

# MARKET NEWS ORGANIC OUTLOOK

## HUSTLE THE BRUSSELS!



Hustle the Brussels!

Every day we're Brusselin'.

Thanks to strong yields on the current plantings in Mexico, **Organic Brussels Sprouts** will be very promotable for the rest of February.

This may be the height of the season! Quality has been clean, and sizing is mostly medium to large. Pricing is very affordable.

Microwave pouch bag **Organic Brussels Sprouts** will also be affordable and in good supply.



### OG CITRUS

Tango and Murcott variety **Organic Mandarins** are in peak season in both bulk and pouch bags. Expect them to remain steady through March. **Organic "Candy Mandy" Mandarins** should continue in steady supply.

**Organic Blood Oranges** continue in peak season. The fruit has beautiful color and rich flavor inside.

**Organic Cara Cara Oranges, Navel Oranges,** and **Minneola Tangelos** continue in good supply.

California **Organic Grapefruit** continues in excellent supply with promotional opportunities available.

For juicing, **Organic Valencia Oranges** out of Mexico are now in season. Quality is nice and pricing is expected to become even more affordable through March.



### OG TOMATOES

**Organic Roma Tomatoes** have been excellent quality both from Lady Moon Farms and product from Mexico. Continue to promote with confidence! Steady volumes and pricing are expected.

**Organic Round Tomatoes** from Lady Moon Farms are in steady supply. Quality has been excellent.

**Organic Grape Tomatoes** from Lady Moon Farms are available every day and quality is always the best. **Organic Grape Tomatoes** from Mexico are also promotable at lower prices as the harvest flush continues.

**Organic Hothouse Cluster Tomato** prices look to lower this week to more promotable pricing. Product is still coming from Mexico and quality is good. New crop **Organic Beefsteak Tomatoes** are in steady supply coming from Canada. Prices will remain steady or begin to drop as more product becomes available.



### OG CELERY

**ALERT!** Growers in Mexico and Arizona are facing serious aphid (small bug) pressures on their **Organic Celery** fields here in February. This is causing much of the Organic Celery to be un-shipable. In addition, cool and wet weather has slowed growth and delayed harvesting.

Expect much higher pricing and average to fair quality for the rest of the month. Consumer demand remains strong thanks to the niche popularity of celery juice.

**Organic Celery Hearts** remain available but have gone up in price.



## OG LADY MOON GREENS

While growers out west have had major difficulties with production and volume of **Organic Greens** this February, Lady Moon Farms' fields in Punta Gorda, FL have been cranking out some outstanding quality **Organic Kales, Chards, Colards, Parsleys, and Fennel**.

These are good money makers for retailers' **Organic Wet Greens** sets.



## OG ROMANESCO

Harvests from mid-February netted promotable supplies of **Organic Romanesco**. This item is not only on-trend as it is related to cauliflower but looks even cooler. Add some to your sets while this unique product is available.



## OG STRAWBERRIES

Driscoll's **Organic Strawberries** were expected to be in better supply following Valentine's Day, but weather issues continue to impeded harvests and volume. The situation is still expected to improve by late February, with promotional opportunities for March.

Other brands out of Baja, Mexico are expected to hit promotable levels by the beginning of March.



## OG CUCUMBERS

A few growers in Mexico are into good harvests of **Organic Cucumbers**, allowing this to be a promotable item for the rest of February. Quality has been nice.

Fresh crop **Organic Seedless Euro Cucumbers** are now in season from Canadian greenhouses, and available at steady pricing. Expect better quality than in January.

**Organic Mini Seedless Cucumbers** are available but not yet at promotable levels.



## OG BROCCOLI

**Organic Broccoli** remains promotable for mid to late February on both 14ct bunches and 20lb crowns.

NOTE: Heavy rains are expected to slow harvests somewhat in Yuma, AZ and Mexico. Pricing will go up for late February.



## OG BLUEBERRIES

Chilean Pint **Organic Blueberries** are in excellent supply for late February and early March. The quality has been very nice on the Naturipe product and there is an exciting display contest to participate in to drive big sales!

Driscoll's **Organic Blueberries** have ramped up significantly out of Chile and Mexico. Expect prices to drop after Valentine's Day. Pints and 6 oz will both be available from Driscoll's.



