



ORGANIC MARKET NEWS



JANUARY 6 - JANUARY 13, 2023

WINTER ORGANIC PEPPERS OUTLOOK



Organic Green Bell Peppers will yield consistent supply volume in January from Lady Moon Farms in Florida. Quality and availability will remain strong throughout the month on this premium product.

Organic Color Bell Peppers from both Mexico and Israel are in strong supply with outstanding quality!

Pricing gradually improved headed into the new year, and as mid-January approaches, promotional opportunities from Mexico will be available for in store specials and larger displays. Expect plentiful supplies and promo pricing for the back half of the month.

Our packaged **Organic Bell Pepper** program has now ramped up out of Mexico with nice quality Fair-Trade product. These UPC'd 12/2ct packs are available in **OG Green, Red, and Red/Yellow** configurations.



OG GREENS & LETTUCES

Florida fresh **Organic Greens** are in peak season, perfectly timed for diet season! Lady Moon Farms in Punta Gorda, FL continues to have strong supplies of **Organic Kales, Collards, and Dandelions** - ideal for healthy eating promotions.

Organic Lettuces are in stronger supply after an extended period of limitations and complete supply gaps, paired with record breaking prices.

Lady Moon's Florida crop is in peak production with strong supplies of **Organic Romaine, Red Leaf, and Green Leaf Lettuce**. West Coast desert growing regions are flourishing as well with strong supply volume and falling prices.

Organic Romaine Hearts and **Organic Iceberg Lettuces** also have shown improvement.

In fact, **Organic Romaine Hearts** will be promotable for mid-January, so make arrangements to highlight the price drop to your consumers and increase shelf space back to normal levels for this time of year.



OG CITRUS

Organic Mandarins are in decent supply, but loading could be hampered by all the rain California is getting to start the year. It's a day-to-day roller coaster for harvesting with the atmospheric river bringing all this needed rain to California.

We are in excellent shape on 56sz and smaller **Organic Navel Oranges**, and supplies should stay strong. On the other hand, 48sz and larger fruit has been significantly impacted by the rains for early January.

NOTE: Organic Blood Oranges are almost non-existent with any fruit available being very small (138ct and smaller), so we are waiting until better retail sizing comes.

Organic Cara Cara Oranges are in decent shape on large and value size despite the rain. Prices are firm.

Supplies are okay on **Organic Grapefruit** and **Pummelos** for early January, but mid-January might be a different story due to the rain.

Organic Lemons are coming from Northern and Southern California with the northern regions getting the heavy rain almost making their fruit non-existent, but the southern fruit is in pretty good production, with all the demand for the southern fruit markets are driving upward. Supplies should be firm but available.



OG BERRIES

Organic Blackberries are very promotable and priced affordably for early to mid-January! Harvests are flushing, leading to surplus supplies. Quality has looked excellent with good pricing to start Diet Season.

Organic Blueberry prices will begin to ease off as Chilean imports begin to arrive. Quality on the fresh arrivals should be good as it is all new fruit. Peruvian and Mexican fruit is much more limited and will be a bit more expensive due to the shorter supplies. Quality has been nice. Expect to switch to primarily Chile by the end of January with heavy promotions heading into February.

NOTE: Organic Raspberry prices are extremely high with limited supplies coming out of Mexico. Cold temperatures hampered production the past week. Supplies should begin to improve over the next few weeks but will be very tight and expensive in the short term. Quality has been nice on what is available.

ALERT! Organic Strawberry prices remain high with no changes. Production remains limited out of Mexico after cold temps and rain. As weather improves heading into mid-January, prices are expected to ease, and supplies are expected to improve. Florida growers have struggled to remain with consistent supplies due to cold temps and rain. Supplies should improve headed into mid-January as weather has been ideal.



OG CELERY

ALERT! Organic Celery and Celery Heart supply shortages and high prices will continue throughout January. Mexico is the main growing region currently with domestic supplies remaining limited or in complete gap.

Arizona and SoCal growers are due to begin harvests in mid to late January, which will bring a boost in supply, followed by prices beginning to ease in February.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and Cauliflower have experienced better harvest yields in January. Pricing will begin to ease down for the week of 1/16.

Quality has been ideal from shippers in the desert growing regions of El Centro and Yuma, AZ.

Promotional opportunities on both Organic Broccoli and Cauliflower are expected for late January!

Then, in February, the harvest flush are expected to decline and prices will go back up.



