

# ORGANIC MARKET NEWS

MARCH 19 - MARCH 26, 2021

## ORGANIC MANGO SEASON & OTHER TROPICALS



**Organic Ataulfo Honey Mangos** will be in peak season supply for the rest of March and headed into April. Quality is expected to be excellent. We will be promoting 12-14ct larger sizes.

The Ataulfo/Honey variety ripens from light-lime green (tangy) to golden yellow (sweet), and has a creamy textured flesh.

**Organic Tommy Atkins Mangos** are in season from Mexico and we will switch fully into the new crop fruit headed into the week of 3/27, finishing the Peruvian Kent season. Mexico volumes are down just a bit and the extra demand will perk up pricing through the beginning of April, with peak volumes expected from late April through July.

**Organic Formosa Papayas** will be in good supply headed into April with great promotional pricing available. The sizing profile of this fruit will be smaller with counts ranging from 16-22 per 32lb box. Quality has been excellent!

**Organic "Raw Drink & Eat" Coconuts** and **Young Thai Coconuts** are in stock for late March with the Thai product commanding a high price.

**Organic Pineapple** supplies have dropped and will be tighter through Easter. Quality has been excellent.

**ALERT! Organic Hass Avocados** have spiked up in price more as volume out of Mexico has been very low. This is expected to continue through April.



### OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** is steady in supplies and pricing for late March. As SoCal and Yuma, AZ seasons conclude in late March and early April, growers will begin moving their operations back north to the Salinas Valley. Supplies are expected to be continuous, but we may see a small jump in pricing if product is limited. Expect quality to remain outstanding.

**ALERT! Organic Sweet Baby Broccoli** supplies have drastically decreased as many shippers are light or completely gapping through March until new plantings begin.

**Organic Cauliflower** is experiencing light supplies in mid to late March. Many growers are completely without supplies until their transitions north are complete, while others are continuing to remain steady on their supplies. The disparity in vendor supplies is creating a price spread in the marketplace and has driven pricing up.



### OG CUCUMBERS

**Organic Mini Seedless Cucumber** prices are easing off some as supplies improve out of Mexico, and Canadian production is starting lightly. Quality has been very nice.

**Organic Euro Seedless Cucumbers** will continue to be promotable coming from Mexico. Quality has been excellent.

**Organic Cucumber** from Mexico remain limited in supplies for late March. Gaps in supplies are not expected, however pricing will remain elevated. Lady Moon Farms' spring Florida season is set to start as April begins but supplies are expected to be light.



### OG BERRIES

**Organic Strawberries** had a little harvest flush disrupting the normal flow and sending some extra volume and deals around earlier in March, but look for things to tighten back up due to some rain and cool weather out west. Expect normal supplies to ramp up after Easter, headed into early to mid-April.

Chilean **Organic Blueberries** remain in good supply for the week of 3/22 from a shipper that still has solid quality. By the end of March, we'll fully transition to Mexico and then California. Right now, little bits of the new crop Mexican and California are demanding much stronger premiums.

**ALERT! Organic Blackberries** continue to be in very tight supply with high prices due to the previous freeze, poor weather, and strong demand. Expect the this to continue for at least the rest of March and some of April.

**NOTE: Organic Raspberries** remain in very firm supply. Prices remain high but should begin to ease down in early April. Look for promotional volumes in May.





## OG GREEN BEANS

**Organic Green Beans** from Mexico are experiencing strong supplies in late March. With Fair Trade product available at a great price point and excellent quality, late March is the perfect time to expand displays and add prepackaged bags to move extra product. Make sure to highlight "Fair Trade" in your display as this is a great selling point.

Florida product also has good availability at a slightly higher price with stellar quality.



## OG GREENS

**Organic Greens** from Lady Moon Farms in Florida remain in peak supply and quality at a steady price. **Organic Red, Green, and Lacinato Kale** are all booming in supplies.

**Organic Collards, Rainbow Chard, and Red & Green Dandelion** continue to see steady pricing and availability.



## OG SQUASH

Lady Moon Farms' new spring Florida **Organic Zucchini** season has begun! Look supplies to start slowly and volumes to grow as the month continues.