## OG SALADS

**ALERT!** **Organic Salads** will continue to be affected by cold weather. **Organic Baby Arugula, Baby Kale,** and other tender leaf lettuces will be affected. **Arugula** is being hit the hardest, so expect heavy prorates and shortages there for late February.

**ALERT!** **Organic Chopped Kale** from Glory Foods will be out of stock for the rest of February as they wait for their next fields of raw product to be ready to harvest.



## OG PEARS

Washington **Organic Red Anjou, Green Anjou, Bosc,** and **Comice Pears** are in firmer supply as the end of the domestic season nears.

New crop **Organic Bartlett Pears** are coming into season in South America with the first arrivals expected in March.



## OG BERRIES

**ALERT!** Driscoll's **Organic Raspberry** supplies are tightening this week. Expect prices to rise and stay there until supplies improve in March. Other brands of **Organic Raspberries** continue to gap due to rain and cool weather.

**Organic Blackberries** out of Mexico are in decent supply from some growers, but Driscoll's is expecting pro-rates and lighter volume through early March.



## OG BANANAS

**Organic Bananas** will be back to normal volumes this week following a slight shortage due to a malfunction in a container ship in the supply chain last week.



## OG HASS AVOCADOS

**Organic Hass Avocados** remain in good supply for the next few weeks. Inventory crossings over the border were down as retailers dug out from existing inventory this past week, but expect to see pricing remain steady however.



## OG ARTICHOKES

**Organic Artichokes** are in season for February. Currently the size profile is mostly 30ct.



## OG MINI SWEET PEPPERS

The rest of February and all of March will be an outstanding time to promote **Organic Mini Sweet Peppers!** This multi-colored snacking-friendly item will be abundant from Mexico and trading at affordable prices.



## OG GREEN PEPPERS

**Organic Green Pepper** quality is very strong, and supply is fairly abundant out of both Florida and Mexico for February promotion.



## OG GRAPES

South African **Organic Green Grapes** are available and will be very limited until the second week of March, when **Organic Black Seeded** and **Seedless Grapes** will be available. Pricing is high.



## OG LETTUCE

**Organic Red Leaf, Green Leaf, and Romaine Lettuce** have been in short supply from California and Arizona due to quality issues caused by weather conditions.

The good news is that Lady Moon Farms **Organic Lettuce** program in Florida is rolling along with excellent quality and consistent harvests, plus a shorter travel time to the mid-Atlantic and Northeast.



## OG APPLES

The main varieties of **Organic Apples**, like **Fuji, Granny Smith, and Gala**, are seeing a little bit higher prices heading into late winter as growers in the Pacific Northwest try to pace out their storage supplies.

Washington **Organic Honeycrisp Apples** are winding down for the season with some shippers completely finished. Expect to transition from 40lb cases to 27lb euro boxes heading into March. Prices will rise until everyone finishes for the season.

Specialty variety **Organic Apples** are generally in good availability. There may be promotional and display opportunities on some very good eating fruit.



## OG EGGPLANT

**ALERT!** **Organic Eggplant** quality from Mexico has been fair to weak with discoloration on the calyx and pitting on the fruit. Some product is available, but retailers will want to sell through it quickly. Some **Organic Graffiti Eggplant** (striped variety) has been available and looked a little better.

Lady Moon Farms in Florida has very limited quantities of **Organic Eggplant**. Quality is good, but they simply don't have much to supply the marketplace during February.



## OG LIMES

**Organic Limes** supplies are back in good volume with steady prices.



## OG ASPARAGUS

**Organic Asparagus** is in season from Mexico. Pricing is steady, but cool weather is preventing major harvest flushes for February at this time.



## OG PINEAPPLES

**Organic Pineapple** quality is excellent. Supplies have been steady, and we will continue to offer 6 and 8ct sizes.



## OG SPECIALTY CITRUS

**Buck Brand Now Available:**

- OG Centennial Kumquats
- OG Nova Tangelos
- OG Lemonade Lemons
- OG Fairchild Tangerine
- OG Marmalade Oranges
- OG Heirloom Navel
- OG Mango Valencia
- OG Meyer Lemons
- OG Sweet Palestinian Limes
- OG TDE Mandarins (best seller)

