

LADY MOON FARMS ORGANIC FLORIDA VEG



GOOD NEWS! In January, many customers concentrate on adopting healthier eating practices. And early January is when Lady Moon Farms in Punta Gorda, FL peaks on many essential "Diet Season" vegetables.

All **Organic Leaf Lettuces** and **Cooking/Juicing Greens** should be available in a consistent volume. Throughout the month, there will be **Organic Romaine** and **Kale** promotional opportunities. With the excellent quality and reasonable pricing, early to mid-January will be a great time to emphasize this category.

Lady Moon Farms will also continue some of their **Organic Warm Vegetable** program with **Organic Eggplant** and **Green Bell Peppers**, **Jalapeno Peppers**, and **Shishito** and **Mini Sweet Peppers** in pouch bags.

Lady Moon will gap on **Organic Zucchini** until new crop starts in March. There will be product out of Mexico in the meantime from other growers.



OG APPLES & PEARS

GOOD NEWS! **Organic Apples** are primed for promotion this winter with many varieties in great supply.

Organic Envy Apples in bulk and pouch bags are in excellent supply for January. Check out the display contest on [Page 4](#).

Washington **Organic Piñata Apples** are looking beautiful and in good supply.

Organic Opal Apples are seeing heavy russetting around the stem bowl area from this year's crop. To stay in stock, we will be transitioning from a WXP to a USXF grade for the rest of the season.

Organic Green Anjou, Red Anjou, and Bosc Pears continue in peak season.

NOTE: **Organic Bartlett Pears** have finished for the season and are expected to gap for about 6-8 weeks before we see the first imports in February.

Organic Concorde Pears are done for the season. **Organic Asian Pears** will wrap up for the season by mid-January.



OG CITRUS

GOOD NEWS! **Organic Mandarins** are in solid supply from California. **Organic "Cuties" Mandarins** with the Clementine variety are selling very well.

Organic Navel Oranges are showing strong quality with consistent prices.

Organic Cara Cara Oranges are back in season with firm prices as volumes ramp up, but superb quality. **Organic Blood Oranges** have started out of California with reasonable prices starting to open up.

Organic Lemons from California are finally showing more favorable prices with top notch quality to match. **Organic Meyer Lemons** continue in season too.

Buck Brand **Organic Specialty Citrus** for January: **Pink Variegated Lemons**, **T'Orange Lemons**, **Limequats**, **Sweet Palestinian Limes**, **Algerian Clementines**, **Lee Mandarins**, **Moro Blood Oranges**, **Cara Cara Oranges**, and **Lou Lou Navel Oranges**.



OG BERRIES

NOTE: **Organic Blackberry** supplies continue to be limited with higher pricing. Supplies will improve as weather continues to improve. Expect prices to continue to hold at current levels. Quality has been hit or miss with "red cell" showing up post harvest.

Organic Blueberry supplies are beginning to tighten up a bit as Peruvian fruit starts to finish. There's some Chilean fruit coming in as well. Mexico is not shipping much at all right now and delayed due to weather conditions. Quality has been nice.

Organic Raspberry supplies are improving slightly out of Mexico. Pricing remains strong, however. Quality and taste have been excellent on what is available.

ALERT! **Organic Strawberries** continue to be tight out of Mexico and Florida. Supplies continue to be limited from both regions due to unfavorable weather conditions. Quality is fair to good. We continue to offer greenhouse grown when available. Quality has been very nice overall on the greenhouse grown fruit, but supplies are frequently oversold.



OG CAULIFLOWER

West Coast-grown **Organic Cauliflower** is rapidly becoming marketable. Following a period of constrained supply and high pricing, output has started to increase again.

GOOD NEWS! Mid-January is anticipated to bring outstanding quality, exceptional availability, and better costs.



OG PEPPERS

Organic Color Bell Peppers are seeing a slight decrease in market pricing with more volume coming out of Mexico. Demand pulls for healthy eating season will determine this market price into the middle of January.

