic Jumbo Green Kiwifruit will be promotable through mid-March from Homegrown Organic, but then be done for the season, leaving only import fruit.

Organic Green Kiwifruit will be available for early March from Italy. Prices are starting to creep up just a bit as supplies have tightened in various sizes. Greece and Italy will be finishing in a few weeks. Chile will be the next country that begins to ship higher volume to the United States.



OG CABBAGE

Organic Green Cabbage from Lady Moon Farms in Florida is ramping up just in time for St. Patrick's Day! Look for excellent quality and promotable prices to be a perfect recipe for large displays to push mass volume during the holiday push!



OG CELERY

Organic Celery continues to see steady volumes. Look for promotional opportunities to arise throughout the month!



OG GREEN BEANS

Organic Green Beans from Mexico and Florida are both beginning to see steady supply. As volumes increase in mid-March, expect pricing to improve and potential promotion opportunities to arise. Quality will remain strong for the coming weeks!



OG CUCUMBERS

Organic Euro Seedless Cucumbers will be promotable as Mexico continues a heavy flush of product. Supplies and quality are excellent.

Organic Mini Seedless Cucumbers will be available out of Canada and Mexico. Supplies are steady and quality has been very nice.



OG ASPARAGUS

Organic Asparagus prices will start to rise as the harvest flush starts to finish and supplies become steadier. Quality continues to be excellent.

We will host a display contest starting 3/21-4/3 to lead right into Easter with Hippie Organics.



OG STONE FRUIT

Chilean **Organic Nectarines** have been selling well, but the season will wrap up during early March.

Organic Red Plums are expected to continue until mid-March.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts remain promotable for the beginning of March! Look for pricing to remain affordable and volumes strong during the second week of March. Quality will remain excellent. Try adding in-store packaged **Organic Brussels Sprouts** to display as a convenient grab & go option.

Organic Purple Brussels Sprouts are also available at a shape price to add a pop of color to displays!



OG GRAPES

Organic Grapes will be in sporadic supply during March, with occasional arrival volumes limited supply of South African **Black Grapes** and Peruvian **Green Seedless, Red Seedless, and Red Globe Seeded**.

Organic Sweet Sapphire Grapes (elongated Black) are available from Peru. Right now, this variety has decent volumes.

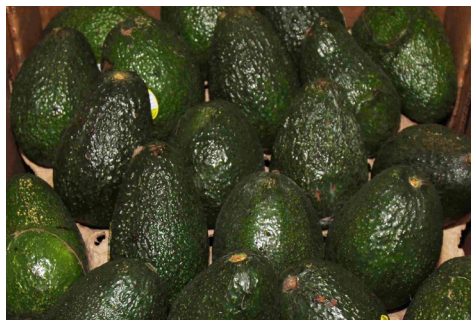
Overall, **Organic Grapes** will be in and out of stock at higher prices until new crop fruit starts out of Mexico in mid to late April.



OG MANGOS

Organic Kent Mangos are very promotable as the Peruvian season winds down in mid-March. Mexico continues to ramp up for their season and more **Organic Tommy Atkins Mangos** are crossing each week. This is driving the Peruvian prices down as they finish up - take advantage with promos while you can!

Organic Ataulfo Honey Mangos will be steady in supply through March. Quality should be excellent.



OG HASS AVOCADOS

NOTE: Organic Hass Avocados continue to increase in price with demand outweighing supply. Some winter storms have slightly affected the quality of fruit. Expect to see prices continue to increase a bit right into early April and the Easter holiday.



OG PINEAPPLES

Organic Pineapple supplies continued to be strong arriving into the east coast ports. This will be a promotable item through most of March. Quality has been good.



OG CARROTS

Cal-Organic has a nice variety of **Organic Bunched Carrots** available for your wet veg display, including the standard **Orange** and the popular **Rainbow**. Also in season for March are **Organic Bunched Red Carrots!**

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



BEST ORGANIC DISPLAY
CAMPING PACKAGE



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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
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



NOW TAKING EASTER FLORAL ORDERS

ORDERS DUE MARCH 10 - CONTACT YOUR REP FOR MORE INFORMATION



NEW! LAUNCHING MARCH 8

AQUAPONIC ORGANIC SALAD GREENS

Learn more here: youtu.be/g45o3az-6a0

Superior Fresh's farm in Hixton, WI, is an aquaponic ecosystem, each organism playing an important role in the balance of life. Their fish thrive in the water that feeds their organic leafy greens, their greens purify the water that is then returned to their fish. And their people nurture this ecosystem, maintaining the delicate balance.

With their ecosystem, they work in harmony with nature by recirculating 99.9% of their water with zero runoff, harness the sun for the bulk of the growing, and do it on a fraction of the land using a fraction of the water required to sustain a conventional farm. They can grow as much food on the farm as it would take a traditional farm to produce on 300 acres.



UPCOMING PRODUCE MERCHANDISING THEMES BY WEEK:

- 11** ST. PATRICK'S DAY THEMED DISPLAY, SPECIALTY CITRUS SEASON
- 12** PASSOVER MEALS, THINK SPRING!
- 13** EASTER MEALS, PASSOVER MEALS, THINK SPRING!