OG SQUASH

Organic Hard Squash will be in good supply from January through the month of March, with new crop coming from Mexico. Organic Acorn, Spaghetti, and Kabocha Squash will be the most plentiful varieties.

Organic Delicata Squash will be around but more limited.

Organic Butternut Squash is a little bit limited on the larger retail sizes for January, but will improve for February and March.



OG BRUSSELS SPROUTS

NOTE: Organic Brussels Sprouts will remain limited in early January. Late January will have marked improvement as supplies will strengthen. Seasonal shippers from Mexico will begin their winter program in mid-January providing supply relief followed by price relief. Organic Bagged Brussels Sprouts will return in late January.



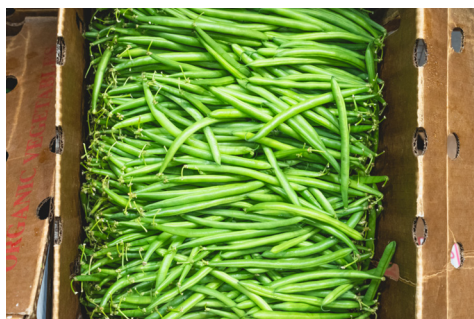
OG ASPARAGUS

NOTE: Organic Asparagus prices are expected to increase as we head into end of January until the Caborca, Mexico region starts up in February.



OG TOMATOES

Organic Grape Tomato prices have eased down and are expected to remain steady. It is expected that both Mexico and Florida will see some warmer temperatures and volume should open as we head into the end of January. Lady Moon will have more volume in February, and we'll supplement with other brands until that time.



OG GREEN BEANS

Organic Green Beans from Mexico continue to yield consistent volume in early January. With excellent quality and improving prices Organic Green Beans should be highlighted to increase sales volume. Market conditions should continue into late January.



OG CABBAGE

Organic Green and Red Cabbage should remain in steady supply from Lady Moon Farms in Florida through February.

Organic Savoy and Napa Cabbage will begin to be procured from the West Coast starting in January.



OG WARM VEG

Organic Eggplant continues to yield consistent supply volume in January from Lady Moon Farms in Florida. Quality, availability, and pricing will remain in strong conditions throughout January.

Organic Cucumbers, Zucchini, and Yellow Squash from Mexico remain in steady supply for January. Pricing will increase gradually throughout the month.



VARIEGATED PINK LEMON

- flesh is pink & rind is thin
- tart & acidic

OG SPECIALTY CITRUS

We are gapping on some Buck Brand **Organic Specialty Citrus** here in early January, but hopefully we will be back in by mid-January when the much-needed rain in California subsides.

Limited supplies of **Organic Pink Variegated Lemons**, **Sweet Palestinian Limes**, **Satsuma**, **Cara Cara**, **Heirloom Navel Oranges**, and **Lou Lou Navel Oranges** are available.



OG SPECIALTY

Florida grown specialties items available for the beginning of January:

- **OG Yucca Root**
- **OG Black Sapote**
- **OG Sapodilla**
- **OG Starfruit**
- **OG Eggfruit (Canistel)**
- **OG Mamey**
- **OG Jackfruit**

Available from California:

- **OG Feijoa**
- **OG Passion Fruit**
- **OG Kiwano Melons**



OG TURMERIC

Beautiful Florida **Organic Red Turmeric** will be available in limited supplies for January from our growing partner Phoenix Rising Farms. This is the nicest, most premium **Organic Turmeric** we carry all year long.



OG TROPICALS

Organic Hass Avocados are in good supply as we start the new year! Look for opportunities to promote in January.

Kent variety **Organic Mangos** are available from Peru. Container delays have caused minor gaps in fruit, but supplies will be good over the next few weeks. Pricing is promotable!

Organic Fair Trade Royal Star Papayas out of Mexico are in good supply for January.

Organic Pineapple supplies from Costa Rica have been more limited due to increased interest to start the new year. 6ct, 7ct, and 8ct sizing will be available.



OG GRAPES

Organic Grapes are being imported from Peru and South Africa at this time. **Organic Green Grapes** and a few **Organic Black Grapes** are all that's available through mid-January. Pricing is on the higher side.

NOTE: **Organic Red Grapes** are gapping until mid-January.



OG APPLES & PEARS

January is the time to take part in our amazing "USA Pears Display Contest," with excellent quality and promotional opportunities available on **Organic Pears**.

Northwest **Organic Bartlett Pears** are done for the season, however **Organic Red Anjou**, **Green Anjou**, **Concord**, and **Bosc Pears** continue!

