

# ORGANIC MARKET NEWS



DECEMBER 18 - DECEMBER 31, 2020

## WINTER ORGANIC CITRUS UPDATE



As consumers stay focused on immunity boosting foods, **Organic Citrus** demand remains strong.

COMING SOON: The first of the season California **Organic Cara Cara Oranges** (pink flesh) will be in stock the week of 12/21. **Organic Blood Oranges** and **Minneola Tangelos** are also just starting their season and will be available to order just before or after Christmas.

**Organic Clementine Mandarins** are in season and available 25lb bulk, 12/2lb Homegrown Organics pouch bags, and 15/2lb Cuties net bags.

Juicy and easy-to-peel **Organic Satsuma Mandarins** continue to be plentiful. We'll have them available in 25lb bulk packs and in the "Candy Mandy" 12/2lb net bags for the rest of December.

California **Organic Navel Oranges** are in good supply on all sizes (48, 56, 72, 88ct) and bags. Prices are becoming more affordable as we approach the peak season (January-March).

The biggest of all citrus fruit, **Organic Pummelos**, continue in limited supply from CA.

**Organic Grapefruit** from California and Mexican are now in peak season!

California **Organic Lemons** are in good supply, but prices will inch up with the end of the Mexican crop as we move into the New Year. California **Organic Meyer Lemons** are in good steady supply this week.

Mexican **Organic Lime** supplies continue in excellent supply this week.



ORGANIC MANGO VALENCIA ORANGES

### OG SPECIALTY CITRUS

Available this week from Buck Brand:

- **OG Buddha's Hand**
- **OG Pink Variegated Lemons**
- **OG Limequats**
- **OG Sweet Palestinian Limes**
- **OG Satsuma Mandarins**
- **OG Mango Valencia Oranges**
- **OG Lou Lou Navel Oranges**
- **OG African Shaddock Pummelos**
- **OG Fairchild Tangerines**

Buck Brand items expected to be in stock for early January:

- **OG Algerian Clementine Mandarins**
- **OG Finger Limes**
- **OG Heirloom Navel Oranges**
- **OG Meiwa & Nagami Kumquats**
- **OG Yuzu Lemons**



### OG TROPICALS

**Organic Hass Avocado** prices are steady with plenty of fruit available to promote. We also carry a full line of **Equal Exchange Fair-Trade Organic Avocados**. Be sure to check out the January Avocados from Mexico promotion and contest.

**Organic Green Smooth Skin Avocados** will be in steady supply from Florida for next week.

**Organic Mangos** from Ecuador are winding down and we will transition right into fruit from Peru the week of 12/21. Supplies should be steady!

**ALERT!** **Organic Young Thai Coconuts** have suffered a setback in supply with container delays on the west coast. There is a major back-up with containers that are simply waiting to unload in LA, related to pandemic and extra holiday volume. This will cause us to gap again for most late December.

**Organic Formosa Papayas** are expected to return the first week of January. It has been a huge challenge for our grower in Mexico and we are excited to get these back in supply for the New Year!



### OG BERRIES

**Organic Blackberries** out of Mexico are now in excellent supply with promotional opportunities available. Driscoll's brand **Organic Blackberries** out of California and Mexico continue with firm prices.

**Organic Blueberries** are in excellent supply with promo pricing on 6oz and pints out of Chile, Argentina, and Peru for late December. Driscoll's brand out of Mexico is also available with high quality fruit.

**Organic Raspberries** are in good steady supply.

Driscoll's **Organic Strawberry** supplies are beginning to improve towards the end of December.

**Organic Strawberry** growers in Florida are starting to ship small lots of fruit at a slightly lower price than from out West.



### OG GREEN BEANS

**Organic Green Beans** from Florida continue to see steady supplies and excellent quality.

In addition to the domestic crop, Covilli Organics began their Fair Trade program from Mexico in early December. Although supplies are expected to have good availability and excellent quality throughout the season, due to some colder weather, early season supplies are limited.



### OG TOMATOES

**Organic Grape Tomato** prices will be rising some this week. Supplies remain somewhat limited after some cooler temps the last few weeks. We should have steady supplies and quality has been nice from Lady Moon Farms and other Florida shippers.

Lady Moon **Organic Cherry** and **Rainbow Cherry Tomatoes** are also available.