**Buck Brand New Items:**

OG Wiekewa Lavender Gem Tangelos

**Buck Brand Gapping:**

- OG African Shaddock Pummelos
- OG Minneola Tangelos

**Buck Brand Finishing for the Season:**

- OG Buddha's Hand
- OG Star Ruby Grapefruit
- OG Mandarinquats
- OG Pink Variegated Lemons



## OG MANGOS

**Organic Kent Mangos** have really tightened over the past week. Supply has been hampered as Peru experienced rain that is causing their season to shorten. The conventional market is also very tight, putting a strain on the entire supply chain. Remaining fruit continues to be large! 8ct **Organic Mangos** will be available next week, with 10 and 12ct sizing being more limited. 10 and 12 ct fruit in inventory will be the Fair Trade Certified "Do Good" label!

Mexico is not quite ready with volume on the **Organic Tommy Atkins** variety, causing an expected gap in the market place for fruit in the coming weeks. This will likely drive the cost up for fruit over the next 3-4 weeks.

**Organic Ataulfo "Honey" Mangos** will be available one again out of Mexico.



## OG COVILLI TOMATOES

Covilli Brand's harvest flush on **Organic Mixed Color Heirloom Tomatoes** is winding down, so expect lighter volumes and higher prices. Their popular dark heirloom (**Darthloom**) variety will remain available for the rest of February, but at higher prices. 10lb cases of straight Brandywine variety will be in limited availability as well.

The **Purple Raindrop** and other mini tomato varieties in the cardboard packs from Covilli will gap for now as quality was not holding well in the supply chain. Stay tuned for more on those mini snacking varieties.



## OG SQUASH

**Organic Green Squash (Zucchini)** is back into good supply from Mexico. Prices have become much more affordable.

**Organic Yellow Squash** has returned to steady availability with better quality arrivals.



## OG CAULIFLOWER

**ALERT!** Quality issues are becoming prevalent on all **Organic Cauliflower** arrivals for mid-February – mostly occasional brown discoloration on the florets. Weather is the culprit for most of these quality issues and rains are slowing the harvests.

Expect much higher pricing and only fair quality for the rest of February.



## OG ROMAINE HEARTS

**Organic Romaine Hearts** from Mexico and Arizona are in steady supply for now.



# ORGANIC BLUEBERRY DISPLAY CONTEST

## February 4 - March 4

Want to help your customer beat those “Winter Blues”, while adding sweet sales and big rings through your registers? Check this out!

Four Seasons Produce has teamed up with Naturipe Farms and the Chilean Fresh Fruit Board to bring you an Organic Blueberry Display Contest for the month of February! Fresh organic blueberries from Chile will be in abundant supply and very promotable, so now is the perfect time to build some “blue”tiful displays in your departments! Big displays of blueberries will draw big sales, as many customers will buy multiple packs to freeze and save for later use!

Build blue-ti-ful displays of fresh Naturipe brand pint organic blueberries. Fruit must be purchased from Four Seasons Produce (code 46125).

### CONTEST PRIZES:

#### LARGEST DISPLAY

1st - \$400  
2nd - \$300  
3rd - \$200

#### BEST DESIGN:

1st - \$400  
2nd - \$300  
3rd - \$200

#### MOST CREATIVE:

1st - \$400  
2nd - \$300  
3rd - \$200

#### BEST USE OF SOCIAL MEDIA:

\$100



HEIRLOOM  
NAVEL ORANGES

# VINTAGE SWEETS

## HEIRLOOM NAVEL ORANGES DISPLAY CONTEST

### FEBRUARY 11 - MARCH 1, 2019



Ready for a super sweet contest with a “vintage” twist?!

Sun Pacific, marketers of the amazing Vintage Navel Heirloom Oranges, have teamed up with Four Seasons Produce to put on this “classic” display contest. Beautiful Vintage Heirloom Navels, in both bags and trays, will be featured in February - so let’s have some fun and build some awesome displays! The fruit itself is fantastic, and the packaging adds some really sharp lines and attracts customers. A great time of year to promote this amazing orange and grab those extra sales.

Build a “sweet” display of Vintage Sweet navels (code 12169) in your departments using fruit purchased from Four Seasons Produce. Utilize the Vintage Sweet boxes or bins (code 12167) in your displays.