Organic Apples packing is sporadic with Northwest shippers as they deal with winter logistics issues and somewhat lighter controlled atmosphere storage supplies.

Four Seasons is set up pretty well with inventories to kick off Diet Season on **Ambrosia**, **Autumn Glory**, **Braeburn**, **Cosmic Crisp**, **Envy**, **Fuji**, **Gala**, **Gold Delicious**, **Granny Smith**, **Honeycrisp**, **Jazz**, **Kanzi**, **Lady Alice**, **Opal**, **Pinata**, **Pink Lady**, **Rocket**, and **SugarBee** varieties.

JOSIE'S ORGANICS CAESAR SALAD NEW PACK SIZE!

DESIGN & SIZING CHANGES

ORGANIC PREMIUM SALAD KIT

Caesar

WHAT IS CHANGING

- New updated design
- Net Weight: from 9oz to 7.8oz
- Case GTIN: see below
- Bag height is 1" less

NEW BAG

9.25"

OLD BAG

10.25"

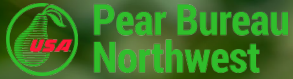
WHAT IS NOT CHANGING

- No change to the 12-digit UPC code
- No change to the carton specifications

MORE FROM JOSIE'S!



NORTHWEST PEAR DISPLAY CONTEST



January 2 - January 30, 2023

Do you want to boost sales in the pear category AND have fun doing it at the same time! Well we know a “pear”-fect solution to help you with both! Four Seasons Produce has partnered with the Northwest Pear Bureau to bring you a “pear”-ific display contest sure to set your pear sales soaring! The pear category is ripe and ready for growth in the New Year, and building eye catching displays and putting together fun promotions in store is a great way to add fresh Northwest Pears into your customers carts! Pear quality, both conventional and organic, has been OUTSTANDING this season so far with great looking fruit that tastes amazing. So “pear” up with your Four Seasons Sales Rep and Merchandiser to get the pear fun started and get builds and promotions all set for your store in January!

CONTEST CRITERIA:

- Build a picture perfect pear portrait in your produce department. ALL fruit MUST be purchased from Four Seasons Produce.
- All displays must include three (3) varieties of pears. Pear varieties available will be Anjou, Bosc and Red Pears. This can be a combination of bulk and bagged fruit, conventional or organic (or both!)
- All displays must have the Northwest Pear Bureau Point of Sale signs on your displays. These sign kits will be available through your Four Seasons Sales Rep or Merchandiser.
- There will be some really sharp pear display bins available to use in your displays. These will be in code 222220.
- All pear displays must remain up for a minimum of one week.
- All entries must be submitted to contests@fsproduce.com by Friday February 3rd 2023.



CODE: 222220



DISPLAYS WILL BE JUDGED ON CREATIVITY AND OVERALL EYE APPEAL.



CONTEST PRIZES:

MOST CREATIVE DISPLAY

1st—\$300
2nd—\$200
3rd—\$100

LARGEST DISPLAY

1st—\$300
2nd—\$200
3rd—\$100

ALL ORGANIC DISPLAY

1st—\$300
2nd—\$200
3rd—\$100

Honorable Mention - \$50 Honorable Mention - \$50 Honorable Mention - \$50

For more merchandising tips and information on pears, contact your Four Seasons sales rep or merchandiser.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



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CONVENTIONAL MARKET NEWS

JANUARY 6 - JANUARY 13, 2023

PROMOTABLE BLACKBERRIES



Blackberry prices are very promotable for mid-January! Mexico growers are in a harvest flush with fruit, leading to excess supplies with great quality. The Driscoll's brand fruit tastes pretty good too. Make this one of your in-store specials!

Blueberry prices are beginning to ease off as Chilean vessels begin to arrive, leading to stronger supplies. Quality should be good on the early arrivals. Peruvian and Mexican fruit will be available but will be a little bit more expensive, leading to split markets. Quality out of Peru and Mexico has been excellent, and supplies are bit more limited than Chile.

NOTE: Raspberries are on the tighter side, and prices continue to rise to slow down demand. Cold weather in Mexico has really put the brakes on production from most growers, leading to very limited supplies. Quality has been nice but expect higher pricing and possible out of stocks.

Strawberry prices are steady overall out of Florida. Temperatures have rebounded and supplies are keeping up with demand. Quality has been excellent as conditions have been ideal. Mexico also had cold temps, leading to tighter supplies overall. We have been shipping mostly domestic fruit. California is experiencing heavy rains and not harvesting at all.