**Organic Zucchini and Yellow Squash** from Mexico remain limited in supplies and elevated in price as late March approaches, but that may turn around post-Easter.



## OG CITRUS

**Organic Citrus** is in excellent supply with peak season quality on **Navel, Blood, Cara Cara, Minneola, Lemon, and Tango Mandarin** varieties! Make sure to get into our big Sunkist Display Contest as it will finish the last week of March.

**ALERT!** **Organic Limes and Grapefruit** continue to be limited with high prices due to weather related supply issues.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** remain in peak supply for mid to late March. Continue to promote and build large displays to encourage more sales. Look for both 25lb and 10lb **Brussels Sprouts** both at great price points.

**Organic Purple Brussels Sprouts** from Covilli Brand Organics continue at a great price point.



## OG EGGPLANT

**Organic Eggplant** from Lady Moon Farms in Florida is finally returning to stronger supplies.

Although pricing is elevated compared to Mexican product, quality is outstanding.



## OG PEARS

**Organic Pears** will transition to from storage domestic product to new crop imports from South America during April.

New crop **Organic Green & Red Bartlett Pears** from Argentina are already arriving with peak season quality and volume.



## OG WATERMELONS

**Organic Mini Watermelons** will be available there in late March.

Both seeded and seedless varieties are coming in with great quality. Seedless supplies are much more limited as demand is stronger on these.



## OG ASPARAGUS

**Organic Asparagus** continues in peak season from Mexico, but with the early harvest flushes slowing down, and demand on the rise, prices will perk up as we approach Easter. Quality remains outstanding.

Check out the Display Contest in partnership with Hippie Organics.





## OG ARTICHOKES

**Organic Artichokes** have seen supplies drastically change from California in mid-March. Although harvests may be light or gapping from California, volumes will be steady from Mexico in late March at an aggressive price point.

Look to expand displays and promote to generation additional sales!



## OG GRAPES

**Organic Grapes** continue in sporadic supply as we transition from Peru to South Africa in early April. Expect high that won't come down until Mexico begins in mid to late May.



## OG SWEET CORN

**Organic White Sweet Corn** will return in late March. Pricing and quality are both expected to be sharp.

As weather improves and spring approaches, this will be a great addition to produce departments to create additional sales!

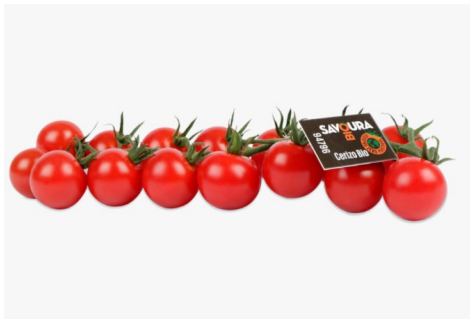


## OG POTATOES

We should see good supply of **Organic Gold Potatoes** out of Manitoba, Canada through the middle of April. Expect pricing to remain steady and quality to remain very nice through this time.

The **Organic Russet Potato** prices are expected to increase steadily as demand is strong and supplies are starting to wind down out of multiple growing regions. As we get into the later part of the storage crop out of Idaho and Colorado, expect to see a smaller size profile than what we have been seeing.

Larger **Organic Count Russet Potatoes** (50/60/70/80ct) may be hard to come by in the next few weeks and will also drive price up as we head into April.



## OG TOMATOES

**Organic Beefsteak** and **Cluster Tomato** prices will be steady and are set to start coming off in early April as the Canadian spring harvests will become much stronger. Quality has been excellent and expect more promotable opportunities in April.

**Organic Cherry Tomatoes On-the-Vine** and **Cocktail Tomatoes** will also be available from Quebec.

**Organic Grape Tomato** prices remain strong as there is limited availability from Mexico and Florida. Quality has been exceptional coming out of Florida.

**Organic Roma Tomatoes** are tightening up some as there are limited supplies coming out of Mexico. Quality has been excellent.