**Organic Roma Tomatoes** from Mexico are transitioning to new growing regions. Quality has been nice.



### OG LETTUCCES

**Organic Iceberg Lettuce** and **Romaine Lettuces** completed transition to Yuma, AZ. Expect to see consistent supplies and pricing to improve quickly as harvest yields grow, particularly on **Romaine Hearts**.

Lady Moon Farms **Organic Romaine, Green & Red Leaf**, and **Boston Lettuces** Florida production will continue to rise with some promotional opportunities available heading into January, especially **Romaine Lettuce**.



### OG PEPPERS

**Organic Red, Yellow, and Orange Bell Peppers** from Israel are beginning to see stronger harvest yields and pricing is beginning to improve. Product from Mexico is still lighter on harvests and pricing is more expensive.

**Organic Green Peppers** from Lady Moon Farms in FL continue production in strong numbers. Look for steady pricing and availability.



### OG MELONS

The **Organic Melon** season is winding down fast.

**Organic Watermelons** and **Cantaloupes** are now out of season. **Organic Honeydew** may see one last arrival, but they will be finished soon too.

New crop **Organic Melons** will not come back into season until spring harvests in Mexico and Southern California.



### OG BROCCOLI

**Organic Broccoli** has finally stabilized in production down in Arizona, and pricing is steadier for late December.

As we approach the new year, **Organic Broccoli** is expected to have reasonable availability.



### OG CUCUMBERS

**Organic Seedless Cucumbers** are in good supply with nice quality out of Mexico.

**Organic Mini Cucumber** prices have come off some as more production comes in out of Mexico.

**NOTE:** Mexican **Organic Cucumbers** are expected become less plentiful as we head into the New Year and begin to rise in price. Florida growers are in a gap.



### OG HARD SQUASH

**Organic Hard Squash** is very promotable with good availability of all varieties.

We are currently stocking **Organic Acorn, Butternut**, and **Spaghetti Squash** at very aggressive pricing, with **Organic Delicata** and **Kabocha Squash** priced higher. All varieties are coming in with excellent quality out of Mexico.



### OG BOK CHOY

**Organic Bok Choy** and **Baby Bok Choy** continue steady production coming from Lady Moon Farms in Florida.

Quality is outstanding and volumes are ramping up as we head into January, just in time for "Diet Season."



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** from Mexico continue to see excellent supplies. Prices are aggressive and promotional opportunities will arise.



## OG CELERY

**Organic Celery** and **Celery Hearts** will be promotable during Christmas week, but is expected to jump up in pricing in January with increasing "Diet Season" demand. Quality is very nice.



## OG ASPARAGUS

**ALERT!** **Organic Asparagus** prices are rising this week and will be very short as it's finishing up out of Mexico. Supplies will be very limited, and gaps are expected. This could be the last of the supplies until late January when new crops start up out of Mexico.



## OG CAULIFLOWER

**ALERT!** **Organic Cauliflower** continues to be a struggle with availability in December, and the outlook as Christmas approaches is bleak. Expect significant supply gaps for the remainder of the month.

The fields are in much need of heat to help increase growth, and unfortunately, the weather in Southern California and Yuma, AZ have stunted production.

When weather starts to cooperate, supplies are expected to increase quickly as many growers are 2-4 weeks behind on their harvests and quality of product in the fields is holding up, they just need the product to size up. Many shippers project to start harvesting consistently the week of Christmas, which would arrive to the East Coast in the New Year.



## OG APPLES

In stock for late December out of Washington:

- **OG Cosmic Crisp**
- **OG Envy**
- **OG Fuji**
- **OG Gala**
- **OG Golden Delicious**
- **OG Granny Smith**
- **OG Honeycrisp**
- **OG Lady Alice**
- **OG Opal**
- **OG Pink Lady**
- **OG Red Delicious**
- **OG Rockit**
- **OG SugarBee**

NOTE: All **Organic Apples** are firming as we move into January and "Diet Season" due to a smaller crop than originally predicted and high truck rates.



## OG GRAPES

New crop Peruvian **Organic Green Grapes** are now in good steady supply.

California **Organic Red Grapes** sell out by Christmas and we'll transition into new crop Peruvian grapes, which will be very limited for the first couple of weeks.