CV LETTUCES & SALADS

Good news! **Romaine Hearts**, **Iceberg**, and **Red Leaf Lettuces** continue to come down in price at a measured and steady pace. It is time to highlight better price points to shoppers and increase shelf space for these products during Diet Season.

Green Leaf and **Romaine Lettuces** are back to great harvest numbers and prices are becoming more promotable even quicker than the varieties mentioned above.

More good news - **Salad Lettuces**, like **Baby Spinach** and **Spring Mix**, are in better supply with bulk packs coming down to more normal levels of price.

Packaged Salads in bags, clamshells, and kits, have better fill rates than seen in the last 2 months.

CEA (controlled environment agriculture - hydroponic and vertical farms) growers are ramping up their production with new facilities coming on-line in recent months. Four Seasons offers **Little Leaf**, **Bowery**, and **Bright Farms** brands, all with local growing facilities in Pennsylvania.



CV CITRUS

Mandarins are experiencing the effects of California rain, but Four Seasons will remain in stock. We will continue to offer 10/3lb, 15/2lb, and 4/5lb box options in the "Halos" brand.

California **Stem & Leaf Mandarins** are being packed with "Paige" and "Daisy" variety fruit available in bulk, bagged, and clamshells.

5lb gift boxes of Morocco **Clementine Mandarins** will be back in stock for mid-January.

Navel Oranges are showing good quality, however large fruit is getting tight again due to the rain in California. Continue to promote smaller and bagged fruit. **Bin Navel Oranges** are also available.

Blood Oranges are tight in supply short-term due to rain. **Cara Cara Oranges** are showing excellent quality, but large fruit has become tight due to rain.

Minneola Tangelos are available fresh out of the desert, but a slight gap will be coming in mid-January as we transition regions. Excellent fruit is available from Sunkist right now.



CV PEARS & APPLES

Washington **Braeburn**, **Fuji**, **Gala**, **Gold Delicious**, **Granny Smith**, **Honeycrisp**, **Pazzazz**, and **Rockit Apples** are available.

The following Washington varieties are more promotable on price and supply: **Cosmic Crisp**, **Envy**, **Pink Lady**, **Red Delicious**, and **SugarBee Apples**.

Eastern **Cortland**, **Empire**, **Gala**, **Honeycrisp**, and **Rome** are in limited supply.

Eastern **Evercrisp**, **Gold Delicious**, **McIntosh**, **Pink Lady**, **Red Delicious**, **Ruby Frost**, and **Snap Dragon Apples** are in good promotional supply.

It is time for our huge "USA Pear Bureau Display Contest"! Take advantage of our promotional pricing on **Anjou**, **Red Anjou**, **Bartlett**, **Bosc**, and **Comice Pears**.



CV SWEETEST BATCH BERRIES

Driscoll's has several special packs available right now on their best-tasting varietal **Berries**. These are sold in their "Driscoll's Sweetest Batch" line.

Out of Florida, Driscoll's 8/14oz **Sweetest Batch Strawberries** are in season for the winter months. These are packed in a single layer and have a full aroma and deep strawberry flavor.

From Mexico, Driscoll's 12/10oz **Sweetest Batch Blackberries** are in season. These taste great to almost any palate.

Driscoll's 8/11oz **Sweetest Batch Blueberries**, also from Mexico, feature XL to Jumbo sizing, firm texture, and very impressive sweetness and flavor.



CV GRAPES

Grapes are being imported from Peru, with Chile fruit on the water with first arrivals in mid-January.

There have been some really nice arrivals of double jumbo **Green Grapes** in the "Autumn Crisp" variety and some "Sweet Celebration" **Red** variety with nice sizing too. XL and LG sizing is less expensive but not quite as affordable as during the California season.

Pricing will level out once Chile gets involved. The civil unrest in Peru has calmed down, but we are experiencing the full effects now with late arrivals and short-term gaps.



CV MELONS

Both **Cantaloupes** and **Honeydews** are being imported from Guatemala at this time of the year. **Cantaloupe** pricing continues to drop to more reasonable levels, but **Honeydew** prices are pushing higher.

New for the week of 1/9 - **MAG Cantaloupes** from Del Monte will be available. This variety is known for dense, deep-orange flesh and a darker color rind.

Seedless Watermelon cartons are available out of Mexico. Quality has been excellent for your cut fruit sections.