MARCH 2021

DISPLAY PROMOS

- SUNNY CITRUS
- ORGANIC ASPARAGUS

AD FEATURES

- STRAWBERRIES
- CALIFORNIA MANDARINS
- ASPARAGUS
- NAVEL ORANGES

BEST OF SEASON

- BLACKBERRIES
- RASPBERRIES
- HONEYNATALUPO MANGOS
- MURICOTT MANDARINS
- GOLDEN NUGGET MANDARINS
- SUMO CITRUS
- CARA CARA ORANGES
- BLOOD ORANGES
- MINNEOLA TANGELOS
- HERBLOOM NAVEL ORANGES
- GRAPEFRUIT
- ASPARAGUS
- ARTICHOKE
- BRUSSELS SPROUTS
- BROCCOLI RAABE
- RAINBOW CARROTS
- CAMPARI TOMATOES
- NEW COLORED POTATOES - FL

Four Seasons
Produce Inc.

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 9		1	2	3	4	5	6
WEEK 10		7	8	9	10	11	12
WEEK 11		14	15	16	17	18	19
WEEK 12		21	22	23	24	25	26
WEEK 13		28	29	30	31		

AVAILABLE ON THE FOUR SEASONS PORTAL:
 • EASTER & PASSOVER MERCHANDISING TIPS
 • HOW TO COOK AN ARTICHOKE RECIPE CARD
 FOR MORE CONSUMER CONTENT: PRODUCEGEEK.COM

CONVENTIONAL MARKET NEWS

MARCH 5 - MARCH 12, 2021

STRAWBERRY OUTLOOK



Strawberries are in excellent supply right now from Florida and California. To kick off March, there were a lot of spot buys from Florida growers that didn't have any promotions lined up that suddenly came on.

Heading into the week of 3/8, Florida volumes are expected to remain steady and promotable. New crop **Strawberries** in Santa Maria, CA have also started, and the quality is phenomenal.

By the end of March, **Strawberries** from Florida and Mexico will come to an end, and we'll shift to 100% California new crop production. Expect the market price to climb gradually over the remainder of the month.



CV BERRIES

Blueberries are in steady supply from Chile and Mexico. But the Chilean imports arriving to the States lately are not ideal - weak quality and soft berries.

The best fruit is definitely from Mexico, and we've shifted our sourcing to all Mexican **Blueberries**. Pricing is higher, but it's clearly the best move for the consumers' eating experience.

Believe it or not, Florida just started harvesting their first **Blueberries** of the 2021 season in a small way. Get ready, the domestic season is right around the corner!

Blackberries and **Raspberries** are starting to improve in volume, but we wouldn't call them promotable just yet. Expect even more supplies as we head into the weeks of 3/15 and 3/22, and for the pricing to decline to more promotable levels at that time. Quality has been excellent on both berries.



CV TOMATOES

Beefsteak Tomatoes will remain promotable for the foreseeable future. Mexico and US greenhouses continue to produce good volume with great quality. Canada is also starting as well. Quality has been nice from all areas.

Grape Tomato prices are rising a few dollars due to some increased demand. Farms are transitioning and supplies are a little bit tighter. Markets should remain promotable however as this is a small transition period and Mexico will start heavy production mid to late March.

New this week, Florida grown **Golden Grape Tomatoes**.

Good news! **Campari Tomato** prices are starting to ease off as production starts to pick up. Quality has been excellent look for promotable pricing at the end of March.

Roma Tomato prices remain promotable from Mexico or Florida. Quality has been excellent.



CV TROPICALS

Ataulfo Honey Mangos from Mexico will be in season with steady supplies for March. We will be promoting the **Champagne Brand Ataulfos** this season in the premium 14ct pack. Stay tuned for April promotions.

Round 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 early March!

Pineapples continue to be in a bit of a volume flush with highly promotable pricing expected through March! Ask about deals on all sizes.

NOTE: Hass Avocados markets rose for the 3rd week in a row. Demand is currently exceeding supply and grower/packers are warning of further increases in price due to this. This will likely last through March and right into April where we will see Easter and Holy Week also affect picking and supply in early April.



CV CITRUS

California **Navel Oranges** are in good supply with great color and flavor! Prices remain up over some years as demand is very strong. It's a good time to promote large sizes in bulk bins (36-40sz, 750ct) and 48ct cartons. Small sizes for 4lb bags are also promotable.

Blood Oranges and **Cara Cara Oranges** are in good supply with great flavor! Sunkist quality is fantastic.

It is the height of the season on **Minneola Tangelos**. They have good orange color and are cutting really nice. Flavor is outstanding.

The **Grapefruit** deal got completely knocked out in Texas by the winter storms, so we're transitioned to new crop California fruit.

ALERT! Lime supplies are very light crossing over from Mexico. Prices are going up and will continue to rise in March.



CV CAULIFLOWER

NOTE: 12ct cello wrap **Cauliflower** prices took a sharp turn up. As we head into the first few weeks of March, pricing has doubled, and availability is limited. There are hopes of freight prices coming off over the next few weeks which will help ease the pain of landed pricing.