The first import **Organic Red Globe Seeded Grapes** are expected to arrive the first week of January in limited supply.

Imported **Organic Black Grapes** may become available in February.

## OTHER STORIES

• **Organic Turmeric** from Hawaii is back! Secret Beach Organics has begun their new season. Be on the lookout for some premium Turmeric from our growing partner Phoenix Rising Farms in Florida in the coming weeks. This premium Florida **Red Turmeric** is some of the best you will see all year long! We are also currently offering **Organic Turmeric** from Fiji.

• **Organic Green Cabbage** from Lady Moon has begun harvesting, so look for volumes to grow as the season continues. **Organic Red Cabbage** is expected to begin harvesting in late December. Look for product from South Carolina to fill in

while supplies are light. **Organic Napa Cabbage** is still seeing strong volumes from both New Jersey and California, while **Organic Savoy Cabbage** remains limited from California.

• **Organic Hachiya Persimmons** and **Fuyu Persimmons** will be done for the season by the end of December.

• **Organic Pomegranates** from California are winding down. We should have supplies that last at least until Christmas. Quality has been fair to good. **Organic Pom Arils** will be steady.

• **Organic Cranberries** out of British Columbia will finish for the season by the end of December.

• **Organic Zucchini** from Lady Moon Farms in Florida is beginning to see better production. Expect to see supplies improve with potential promotional opportunities. **Organic Zucchini** from Mexico continues to yield nice quality and good volumes. **Organic Yellow Squash** is available from Mexican shippers, but they are harvesting limited supplies and pricing is expensive. Expect limited supplies and high pricing.

# Christmas & New Year's Office and Delivery Schedule 2020

**Wednesday 12/23:** Normal office schedule, additional pre-approved deliveries in certain areas.

**Thursday 12/24:** Office closing at Noon. Normal delivery schedule.

**Friday 12/25: Merry Christmas!!** Office closed and no deliveries.

**Saturday 12/26 - Tuesday 12/29:** Normal office and delivery schedule.

**Wednesday 12/30:** Normal office schedule, additional pre-approved deliveries in certain areas.

**Thursday 12/31:** Office closing at Noon. Normal delivery schedule.

**Friday 1/1: Happy New Year!!** Office closed and no deliveries.

**Saturday 1/2 – Monday 1/4:** Normal office and delivery schedule.

*Please contact your sales representative with any questions.*

**THANK YOU  
FOR YOUR  
PARTNERSHIP  
THIS YEAR!**





# DISPLAY CONTEST

January 4 - February 8, 2021

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

## CONTEST CRITERIA:

- Build an awesome display of Avocados from Mexico in your produce department using organic and/or conventional fruit purchased from Four Seasons Produce. The primary codes for this contest are:

**43135 - OG Avocados Hass MEX 48 ct**

**43136 - OG Avocados Hass MEX 60 ct**

**17060 - CV Avocados Hass MEX 48 ct**

**17075 - CV Avocados Hass MEX 60 ct**

\* plus, other Avocados from Mexico lines available during January from Four Seasons Produce

- Must use Avocados from Mexico bins or Point of Sale materials in your displays. For POS materials, please contact your rep or merchandiser.
- Keep your displays up for at least a week in your department.
- Please send contest pictures (and any social media links) to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by February 11.



CODE: 33656

CODE: 33655  
\*limited qty\*

## DISPLAYS WILL BE JUDGED ON THE FOLLOWING:

- Creativity
- Overall eye appeal
- Use of Avocados from Mexico Point of Sale material or bins
- Use of social media is strongly encouraged



Great tie ins for avocados are tomatoes, garlic, onions, peppers. Guacamole recipes at point of sale will definitely help you move more fruit, and give consumers additional meal/snacking ideas. Talk to your Four Seasons Sales Rep or Merchandiser for pricing, display ideas and tips on how to sell more avocados!

## CONTEST PRIZES:

- GRAND PRIZE - \$600 gift card**
- 2ND PLACE - \$450 gift card**
- 3RD PLACE - \$350 gift card**
- 4TH PLACE - \$250 gift card**
- 5TH PLACE - \$150 gift card**
- 2 HONORABLE MENTIONS - \$50 each**



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# CONVENTIONAL MARKET NEWS

DECEMBER 18 - DECEMBER 30, 2020

## JANUARY HASS AVOCADO PROMOS



**Hass Avocados** from Mexico have been in good supply and affordable during December. As we head into the New Year and Diet Season, look for great opportunities to promote via ads and in-store display building.