## OG APPLES

The **Organic Apple** category will begin a bumpy ride as some varieties from Washington's 2020 storage, like **Gold Delicious** and **Opal**, are expected to finish for the season by the end of March, creating more demand on the varieties that are still available.

But right around the corner are the first new crop imports from the Southern Hemisphere that are expected to begin towards the end of April or early May.

Prices are expected to be lighter on imports this season thanks to an excellent growing season, and the fact that some Washington shippers will attempt to go year-round on a few varieties, like **Fuji**, **Gala**, and **Pink Lady**.

## OTHER STORIES

- **Organic Green** and **Red Cabbages** both continue to see excellent supplies and prime quality from Lady Moon Farms in Florida! **Organic Napa Cabbage** will gap in supplies for the remainder of March, but **Organic Savoy** supplies are expected to remain steady.

- **Organic Celery** and **Celery Hearts** remain in peak supplies as late March approaches. Expect volumes and pricing to hold steady with strong quality for the remainder of March.

- **Organic Black Angelino Plums** are expected in late March out of Chile in very limited supply.

- **Organic Green Kiwifruit** will be available 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.

Sunkist



# SUNKIST DISPLAY CONTEST

MARCH 1 - MARCH 29, 2021

Talk to your rep for information on entering the contest!

## UPCOMING PRODUCE MERCHANDISING THEMES BY WEEK:



MARCH 2021						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SPECIALTY CITRUS SEASON / HEALTHY COMFORT FOOD						
ST. PATRICK'S DAY THEMED DISPLAYS / SPECIALTY CITRUS SEASON						
ST. PATRICK'S DAY THEMED DISPLAY / SPECIALTY CITRUS SEASON						
PASSOVER MEALS / THINK SPRING!						
EASTER MEALS / PASSOVER MEALS / THINK SPRING!						

**14** PASSOVER MEALS, THINK SPRING!

**15** EASTER MEALS, PASSOVER MEALS, THINK SPRING!

**16** NEW CROP GREENHOUSE PRODUCE, THINK SPRING!

## POTTING SOIL IS IN HIGH DEMAND TALK TO YOUR REP ABOUT WHAT'S IN STOCK OR PRODUCT PREBOOKS





# NEW PRODUCT LINE EXTENSIONS!

**SAY GOODBYE TO YOUR GRANDMA'S CANNED PICKLED BEETS AND TRADE BEET CONSUMERS UP TO A *fun and fresh option!***

Simple and slightly sweet, our Perfectly Pickled Beets are sliced and ready-to-eat. They're ideal for enjoying as a snack or side, adding to salads or sandwiches, and more.



CODE	DESCRIPTION	PK/SZ	UPC
227454	CV Beets Perfectly Pickled Love Beets	6/8 oz	8-58760-00629-5



## Carrot Juice

Prepare to glow from the inside out with this vibrant & sweet, American-grown Carrot Juice. This superfood blend is an excellent source of Vitamin A & is immune wellness in a bottle.

# Natalie's

ORCHID ISLAND JUICE CO.

[oijc.com](http://oijc.com)
[f nataliesoijc](https://www.facebook.com/nataliesoijc)
[@nataliesoijc](https://www.instagram.com/nataliesoijc)

CODE	DESCRIPTION	PK/SZ	UPC
227383	CV Juice Carrot Handcrafted Natalie's	6/16oz	7-25341-40014-8
227384	CV Juice Carrot Handcrafted Natalie's	6/32oz	7-25341-40113-1



CODE	DESCRIPTION	PK/SZ	UPC
227530	CV Beans & Carrots	6/12oz Eat Smart	7-09351-30130-8
227531	CV Beans French	6/8oz Eat Smart	7-09351-30134-6
227532	CV Beans French	3/2lb Eat Smart	7-09351-30133-9



# 2021 Easter & Passover Notes

## EASTER IS APRIL 4

A good plan for this special holiday needs to take shape now to make sure that we are set up for success. Four Seasons will have great quality produce for you to meet all of your customers' special variety and traditional holiday needs.