CV ARTICHOKE

NOTE: 12ct jumbo **Artichokes** have been almost nonexistent in availability, but are starting to come in better supplies for mid-January, with moderate price relief.

24ct **Artichokes** remain limited.



CV CELERY

ALERT! **Celery** is available but not in strong enough volumes to bring down this expensive pricing. It will be a tough January with **Celery** due to the low yields.



CV STONE FRUIT

It's that time of year when the winter turns into summer with Southern Hemisphere **Stone Fruit**. **Apricots, Dark Sweet Cherries, Rainier Cherries, Nectarines, Peaches, and Plums** all have peak quality, supply, and prices right now.



CV ASPARAGUS

Asparagus prices are expected to increase as more pressure is being put on Peruvian product. Caborca, Mexico has not started yet, and looks like it will start in mid-January due to cooler weather.

Quality is excellent out of Peru and Mexico. Volume out of Caborca is not expected to start until mid-February.



CV CAULIFLOWER & BROCCOLI

California and Yuma, AZ are now booming with better volume harvests of **Cauliflower**. This will be promotable mid-January!

Mexico and Yuma, AZ are seeing better **Broccoli Crown** supplies. Pricing will slowly come off but there still isn't enough product for it to fully come back down to typical levels.



CV EGGPLANT

Eggplant will continue to be promotable as we head into the end of January. Quality and availability have been great out of Mexico.



CV POTATOES

Winter weather hitting the northern parts of the country could cause some occasional hiccups in supply on **Idaho Potatoes** in early January due to highway closures.

10/5lb **Potatoes** on non-Idaho product continue to be in great supply with steady pricing from Maine, Long Island, PEI, and other regions. We will see the **Gold** and **Red Potatoes** increase a little bit in January.



CV CUCUMBERS

NOTE: Super Select Cucumbers will be tight as we head into the end of January.

Availability has slowed out of Mexico due to cooler weather. Florida has finished up their crop and will start to import from Honduras. Quality out of Mexico is fantastic and we will continue to source from that region.



CV SQUASH

Green and Yellow Squash are promotable!

Volumes out of Mexico is coming on strong and holding the lower price even though Florida was pressuring for the increase due to weather. This will be the market as we head into the end of January.



CV PEPPERS

15lb **Elongated Red Sweet Pepper** prices are falling to promotable levels out of California and Mexico. Quality has been excellent.

11lb Hothouse **Color Bell Pepper** prices are expected to stay steady as we head into the end of January. More Mexican shippers are starting to cross product with more volume as we head into the end of January. Quality and availability have been excellent. We continue to carry jumbo sizes.

Jumbo Green Bell Peppers will remain steady with pricing and availability. Florida is cleaning up and the best quality and pricing will be out of Mexico at this point. Expect to see consistent volume and pricing through the end of February.



CV TROPICALS

Hass Avocado supplies from Mexico are promotable to start the new year! 32ct jumbo, 48ct, 60ct, and bags will all be great display builder options for January at that pricing that can be on ad or highlighted in store.

Pineapple supplies have been down just a bit over the past several weeks. Pricing has been higher to start the new year.

Mango from Peru and Ecuador are in great supply. Pricing is dropping quickly and opportunities to promote will be abundant for the next several weeks until Ecuador supplies exit the market.

Ataulfo "Honey" Mangos from Ecuador and Peru are winding down. Mexico projects to have the first start to their season by the end of January or early February.



CV TOMATOES

Grape and Cherry Tomato prices are expected to drop. Volume is increasing out of Mexico and Florida, where the weather has improved.

Cluster Tomato prices will remain elevated due to light volume out of most greenhouse regions.

Vine Ripe Round Tomato prices are expected to remain steady heading into mid-January with good volume and availability out of Mexico and Florida. **Vine Ripes** and **Mature Green Tomatoes** are plentiful for the healthy eating season.

Roma Tomatoes will be promotable as we head into the end of January. There is product out of Florida and Mexico. Quality is excellent and availability will be steady.

NOTE: NatureSweet is running a little behind on volume for their **Cherubs** line of grape tomatoes. Fill rates will be a little cramped during January.



CV SUMO CITRUS

SUMO Citrus growers anticipated their biggest season yet for 2023, but unfortunately, the 2 weeks of rain California is receiving has slowed the harvests here at the beginning of their season.

There is some limited volume of fruit available to start the season in stock on bulk and 12/2lb bags. After the rains finish, this should become promotable for February.