Avocados from Mexico will be sponsoring a great display contest during the month of January for Four Seasons Produce customers. Contact your sales rep and merchandiser to start planning.

Our current Avocados from Mexico offerings:

- 12/2 lb bags
- 32 & 42ct Jumbo/XL
- 48ct & 48ct Pre-conditioned
- 60ct
- As well as a full line of Organic

Tips for retailers:

[avocadosfrommexico.com/shopper/avo-101/for-retailers/](https://avocadosfrommexico.com/shopper/avo-101/for-retailers/)



### CV CITRUS

California **Navel Oranges** are in good supply on the larger sizes. Prices are steady. We have 36/40sz in display bins, plus 48ct and 56ct cartons. Bagged **Navel Oranges** are selling very well.

Demand for new crop **Cara Cara** and **Blood Oranges** has been very strong out of the gate to start the season. **Minneola Tangelos** have been delayed until January.

California **Clementine Mandarins** (Halos, Delites) continue in season, and **Satsuma Mandarins** continue through the holidays.

We are looking forward to **Vintage Sweet Heirloom Navel Oranges** and **Sumo Citrus** starting in early January.

With **Lemon** imports from Mexico winding down, we are seeing higher prices on Arizona and California fruit.



### CV BERRIES

**Strawberries** are in excellent supply right now from Florida and the quality is nice. All growers, including Driscoll's, are beginning to ramp up harvests. Late December will be an excellent time to promote. Now that supplies have improved, 2lb clamshells are readily available to be packed upon request.

**Blueberries** continue to be in good supply across the board. Although Peruvian fruit is winding down for the season, supplies are still solid from Mexico and product from Chile are starting to increase. Quality and sizing have been excellent across the board. Pricing will continue to be promotable as we head into Christmas.

**Raspberries** and **Blackberries** are in good supply from Mexico. Many shippers are making some aggressive deals to move fruit as we head into Christmas. Quality has been nice across the board.

Driscoll's "Limited Edition Sweetest Batch" **Blueberries** and **Blackberries** continue in season.



### CV TOMATOES

**Snacking Medley Tomatoes** will remain promotable this week. Quality and supplies are strong. **Cocktail Tomatoes** are also going to be very promotable this week as growers experience a small flush. Quality is excellent.

**Beefsteak** and **Cluster Tomato** prices remain strong this week but are still promotable. Quality is excellent.

**NOTE: Grape Tomato** prices are higher as Florida struggles with supplies. Mexico is also struggling with steady supplies after recent cold weather. Florida is also dealing with some lingering effects of Hurricane Eta that hit back in late October, causing fruit to be short.

**NOTE: Roma Tomatoes** prices have come up significantly as both Mexico and Florida experience short crops. After cold temps the last few weeks, fruit is not maturing creating short markets.

**Field Grown Round Tomato** markets remain steady this week as larger sized fruit remain high and limited. Smaller size fruit is available and more promotable for food service.



### CV POTATOES

The market on **Count Russet Potatoes** has come off slightly headed into 2021 on price. Quality has been fair for this time of year.

**Bagged Russet Potatoes** remain steady out of Idaho as well this week with strong demand due Christmas. Expect to see this market be rather steady as we head into the new year.



### CV ONIONS

We are fully into the Peruvian grown **Mayan Sweet Onions** on both 40lb bulk and 16/3lb bags. Product quality is fantastic. This market is expected to remain steady into January with promotable supplies.

We have seen some pricing relief this week by switching over to Idaho grown **Red, Yellow, and White Onions**. Quality on the first few arrivals has also looked very nice.



### CV CANTALOUPE

**ALERT!** November hurricanes did some serious damage to **Cantaloupe** farms in Guatemala. We should have been in good supply on offshore melons, instead there are very short supplies with vendors struggling to cover contract business.

Fruit is still coming in from Mexico but limited and with increased prices.



### CV PEPPERS

**Green Pepper** prices will be pretty steady this week. Harvests out of Florida are slowing down, but volume out of Mexico remains steady. Quality has been nice from both regions.