**Some great prizes to choose from! Talk to your Four Seasons Merchandiser or Sales Rep for display tips and ideas!**





# OCEAN MIST FARMS JUMBO ARTICHOKE PROMOTION

## FEBRUARY 11<sup>TH</sup> - MARCH 3<sup>RD</sup>

Four Seasons Produce has partnered up with **Ocean Mist Farms** to bring you an awesome promotion to get all “choked” up about!

BIG, beautiful artichokes are in great supply, and highly promotable, so now is a great time to build some creative displays and spread some artichoke love! These jumbo 12ct chokes are complete show stoppers, and will look amazing gracing the counters in your departments. And some even better news is these artichokes have been “frost—kissed”, and are the best tasting artichokes of the year!



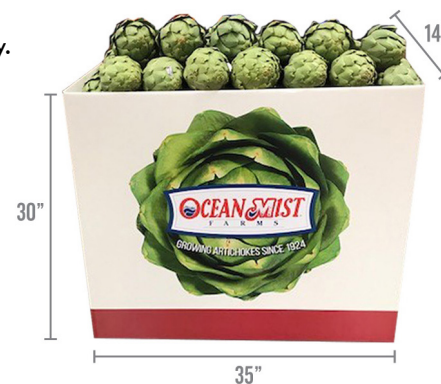
### THE RULES HERE ARE SIMPLE:

- Build a super attractive and creative artichoke display using Ocean Mist Farms artichokes purchased from Four Seasons Produce and submit all display photos to Steph Fleetman ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by **Friday March 8th**.
- Utilize the Ocean Mist Farms Point of Sale material in your displays. We have some sharp bins also available (code: 218367), and great informational sign cards. These must be used on displays to qualify.



- You must include at least two artichoke relevant tie-ins, such as lemons, bread crumbs, spices, garlic, and olive oil.
- All displays must be kept up for at least one week.
- There is an 8 case minimum for stores to qualify.

Judging will be based off of creativity, eye appeal and the use of Point of Sale material and tie ins. *Social media presence is highly suggested.*



### PRIZES:

There will be **FIVE WINNERS** chosen and each will receive a super cool Ocean Mist artichoke crate, complete with kitchen gadgets perfect for preparing your next delicious artichoke recipe. Each winner will also receive a \$50 Visa Gift card.

**\*\*Each participant will receive an awesome Ocean Mist hat!**



These jumbo chokes are amazing. Larger, more prominent displays will definitely draw your customers attention. So let's all get our choke on and build some amazing displays! Talk to your Four Seasons sales rep or merchandiser for display tips and ideas!

Also, enter in the Ocean Mist Peace, Love, & Artichokes Sweepstakes to win a \$1,000 gift card: <http://ow.ly/vSze50kJZsd>



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





# NEW SNACK LINE

## NATURE'S GARDEN



CODE	DESCRIPTION	SIZE	UPC	CODE	DESCRIPTION	SIZE	UPC
40052	OG Banana Chips	12/4 oz	846548070057	214618	CV Almonds Roasted No Salt	9/8 oz	846548080230
208558	OG Sunflower Kernals Roasted	12/5.5 oz	846548071658	214619	CV Almonds Roasted Salted	9/8 oz	846548080223
214625	CV Sunflower Seeds Roast Salt	7/15 oz	846548080131	214617	CV Almonds Sliced	9/8 oz	846548080346
214624	CV Sunflower Seeds Rst No Salt	7/15 oz	846548080148	40031	OG Apricots Turkish	12/5 oz	846548070040
26991	CV Pretzels Blueberry	12/7 oz	846548073799	40044	OG Mango Slices	12/4 oz	846548070187
26990	CV Pretzels Key Lime	12/7 oz	846548076561	40056	OG Nut Mix Omega 3	12/5 oz	846548072136
26995	CV Pretzels Milk Chocolate	12/7 oz	846548073928	214626	CV Walnuts Halves & Pieces	12/8 oz	846548080186
26992	CV Pretzels Raspberry	12/7 oz	846548073805	40051	OG Almonds Natural Whole Raw	12/4.5 oz	846548071009
26993	CV Pretzels Toffee	12/7 oz	846548073904	208557	OG Almonds Roasted No Salt	12/4.5 oz	846548071023
26996	CV Pretzels Yogurt	12/7 oz	846548072952	40037	OG Cashews Roasted No Salt	12/5 oz	846548071108
40032	OG Dried Cranberries	12/5 oz	846548070095	40055	OG Nut Mix Powernut	12/5 oz	846548076738
214627	CV Banana Chips	5/15 oz	846548080100	40046	OG Walnuts Lite Halves&Pieces	12/4 oz	846548071306
40054	OG Berry Mix	12/5 oz	846548087192	214623	CV Pine Nuts	8/5 oz	846548080315
213060	OG Cranberry Health Mix	12/5 oz	846548070170	214620	CV Cashews Roasted No Salt	9/8 oz	846548080360
40045	OG Dates Pitted	12/5 oz	846548070125	214621	CV Cashews Roasted Salted	9/8 oz	84648080254
208565	OG Pepitas No Salt	12/5 oz	846548071627	214622	CV Pecans Halves	9/8 oz	846548080179
214616	CV Almonds Raw Natural	9/8 oz	846548080193				