### Traditional "Must-Haves" Checklist

#### VEGETABLES

- Acorn & Butternut Squash
- Artichokes
- Asparagus & Asparagus Tips
- Baby Peeled Carrots
- Beets
- Broccoli
- Broccoli Rabe
- Brussels Sprouts
- Cabbage (red, green, savoy)
- Cauliflower
- Celery & Celery Root
- Cole Slaw Kits
- Cucumbers (field grown & euro)
- Eggplant
- Endive
- Escarole
- Fennel (Anise)
- Fresh Cooking Greens Garlic
- Green Beans
- Herbs (especially parsleys)
- Leeks
- Lettuce (Romaine & Leaf)
- Mushrooms
- Parsley Root
- Peas (Snow & Sugar Snap)
- Peppers (all colors) Radishes (bunched)
- Salad Mixes
- Shallots

#### FRUIT

- Berries (all varieties)
- Cantaloupes
- Grapes (red & green seedless)
- Honeydew
- Kiwifruit
- Lemons & Limes (essential for all seafood dishes that will be consumed through Easter)
- Mandarins
- Navel Oranges (CA)
- Pineapples
- Watermelons (regular & mini seedless)

#### DECORATIVE

- Potted Bulbs & Flowers
  - Fresh-Cut Flowers
  - Palm Crosses
- \*\*all of these items had to be pre-ordered*



#### HARD GOODS

- New crop bulk Red & Yellow Potatoes
- White & Russet Potatoes
- Sweet Potatoes

#### BAKING

- In-shell Nuts & Nut Meats
- Pine-nuts
- Dates
- Figs
- Raisins
- Prunes
- Coconuts



### Planning Tips



- Plan out your ordering and delivery timelines with your rep. See next page for the Four Seasons Easter schedule.
- If you are not waiting on trucks and have the product on hand, your department operations will run as smoothly and efficiently as possible. Your time will be more productive working on the sales floor, engaging with your customers.
- If you bring in your holiday tonnage items early, it will take enough pressure off of our warehouse selectors and loaders and trucks to help minimize late deliveries on those crucial last few days before the holiday weekend. This will help your department's efficiency and organization.
- Order holiday semi-perishable and hard tonnage items early. Plan on getting your tonnage items into your stores by the Tuesday before Easter.
- Develop an off-hour or evening fill schedule for your hard goods\*\*
- Stay ahead with tomato and banana color on hand in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- Easter business can come late. Historically, Friday and Saturday are busy days.





# Passover



Passover will begin the evening of Saturday March 27th and runs through Sunday April 4th.

*\*\*Foods consumed during this period should be Kosher.*

### IMPORTANT PASSOVER HOLIDAY ITEMS:

Bitter Herbs are very important for the **Sedar Plate** - Horseradish, Dill, Endive, Escarole, Romaine Lettuce, Leeks, Onions, Ginger, and Soup Mix.

Book orders now for 50lb Horseradish, 25 lb Turnips, Beets & Parsnips, Full Case Dill, Root Parsley & Leeks.

### VEGETABLES:

Beets, Carrots, Parsley Root, Kirby & Euro Cucumbers, Green & Colored Peppers, Celery & Celery Root, Scallions, Spinach, Green Vegetables (No Beans), Red Cabbage, Turnips, Parsnips, Fennel, Garlic, Rosemary, Basil, Thyme, and Oregano.

### FRUITS:

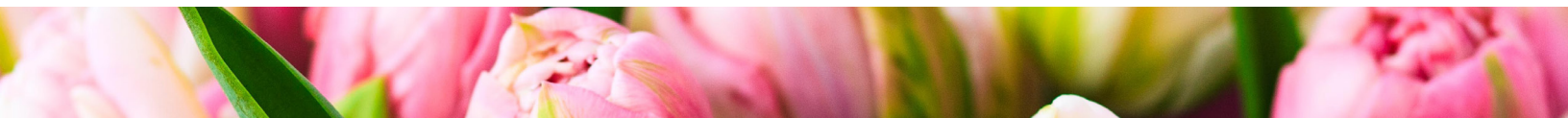
Pineapple, Peaches, Apricots, Nectarines, Apples, Oranges, All Berries, Melons, and Grapes