We are seeing more shippers getting back to packing **Organic Color Bell Peppers** in the 12/2 packs again as well.



OG WARM VEG

Growers in Mexico are in good supply of **Organic Cucumbers, Zucchini, and Yellow Squash**.

While **Organic Zucchini** prices are still high, **Organic Cucumbers and Yellow Squash** are reasonably priced at the start of the year.



OG KIWIFRUIT

Organic Kiwifruit are in steady supply as product from Italy and California are now available. Mammoth Kiwifruit in clamshells is also available.

Zespri **Organic SunGold Kiwifruit** from Italy will be available for early January in both bulk and clamshells!



OG HASS AVOCADOS

Organic Hass Avocado supplies will be more limited for the start of the New Year. Many growers took days off over the Christmas holiday and left a gap in supply.

Volumes will even out for the second week of January.



OG HARD SQUASH

Organic Hard Squash prices continue to inch up for early January. Quality on the new crop Mexican product is outstanding, and growers are pushing prices up slightly, but are packing a very nice box of product.



OG GRAPES

Organic Red Grapes are still showing strong quality from Peru.

NOTE: **Organic Green Grapes** in bags are gapping. Some clamshell options will be available.

When South Africa starts arriving later this month, more supplies should become available on both colors.



OG ASPARAGUS

ALERT! **Organic Asparagus** is in light supply through the end of January. Pricing is expensive during this time of low volume.



OG CELERY

California **Organic Celery** is still widely accessible, but prices remain high because harvest yields are not reaching their maximum potential.

Volume is anticipated to rise while costs decrease as January continues onward. Improvements in market conditions are anticipated by mid to late January.



OG SWEET POTATOES

Premium California **Organic Red, Orange, and Japanese Sweet Potatoes** are in promotable supply for "Diet Season."



OG EURO CUCUMBERS

ALERT! **Organic Euro Seedless Cucumbers** have gotten extremely tight and there is very little around as crops are rotating during this time of year.



OG PEAS

Organic Snow and Snap Peas are available in a 10lb box. Retail packs will be available in March. Quality is outstanding.



OG BROCCOLI

GOOD NEWS! Both coasts continue to offer **Organic Broccoli** consistently. Because of the lower freight charges, East Coast production continues to be more price point friendly.

Production on the West Coast is predicted to tighten towards later January.

GOOD NEWS! Grown on the West Coast, **Organic Sweet Baby Broccoli** and **Broccoli Rabe** are yielding very well in early January harvest, which presents marketing potential for both commodities in mid-January.



OG TOMATOES

ALERT! **Organic Snacking Tomatoes** are extremely limited and are expected to stay this way on all varieties through the first couple weeks of January, primarily on **Organic Grape Tomatoes**, but **Cherry** and **Medleys** are tight as well. Cooler temps in Florida and Mexico are causing this extremely low volume.

NOTE: Lady Moon Farms **Organic Tomato** varieties are experiencing low volume due to the weather in Florida. We are grabbing whatever we can at this time.

NOTE: **Organic Roma Tomatoes** will remain tight. This market is expected to stay high until the middle or end of January.

OTHER STORIES

- **ALERT!** **Organic Mangos** from Ecuador and Peru are extremely tight, and pricing is high. Overall fruit quality is fair to good.

- **Organic Kiwano Melons, Passion Fruit, and Feijoa** will be winding down, and supplies will be limited from California in January.

- **Organic Pomegranates** from California are winding down for the season.

- **Fuyu Persimmons** are limited and are soon finished for the season. **Organic Hachiya Persimmons** are now done for the season.

- **Organic Red Turmeric** from Florida is now available. This premium turmeric is the highest quality, nicest seen all year. Quantities will be limited!

- In January, **Organic Iceberg Lettuce** and **Romaine Hearts** are readily accessible. Both quality and pricing have held steady. It is anticipated that conditions will remain mostly unchanged throughout January.