OG = ORGANIC CV = CONVENTIONAL

**TALK TO YOUR SALES REP OR MERCHANDISER FOR MORE INFORMATION ON THIS GREAT PRODUCT LINE!**



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# MARKET NEWS

# CONVENTIONAL OUTLOOK

## MEXICAN ASPARAGUS SEASON

Fresh crop **Asparagus** is now in peak season from Mexico, a few weeks later than normal.

Despite some cooler weather in Mexico, product quality is excellent, and pricing remains steady to promotable. 28lb cases are also now available to allow retailers a better unit cost.

With the continued cool and wet weather in the growing regions, a major harvest flush and price drop-off is not imminent, however retailers can add fresh **Asparagus** into their ad planners and in-store specials for late February and March.



### CV TOMATOES

**Cluster Tomatoes** are very promotable right now. Sizing and quality have been excellent from Mucci Farms' Ohio Greenhouses. **15lb Hothouse Beefsteak Tomatoes** are also promotable. Quality and sizing have also been excellent. Product is crown fruit from Canada or Mexico.

**Grape Tomatoes** continue to be promotable from Mexico and Florida. Quality remains excellent and prices are expected to stay promotable.

**Campari Tomatoes** are coming in with more promotable volume and pricing. Product is starting to flush from Mexico and Canada.

**Roma Tomato** prices remain promotable with both excellent quality and pricing. Romas will continue to flush from Mexico.



### CV BERRIES

**Blueberries** from Chile and Mexico (including Driscoll's brand) are abundant. This is an excellent item to promote with large displays. Pricing will be very affordable for late February and early March!

**Raspberries** are in steady supply with reasonable but not quite promotable pricing.

**Blackberries** have lower yields in Mexico for late February, which has hampered availability and taken pricing up on Driscoll's and other brands.



### CV STRAWBERRIES

There is finally enough supply of **Strawberries** being harvested in Florida for late February to fill major national chain contracts, as well as regional chains and wholesalers on the east coast. Pricing will become more affordable.

With more Florida fruit on its way, demand has eased somewhat on the Baja, Mexico production of **Strawberries**. Expect pricing to come down to more reasonable levels on Driscoll's brand and other western fruit for the end of the month.





## CV GRAPES

**ALERT!** It's been another challenging week for **Grapes**. Demand is strong and vendors can't keep up. Ads written early on with the expectations of more volume than last year now have been chewing through most vendors inventories and they can't keep the pipeline filled. Throw in late vessels and bad weather and we have seen large shortages of fruit especially on **Green Grapes**.

It may be the end of February or beginning of March before we see a steadier flow, but pricing will remain strong.



## CV ONIONS

New crop Mexican **Onions** will be available in February starting with **Sweet Onions**, then **Whites** and **Reds** the 3rd or 4th week of February. Mexican product could help taper the upward pricing trend. We're being told that the bulk of the Mexican crop will stay in Mexico due to a national shortage of **Onions** there.

Texas will be very late and will have a shortened shipping window due to the extended heavy rains in Oct which forced considerable acreage cuts of up to possibly 30%+. Right now, it doesn't appear that there will be much of an overlap of the Mexican and Texas crops.



## CV POTATOES

Now is a good time to promote Idaho grown **Potatoes** in the Green Giant label. We have a full run down of availability from Idaho in the 10/5lb **Russet, Red, Gold, Klondike Goldust, and Klondike Rose Potato** lines. Talk to your sales rep to get these items on your shelves!