### OTHER GOODS:

Sweet Potatoes & Yams, White, Gold, and Red Potatoes, Walnuts (in-shell & meats) Kosher for Pass-over dried fruits & honey

### CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS?

- |                            |  |                           |
|----------------------------|--|---------------------------|
| Dole - <b>YES</b>          | Attitude/Veg Pro - <b>NO</b>           | Taylor Farms - <b>YES</b> |
| Fresh Express - <b>YES</b> | Olivia's Salads - <b>NO</b>            | organicgirl - <b>YES</b>  |
|                            | Olivia's Butternut Squash - <b>YES</b> | Earthbound - <b>NO</b>    |



## 2021 Easter Schedule



**FRIDAY 4/2:** Normal office and delivery schedule.

**SATURDAY 4/3:** Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

**SUNDAY 4/4:** Office **CLOSED**. Normal delivery schedule.

**MONDAY 4/5:** Normal office and delivery schedule.







# ORGANIC ASPARAGUS

## HIPPIE ORGANICS®

### DISPLAY CONTEST • MARCH 21 - APRIL 4, 2021

Four Seasons Produce has partnered with Hippiie Organics to bring you a display contest sure to “spear”-head produce sales! Beautiful organic green asparagus is in season and primed for center stage in your produce departments! March is a great time to promote this vegetable favorite and bragging rights are on the line for this first time contest. Let’s get creative, build some awesome displays and put some green asparagus into your customers carts while putting green into your registers!

#### CONTEST RULES

- Build a super creative display of Hippiie label Organic Asparagus (code 40324) in your produce departments. Asparagus must be purchased from Four Seasons Produce.
- Must purchase a minimum of 6 cases of Hippiie OG Asparagus to qualify for entry.
- All displays must be kept up for at least one week.
- Stores must cross merchandise at least two items in your displays. Great tie ins for asparagus include Hollandaise sauce, lemons, olive oil, parmesan cheese and pasta.
- Stores must utilize Point of Sale signs provided by Hippiie Organics. Graphic boxes can also be used. Signs are available through your Four Seasons Merchandiser or Sales Rep.
- All pictures must be sent to Stephanie Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by Thursday April 8th.



#### DISPLAY CONTEST PRIZES

##### Largest Display- (Asparagus Abundance)

- 1st--\$250
- 2nd--\$125
- 3rd--\$75

##### Most Creative Display- (Asparagus Artists)

- 1st--\$250
- 2nd--\$125
- 3rd--\$75



Every entry will receive a Hippiie Organics neck gaiter mask!

Talk to your Four Seasons Sales Rep or Merchandiser for Organic Asparagus display tips and ideas!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | [www.fsproduce.com](http://www.fsproduce.com)





# CONVENTIONAL MARKET NEWS

MARCH 19 - MARCH 26, 2021

## GREENHOUSE TOMATO SEASON RAMPING UP



Get ready to build some big displays at reasonable price points on greenhouse grown **Tomatoes!**

**Beefsteak** and **Cluster Tomatoes** will remain very promotable heading into early April from Canada and New York as the new spring crop comes on. Quality has been excellent coming from all regions.

The 8/3pk **Beefsteak Tomatoes** clamshell is selling very well right now!

**Campari Tomato** prices will finally start coming down to more promotable levels as harvests are getting better out of the new plantings in Canada. **Campari** and other **Cocktail** varieties feature rich tomato flavor and are very popular when priced affordably.

Week by week, **NatureSweet** is getting their line of **Snacking Tomatoes** into better levels of fill rate. April and May should be good months to get these top sellers fully reset on shelves.



### CV BERRIES

**ALERT!** **Strawberries** will be in much tighter supply as we head into the week of 3/22. The majority of the growers from Florida will now finish for the season, and we'll be transitioning out to Oxnard and Santa Maria, CA. The quality from California has been excellent, but the cooler weather has definitely slowed production.