- **NOTE:** Demand is strong on **Organic Cello** and **Baby Carrots**, and sourcing from multiple shippers will be needed to patch together a decent fill rate.



**CHECK OUT THE LATEST EDITION
OF THE FOUR SEASONAL!
JAN/FEB/MAR 2024**



**CLICK ON
IMAGE OR
SCAN QR CODE**



Envy Apple Display Contest

January 8th-February 4th 2024

READY TO KICK OFF 2024'S DISPLAY CONTEST PROMOTIONAL YEAR?

Four Seasons Produce has teamed up with the Oppenheimer Group to bring you a display contest sure to make your competition ENVY-ious. BEAUTIFUL conventionally and organically grown Envy apples are ripe for promotion and ready for some creative display work! The stunning beauty and incredible versatility of this apple, coupled with the amazing flavor profile, check every box to be one of the fastest growing consumer favorites in the apple category, and a must for every apple section and display! So let's kick off the year with some fun and creativity, and make a splash with "the ultimate apple experience"!

DISPLAY CONTEST CRITERIA:

- Build a display of Envy apples so awesome, that even Johnny Appleseed would be ENVY-ious! ALL fruit MUST be purchased from Four Seasons Produce in order to qualify. Your display may contain other apples in it to add some color, but will need to be at least 75% consisting of the Envy apple
- Must purchase a total of 8 cases of apples during the contest period in order to qualify. This can be a combination of CV or OG fruit, both bulk and pouch bags.
- Must use Envy apple display bins/boxes OR signage in and on your displays. We also have some SWEET Envy Display Banners that are available! Talk with your Four Seasons Sales Rep or Merchandiser for details.
- All displays must remain up for at least one week.
- Send all contest photos to contests@fsproduce.com by Thursday February 8th 2024.



ENVY APPLE PRODUCT CODES:

238137--CV Envy 12/2lb pouch
6076--CV Envy 45/55ct 27lb Euro
238035--OG Envy 12/2lb pouch
42089--OG Envy 45/55ct 27lb Euro
23377--POS Envy Display Bin
229828--POS Envy Display boxes



DISPLAY CONTEST PRIZES:

Most Creative Display:

(Display will be judged off of overall eye appeal, creativity, and having all criteria met)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Biggest % of Increase Year Over Year:

(Display will be judged off of data with YOY increase in Envy Apple sales, same time period. Scan data will be needed in order to qualify)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Best Small Store Display:

(Display will be judged on overall eye appeal. This is for any store with 4 registers or less)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Everyone is a winner! Each qualifying entry will get a SWEET Envy/Four Seasons T shirts just for entering!

For additional Envy apple information, click on the link below:

[The Ultimate Apple Experience | Envy Apple](#)

For more information or to get some sweet display tips or ideas, please talk to your Four Seasons Produce Sales Rep or Merchandiser



PHONE: 1.800.422.8384

| www.fsproduce.com





CONVENTIONAL MARKET NEWS

JANUARY 5 - JANUARY 12, 2024

APPLE UPDATE FOR WINTER



GOOD NEWS! The storage crop of Fall 2023's harvest in Washington, along with Eastern growing regions is in good shape, with plenty of volume. There will be occasional opportunity buys on non-traditional sizes or specs to take advantage of. Contact your rep to discuss.

Envy Apples have become popular thanks to their attractive red blush color, sweet taste, and consistent firm texture. Four Seasons has an exciting Washington **Envy Apple** Display Contest and promo for January! See more info on [Page 4](#).

Washington **Ambrosia Apples** are back in stock and should be in good supply for January.

Juici Apples are now available! Make sure you try this Honey-crisp & Braeburn cross.

The new crop Eastern **Wild Twist Apples** are available as well, with its Honeycrisp and Pink Lady parentage. If you tend to like a tangier apple, this is a great choice.