CV CABBAGE

Green Cabbage continues to be steady coming from Florida. Markets will tighten up as Texas tries to rebound from their freeze a few weeks back. Quality has been nice coming from Florida.



CV GRAPES

The **Grape** market remains steady for now out of South America.

The best fruit is coming out of Peru on **Green**, which is getting a premium price on the **Sugar Crisp** and **Sweet Globe** varieties, which is what we will have in our XLG line. **Thompson Seedless Grapes** are available at lower prices but not as nice - we'll carry these at a value in our MD/LG lines.

There are plenty of **Red Seedless Grapes** available with the best varieties being **Jack Salute** and **Sweet Celebration**, which is what you'll get when you buy our XLG line. **Crimsons** are available at cheaper a price, which is what we'll have in our MD/LG value lines.



CV BROCCOLI

Broccoli Crowns are arriving beautiful. Prices remain reasonable but are slowly starting to shift as cooler temps settle in Yuma, AZ. The transition is expected to start rolling into Salinas, CA in April.



CV ASPARAGUS

Asparagus continues to be promotable, but prices should start to rise in mid-March from the deep discounts of late as demand from Easter picks up and also some big ads across the country kick in. Quality has been excellent coming from Mexico.



CV PEPPERS

Mini Mixed Sweet Peppers are promotable out of Mexico. Quality should be excellent as harvests flush.

Green Bell Peppers should continue to be promotable coming from Florida. Quality has been excellent. Mexico has lighter supplies, but overall demand is weak, keeping prices promotable.

11lb **Peppers** will be steady and possibly rise some as spring sets out of Mexico and Canada are coming on late. By mid-March, we should see promotable prices coming out of Mexico. Quality has been very nice.



CV MELONS

Honeydews are in good supply and prices are coming off. There's mostly 6ct available.

NOTE: **Cantaloupe** supplies are still very light coming in from Central America and prices are very strong. There's mostly 9ct available.



CV GREEN BEANS

Green Bean prices will continue to be promotable out of Florida. Harvests continue to flush, and quality is excellent.



CV CUCUMBERS

Super Select Cucumber prices are starting to ease off some as Mexico's spring crop slowly starts. Product is still limited somewhat but volume is expected to get better each week. Product from Honduras is still coming in and shipping out Florida. Florida is still planning mid-March start on USA grown product.

Euro Seedless Cucumber markets will be promotable as the Canadian crop comes on strong. Quality will be excellent on this new crop.



CV ONIONS

The **Onion** market continues to strengthen due to tightening of product caused by the freezing weather in Texas. Preliminary estimates from South Texas are that roughly 15-30% of the South Texas onion crop has been damaged due to the freeze.

Onion pricing has started to firm up again with this news. The biggest jump in price will be on the medium **Yellow Onions**, and all smaller bagged product.



CV SWEET CORN

Florida **Sweet Corn** will be available in both tray pack and bulk crates starting the week of 3/8. As temperatures start to go up here in the Northeast, it is expected that shoppers will be eager to get outside and start grilling!

OUTLOOK: Promotable volume from Florida could be a late start due to freezing temps in early February. Temperatures have rebounded nicely since then and growers are looking for a mid-April start with program pricing and volume.



CV LETTUICES

Iceberg, Red & Green Leaf, Romaine, and Romaine Hearts are seeing modest price increases from the early March deals due to temps, higher demand, and freight. That said, price points should still allow for plenty of promoting during mid-March.



CV ARTICHOKE

12ct Jumbo **Artichokes** are still arriving with great quality! Promotional pricing continues, but will start to turn around to more normal levels by mid to late March.



CV POTATOES

With Saint Patrick's Day on the horizon, we have been gearing up for some heavy **Potato** demand. Local PA-grown bagged **White Potatoes** will be in abundant supply heading into St. Patty's Day. Talk with your rep today about some promotable pricing!



CV FRESH EXPRESS SALADS

Fresh Express is launching 4 new **Salad Kits** in March: **Balsamic Italian, Spinach & Bacon, Chopped Bacon Thousand Island, and Chopped Kickin' Bacon Ranch.**

NOTE: Fresh Express has been having some labor and production challenges at plants supplying the east coast. This has caused some unfortunate out-of-stocks and cuts during late February and early March.



CV MANDARINS

Gold Nugget Mandarins are now in season from California in 10/31lb Sunkist bags!

Snag some **MandaRosa Red Flesh Mandarins** while this sweet and juicy variety is in season.

California easy peel **Tango** and **Murcott Mandarins** are what's being packed into the Halos and Sunkist Delites brands. There are some spot buys on Moroccan grown bagged **Mandarins** coming through east coast ports.



CV SPECIALTY TROPICALS

Sweet tasting **Yellow Pitahaya Dragon Fruit** will be promotable in March with prices dropping as volume become available out of Ecuador. **White Flesh Dragon Fruit** is also arriving with excellent quality!

Young Thai Coconut prices remain higher as volume is extremely low this time of year from Thailand and Vietnam.

Jackfruit will be available for early March from Mexico in a 2ct carton.