Expect pricing to increase dramatically as we head into Easter and growers are canceling ads. Peak season quality and volume is starting from California in mid-April.

**ALERT!** **Blackberry** volumes were expected to increase as we head into Easter, but growers in Mexico are now sharing that they're seeing disease in the fruit. This could prevent over 1 million cases of fruit from being harvested, causing the market to remain higher than expected. Pricing should remain higher in the near future.

**Raspberries** are in steady supply from Mexico, and pricing will continue to ease down as we head into Easter. Quality and sizing have been excellent.



### CV TROPICALS

**Dragonfruit** and **Yellow Pitahaya** from Ecuador will continue to be promotable through the end March.

We will be transitioning from Peruvian **Kent Mangos** to Mexican **Tommy Atkins Mangos**. Pricing will be up just a bit since Peru is done and demand will be higher for Mexican fruit.

**Ataulfo Honey Mangos** from Mexico continue in season. We will have the Champagne brand in a premium 14ct size.

**NOTE:** **Hass Avocado** prices jumped again out of Mexico, with larger sizes being the most volatile. There's a sense that pricing may not go much higher, but it's also not likely to drop until mid to late April.

**NOTE:** **Pineapple** supplies hit a wall and will be lower in volume through Easter. Shippers are extremely tight and are prorating fruit to figure out how to cover Easter holiday volume.



### CV CUCUMBERS & SQUASH

**Mini Seedless Cucumbers** continue to be promotable coming out of Canada with nice quality.

**Euro Seedless Cucumber** prices remain very promotable coming out of Canada. The early flush has slowed down, however supplies and quality continue to be excellent overall.

**Super Select Cucumber** prices ease off as Mexico and Florida both start producing good volumes on their spring harvests. Quality on Mexico and Florida product has been very nice.

**Green Squash** remains steady as we continue to support both Florida and Mexican product. Quality has been nice from both areas.

**Yellow Squash** prices will be higher as supplies are very limited from both Florida and Mexico. Volumes should get better in April as new fields are set to begin.





### CV PEPPERS

11lb **Red** and **Yellow Bell Pepper** prices are starting to come off some. The **Orange Peppers** will remain higher as supplies continue to be limited. The Canadian season has started, and yields are expected to continue to increase as markets are expected to get much more promotable early-mid April.

**Green Bell Pepper** prices continue to gain strength as demand picks up out of Florida. Quality has been excellent, and supplies are steady.



### CV SWEET CORN

**NOTE: Sweet Corn** prices are rising as supplies get tighter out of Florida. Farmers are getting into crops that were planted when the region experienced a freeze back in early February.

Expect minor quality defects and short supplies until mid-April. Then, new plantings will begin producing high quality and good volume for peak Florida season.



### CV LETTUCE

**Iceberg, Red & Green Leaf, Romaine, and Romaine Hearts** quality has been so-so during the transition from winter growing regions into the new spring regions. Weather has not been favorable for what's being harvested in late March. Pricing remains steady, except for **Iceberg Lettuce**, which has inched up more than the others.

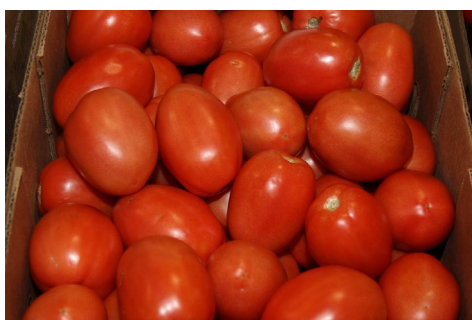


### CV GRAPES

There will be better supply on **Cotton Candy Grapes** now with early season fruit crossing in from Mexico. Pricing will be similar to what we've been seeing out of Chile and Peru.

The market on **Green Seedless Grapes** is strong and will increase on the better varieties, like **Sweet Globes** and **Timpson**, with **Thompson** going a few dollars less.

The cost on **Red Seedless Grapes** remains steady with good supplies. **Sweet Celebrations** and **Timco** will cost a few more dollars than **Flames**.