CV BERRIES

Blueberry prices are starting to ease off slightly. Peruvian imports are slowing down but Chilean fruit is coming in right behind it. Mexico fruit will start shipping lightly and start with better availability has the month continues. Quality has been nice.

NOTE: **Blackberry** supplies remain limited, and pricing is high. Expect market conditions to remain the same for another few weeks. New fields are expected to open end of January. **Driscoll's Sweetest Batch Blackberries** are available. Supplies should be steady through the month.

NOTE: **Raspberry** supplies continue to be limited with high pricing. New fields are expected to start over the next few weeks. Quality has been nice.

ALERT! **Strawberry** supplies are extremely tight coming out of Florida, CA, and Mexico. Demand is extremely strong, keeping prices high. Rain and cold temps are expected for early January, so expect tight supplies with high pricing to continue. Quality has been nice on what is available.



CV CITRUS

GOOD NEWS!

SUMO Citrus is now in season! This sweet and flavorful "**Dekopon**" Mandarin is large and easy to peel.

Mandarins from California are in great supply and showing excellent quality. **Stem & Leaf Mandarins** are available. Imported **Mandarin** prices are still elevated and tight with supply.

Navel Oranges from California continue to size large, but supplies are good on all sizes, especially choice fruit right now. **Vintage Sweets Heirloom Navel Oranges** are available in 36ct jumbos and 10/3lb bags.

The **Blood Orange** crop is coming along with fruit sizing small. **Cara Cara Oranges** are peaking heavy on large fruit, showing excellent quality on all sizes.

Lemons are becoming promotable as District 1 and 3 are producing great yields. **Limes** remain in good supply from all regions. Look for promotable prices on big box **Limes** for early January.

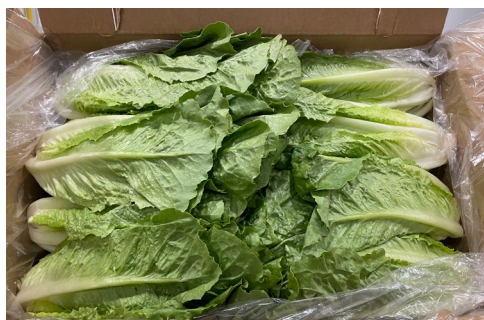


CV BROCCOLI & CAULIFLOWER

GOOD NEWS! **Broccoli Crown** production continues to be easily accessible from East Coast and West Coast suppliers, in addition to Mexican production, provides a useful alternative source. Anticipate consistent supply, reasonable prices, and satisfactory quality through the middle of January.

GOOD NEWS! Additionally, there has remained an abundance of **Sweet Baby Broccoli** available. Pricing, which is favorable, should encourage more demand.

GOOD NEWS! **Cauliflower** output from the west coast is starting to build up momentum following a slow year-end. A significant increase in early January harvest yields has caused a sharp drop in prices. Since **Cauliflower** prices can fluctuate quickly, it is important to expand offerings and place emphasis on promotions during the second and third week of January.



CV LETTUCE

GOOD NEWS!

Early in January, California **Boston, Leaf, and Romaine Lettuces** are widely available and priced competitively. Increase product offerings and emphasize them to boost sales during the "Diet Season."

Also consistently accessible are **Iceberg** and **Romaine Hearts**. There will be competitive pricing and promotional possibilities throughout the beginning to middle of January.



CV CELERY

In early January, **Celery** quality and availability from California has remained consistent.

Prices started to go up in late December as the holidays drew near; they remain elevated; however, they are still affordable.



CV FL & TX CITRUS

January and February are peak season for **Grapefruit**. Florida has been the more promotable growing region, but now headed towards the rest of January, the Texas crop of **Rio Star Red Grapefruit** is expected to be the more promotable region.

Juicy Crunch Tangerines from Noble in Florida will come into season for mid-January. This variety looks like a typical tangerine; however, it is easy to peel, virtually seedless, and known for a firm textured flesh that is also juicy and sweet.