11lb **Red, Orange, and Yellow Pepper** prices remain strong this week. Mexico is still about 2 weeks away from strong harvests as new crops are just beginning. We are importing from Israel as well, to help keep supplies steady. Quality has been excellent.



### CV BROCCOLI & CAULIFLOWER

California has better supplies of **Broccoli Crowns**, but now Mexico is experiencing cool temps that will slow down production. Pricing is not expected to become extreme, but there aren't any deals right now.

**ALERT!** **Cauliflower** growers are selling out daily, if they have any at all. Expected very limited supplies and high pricing as growers' fields continue to be behind schedule from cool weather.



### CV CUCUMBERS

**Super Select Cucumber** prices are heading up again this week as volumes out of Mexico and Florida are limited. Some recent cold weather in both regions has slowed down harvests. Quality has been excellent.

**Euro Seedless Cucumber** prices remain steady this week out of Mexico. Quality has been excellent.



### CV ASPARAGUS

**Asparagus** prices are rising some this week as Mexican production finishes up for the season. Peruvian supplies are also becoming more limited as transition starts - fields are closing and new areas are not yet ready to be harvested. Quality out of Peru has looked very nice.



### CV FALL FRUIT

**Pomegranates** from California will be steady. **POM Wonderful Pomegranates** will be winding down soon after the new year. **Pom Arils** are available in both 4oz and 8oz cups.

**Fuyu and Hachiya Persimmons** will be available for the rest of December.



### CV KIWIFRUIT

**Green Kiwifruit** from Italy and Greece will be available for late December. Be sure to check out our new 16/1lb clamshell of **Green Kiwifruit** from Italy is in stock now!

**SunGold Kiwifruit** are now available from Italy in an 8/1lb clamshell.



### CV GREEN BEANS

**NOTE: Green Bean** prices spiked pretty quickly as volumes out of Florida have dropped off and demand has picked. Supplies from Mexico have also slowed down.



### CV SQUASH

**Green Squash** prices are rising a few dollars this week but are very promotable out of Mexico. Supplies and quality have been excellent.

**Yellow Squash** remains steady this week out of Mexico. Quality and color have been very nice.



### CV EGGPLANT

**Eggplant** prices are coming up this week as both Mexico and Florida harvests slow down. Both areas have experienced cooler weather and are now transitioning into new areas. Quality has been very nice.



### CV LETTUCE

**Iceberg Lettuce** is in full production in winter growing regions, including Yuma, AZ. Pricing became affordable mid-month, but is inching back up slightly as demand has also improved.

**Romaine, Romaine Hearts, Red Leaf, and Green Leaf Lettuces** are now priced very reasonably.



### CV GRAPES

Ample **Grape** supplies are still shipping from California and quality is good.

There are plenty of imports arriving to the East Coast on both **Red** and **Green Grapes**. Look for good deals on medium large boxes.

**Cotton Candy Grapes** are back in season with imports out of Peru.



### CV TROPICALS

**Pineapple** will be in steady supply with promotable pricing. We will be offering 5ct jumbo fruit along with 7 and 8ct fruit!

**Mangos** from Ecuador and Peru are steady. Smaller sized fruit has become tighter. 12ct fruit may be limited.

**Maradol Papayas** from Guatemala and Mexico are steady. **Solo Papayas** will also be available from Brazil.

### OTHER STORIES

- **Green Cabbage** remains promotable this week out of Georgia. Quality is excellent.
- **NOTE: Artichokes** are expected to be very limited heading into January.
- On **Packaged Salads**, Dole is removing their emergency surcharge on **Romaine-based Salads** now that winter production is better. Dole and Fresh Express will start honoring their ad schedules starting again in the New Year.
- **ALERT!** The major **Banana** shippers are implementing temporary surcharges on their contract fruit starting in late December and open market pricing is expected to jump significantly. This is a result of hurricane devastation that occurred in Guatemala and Honduras during November.

## 2021 PRODUCE MERCHANDISING CALENDAR

### ATTENTION FOUR SEASONS PRODUCE CUSTOMERS:

Contact your sales rep or merchandiser to request a **FREE** digital copy of our 2021 Produce Merchandising Calendar!

In the calendar, you'll find our suggestions for monthly display promos, what items are best of season, and promotional themes by week to help you with your planning.