The **Count Potato** market remains steady this week and quality has looked very nice.

Florida **Color Potatoes** will start to trickle in this week as we exhaust inventories on Washington state grown product.



## CV BROCCOLI

Several cold nights followed by rain in Yuma, AZ has put the brakes on **Broccoli** production. Expect very light supplies in the desert for at least the next week. Mexican crowns are in better shape but will follow the rising markets set by shippers in Yuma.

Eastern **Broccoli Crowns** are not available and bunched is extremely limited.



## CV CAULIFLOWER

Like broccoli, **Cauliflower** production in the desert has been dramatically affected by the cold weather. Supplies are extremely light in Yuma this week – all shippers are prorating. We may see some relief for late February, depending on weather.

Some Texas **Cauliflower** may be in late February, but they are struggling with quality issues, especially in older fields.



## CV CELERY

The Oxnard, CA **Celery** deal continues to be challenged by rain and cold weather. There are widespread issues with pitting and blight. Yuma and Brawley have started but have minimal volume. Shippers report significantly better quality in the desert but expect very light supplies.

Little Bear label **Celery** (Texas) has minimal volume because of labor issues.



## CV PEAS

**Snow** and **Snap Peas** are available with promotable pricing and quality!



## CV WATERMELONS

New crop **Watermelons** from Mexico are coming in! Cuts have been excellent so far with great color.

**Mini Watermelons** are also becoming more promotable. Quality has been nice.



## CV ARTICHOKE

Now is the time to promote **Artichokes**! Look for great deals on Ocean Mist label 12ct Artichokes for the next few weeks. Quality is outstanding.



## CV CUCUMBERS

**Super Select Cucumbers** in Nogales are steady. Import selects are also steady, but some shippers report quality issues.

**European Seedless Cucumbers** are also steady, and quality remains excellent. Tray pack Mini Seedless Cucumbers are extremely tight – expect elevated prices for another week. Check out 11lb bagged **Mini Seedless Cucumbers** (code 2856) for a value-priced alternative.



## CV LETTUCE

All **Cello Iceberg** and **Leaf Lettuces** in the desert have been affected by the recent frosts. Expect lighter supplies across the board due to quality and harvesting delays. We will continue to see fringe burn, wind burn, and epidermal peeling on **Romaine Lettuce**.

Florida **Cello Iceberg** and **Romaine Lettuce** are available, but persistent rain continues to limit harvests to a few days per week.



## CV CITRUS

Rain continues to interrupt **Citrus** supplies. We've seen a lack of some fruit, especially on **Minneola Tangelos**, **Mandarins**, and large-size **Navel Oranges**, with growers working off inventories picked before the rain or when there's been a break. Shortages may have gone unnoticed for the most part because demand has been light on **Navel Oranges** with the bag **Mandarins** dominating the citrus category.

Speaking of bagged **Mandarins**, Halos quality and flavor has been excellent for mid-February as they are packing the Tango variety.



## CV SQUASH

**Green** and **Yellow Squash** in Nogales has hit bottom and will start moving up. Growers are transitioning from southern Sonora to the northern part of the state. We may see a slight decline in quality as growers wrap up some of their older fields.



## CV SWEET POTATOES

North Carolina **Sweet Potatoes** continue to see strong demand in the marketplace. Lower yields and pack outs cause the price to continue to rise here this week. Expect this price to continue to increase slowly in the next couple weeks.



## CV HASS AVOCADOS

**Hass Avocados** generally remain promotable, though modest price increases may be on the way. Growers in Mexico continue to strive for higher prices and are reducing their harvests to help support a higher market.



## CV LIMES

Expect to see higher pricing on premium grade large size **Limes** headed towards March as lighter volumes are crossing in from Mexico at this time.



## CV PEPPERS

**Colored Bell Pepper** prices are a little stronger this week, but pricing is still at promotable levels.

**Green Peppers** are weaker but will remain relatively steady. Shippers in Nogales and Florida report outstanding quality.

**Mini Sweet Peppers** are in peak season supply and will be a promotable item for late February and March.



## CV GLORY FOODS

**ALERT!** All Glory Foods **Kale** was cut from orders during mid-February.

They have scrapped their current fields. New fields projected to be ready soon, which will put raw product to the processors in time to hopefully fill orders for late February.