CV SCALLIONS

ALERT! For early to mid-January, **Scallions** are expected to remain scarce because of labor difficulties throughout the holidays. The quality is favorable, but it will take some time for production to build up momentum before the supply is consistently available.



CV ASPARAGUS

ALERT! **Asparagus** will remain extremely tight. Mexico is expected to hold market pricing up until more volume comes on with a new region closer to February.

Expect 28lb **Asparagus** to start around Valentine's Day, and we should have plenty of Caborca, Mexico **Asparagus** for Easter with the holiday a bit earlier this year.



CV STONE FRUIT

Peaches and **Nectarines** are in excellent supply out of Chile.

Apricots and **Red Plums** from Chile have just arrived. Sporadic supplies should be expected for the next couple of months.

Import **Cherries** will transition from air shipments to boat shipments. Expect a 15-20% price decrease even though Jumbo fruit will remain on the tighter side.



CV GREEN BEANS

NOTE: **Green Beans** will be very limited and pricey. Florida was in field transitions along with the cooler weather they have been experiencing. Expect to see better availability by middle of January.



CV EURO CUCUMBERS

NOTE: **Euro Seedless Cucumbers** have gotten very tight and will remain high through the first couple weeks of January. Quality will remain outstanding.



CV HARD SQUASH

With the switch over to new crop Mexican product, the market on **Acorn** and **Butternut Hard Squash** have increase a bit. **Spaghetti Squash** is still available locally at cheap pricing, so that pricing remains extremely attractive for at least another week.



CV ARTICHOKEs

California **Artichokes** are readily available in substantial quantities, particularly in larger sizes. Given the product is excellent quality and priced reasonably, January is a good time to reemphasize this product.



CV TOMATOES

ALERT! **Snacking Tomatoes** are extremely tight and are expected to stay this way on all varieties into the middle of January, primarily on **Grape Tomatoes**, but **Cherry** and **Medleys** are tight as well. Cooler temps in Florida and Mexico are causing this extremely low volume. The NatureSweet **Tomato** line continues to struggle on supply with the medley varieties.

NOTE: **Roma Tomatoes** are expected to stay high priced until the middle or end of January.

NOTE: **Round Tomatoes** from Mexico are in transition, and Florida is experiencing a lot of rain, which is contributing to low yields. There was a significant jump in market price for premium fruit. The middle to end of January is where we can expect this market to change.

GOOD NEWS! Greenhouse **Heirloom Tomatoes** will be promotable into the middle of January and arriving with outstanding quality in the 10lb bulk box.

- **Cantaloupe** and **Honeydew** prices will increase as Honduras is seeing poor yields from previous rains. Expect firm markets for the next month.

- **Green Kiwifruit** is promotable as we head into January. Pricing on imported fruit is dropping as more volume hits the States. **Red** and **SunGold Kiwifruit** are also available.

- **Hass Avocado** supplies have been good to start off the New Year. Small gaps in supply for some vendors has some scrambling if they did not plan for Mexico taking a few days off for the Christmas holiday week.



CV BRUSSELS SPROUTS

California has continued to produce an abundance of **Brussels Sprouts** for early January. It is anticipated that the excellent quality and competitive pricing will continue until mid-January.



CV ONIONS

Peri & Sons is starting to wind down on the Nevada-grown "**Sweetie Sweets**" **Sweet Onions** in early January. **Sweet Onions** from both domestic supplies, as well as Peruvian grown **Sweet Onions**, continue to be in decent supply across the board. We will see an increase in price closer to February when we transition to Peruvian product.

The rest of the **Onion** market remains elevated across the board with strong demand. **NOTE:** **White Onions** continue to be very tight with high pricing.



CV GRAPES

There is volume coming in from both Peru and Chile on **Grapes**.