### CV FIELD TOMATOES

**Roma Tomatoes** continue to be promotable out of Florida and Mexico. Quality has been exceptional from both regions.

**Grape Tomato** prices will continue to be high out of Florida. Mexico continues to have limited supplies and Florida is feeling a lot of demand. Quality has been good coming out of Florida.



### CV STONE FRUIT

**Peaches, Plums, and Nectarines** are all in good supply from Chile. Sizing on the **Peaches** and **Nectarines** are good, with mostly 40s, with **Plums** peaking on 60s.

Late crop **Cherries** from Chile are winding down for the season. Stay tuned next week for an update on the new crop California outlook.



### CV SWEET ONIONS

**Sweet Onions** are still in good supply out of Mexico and prices have remained steady despite the rising truck market.

Texas **Sweet Onions** should get started in about a week, and despite the cold weather they experienced a couple weeks ago in the Texas, multiple shippers are only reporting about 25% crop loss on the Texas **Sweet Onions**.

**Vidalia Sweet Onion** season will launch in Georgia during the week of 4/19.



### CV KIWIFRUIT

**Green Kiwifruit** will be available, but Greece and Italy will be finishing in a few weeks. Chile will be the next country that begins to ship with high volume to the United States.

The popular **Kiwifruit 16/1lb** pack will be back in stock in "Kiwi Kid" clamshells! Ask your sales representative to get these back on your shelf.



### CV ASPARAGUS

**Asparagus** pricing has firmed up as Easter demand is kicking in, and production has come off some. Quality has been excellent coming from Mexico.

Supplies should be in decent shape heading into the holiday, but prices will be higher than the February/early March flush.





### CV POTATOES

We are just about fully transition over to new crop Florida **Red, Gold,** and **White Potatoes** for our premium bulk boxes.

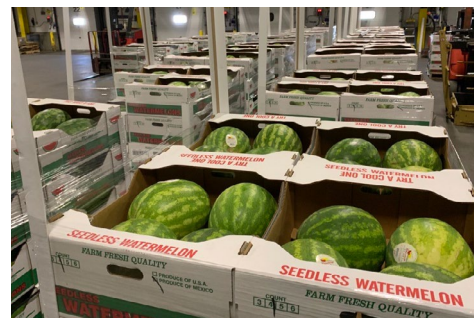
Quality is very nice, and skin has a much better skin set on them than the early crop product. Pricing will ease down.



### CV BLUEBERRIES

**Blueberries** will continue to be in steady supply from Mexico, and the quality has been excellent.

We will continue to stick with Mexican fruit until the supplies really begin to ramp up in Florida as we head into April.



### CV WATERMELONS

**Watermelon** supplies will be tight and expensive. Mexico production is limited, and Florida is still not quite ready to start.

Expect Florida to begin harvesting their new crop spring fruit in early April with good volume in cartons and bins coming on by mid-April.



### CV ARTICHOKE

12ct **Jumbo Artichoke** supplies continue in peak season out of Coachella, CA. We are still rolling out with some great deals and beautiful quality.

By early April, the deals on the jumbos will wind down.



### CV BROCCOLI

**Broccoli Crowns** are arriving beautiful and pricing remains steady for the rest of March.

When we transition north into the California growing regions, the market may turn around somewhat.



### CV CAULIFLOWER

12ct **Cello Wrap Cauliflower** is readily available with a wide range in pricing as growers transition regions (haves and have nots). It looks like we'll be able to keep pricing reasonable heading into Easter. Consider adding **Orange** and **Purple Cauliflower** to your sets.



### CV CARDOON

**Cardoon/Cardone** is available during the week of 3/22 by prebook - while supplies last!

This cousin to artichokes is a special delicacy to add to your holiday displays!



### CV CANTALoupES

**Cantaloupes** are in good supply and prices are finally coming down as late winter harvests from Central America are arriving to ports in Florida and the Northeast with good volume.

Quality has been nice with good color and sugar. Time to promote once again!



### CV LIMES

**ALERT!** Very small volumes of **Limes** are crossing from Mexico, and with bad weather, it has pushed prices higher. This is an extreme market!