Red Grapes are more readily available and promotable for early January, while **Green Grapes** are expected to improve later in the month.



CV PEPPERS

Seedless Mini Mix Sweet Peppers from Nature-Sweet are available in a 10/14oz bags with outstanding quality.

NOTE: **Color Bell Peppers** remain tight, but Mexico is coming on with more volume. Diet Season demand is likely to prevent this market pricing from dropping until later in January.

Choice-grade Bushel Peppers remain extremely tight due to how the peppers are sizing at the moment.

OTHER STORIES

- **ALERT!** Ecuador **Mango** supplies are very limited, and fruit quality has been showing some slight discoloration. Peru will also start to send some fruit as we progress further in January. Pricing will be high. 10ct fruit is especially tight.

- **Black Mission Figs** are limited from Mexico. Quality has been fair to good.

- **NOTE:** Fresh **Ginger** is tight. With Peru's main season ending soon, there will be limited supplies from Mexico and some Central American countries, including Honduras and Guatemala. Prices are rising.

- **Fuyu Persimmons** are still available from California for a few more weeks. **Hachiya Persimmons** are finished for the season. **Sharon Fruit** from Europe will be starting soon in a single layer offering but pricing will be much higher than the California fruit.

NEW SPECIALTY HOT PEPPERS



238094



238113



238116



238118



238119



238120



238126



238135



238114



238086



238149



238125



238085



238134



238150



238148

AVAILABLE NOW!

CODE	DESCRIPTION	PK/SZ
238094	CV Peppers Manzano Orange	10 lb
238113	CV Peppers Ghost Red	8/1.75oz Clam
238116	CV Peppers Carolina Reaper	8/1.75oz Clam Yellow
238118	CV Peppers Carolina Reaper Red	8/1.75oz Clam
238119	CV Peppers Scorpion Red	8/1.75oz Clam
238120	CV Peppers Scotch Bonnet Red	8/1.75oz Clam
238126	CV Peppers Chilaca	8 lb
238135	CV Peppers Habanero Chocolate	8/1.75oz Clam
238114	CV Peppers Habanero Yellow	8 lb
238086	CV Peppers Thai Red Chili	8/1.75 oz Clam
238149	CV Pepper De Arbol Green	8/1.75oz Clam
238125	CV Peppers Caribe	8 lb Yellow Pepper
238085	CV Peppers Thai Green Chili	8/1.75 oz Clam
238134	CV Peppers Scotch Bonnet	8/1.75oz Clam Yellow

AVAILABLE STARTING 1/1!

CODE	DESCRIPTION	PK/SZ
238150	CV Pepper De Arbol Red	5 lb
238148	CV Peppers De Arbol Red	8/1.75oz Clam



WINTER EMERGENCY PREPAREDNESS

Are you prepared for the next snowstorm in your area? Four Seasons is dedicated to getting you the product you need, and we want to help you be ready in the event of a storm. There is incredible value in proper planning. These tips can help your team be prepared for the next big event.

BEFORE THE STORM

Here are a few tips of what to do **before** a storm is forecasted:

Make sure that your phone/ contact list is up to date and includes:

- Department Associates
- Store Manager, Assistant Store Manager
- Four Seasons Dispatch Line
- Four Seasons Sales
- Four Seasons Merchandisers

Research options in case of power loss:

- Rental companies for generators.
- Companies for dry ice.

FORECASTED STORM

Here are some tips to consider when a storm is **forecasted**:

- Beef up pre-storm orders.
- Prepare for extra business – add a night or early set up person.
- Set up an online account with us so that you can submit an order from home if weather prevents you from getting into work.
- Prepare an “emergency order” and file it in the store office in the event you cannot be contacted or if you have a power failure at home and cannot enter it online.
- Adjust your schedule – Bring in extra help before the storm and/ or rearrange days off afterwards.
- Arrange for carpooling/ picking up associates that are not able to drive in the storm or take public transportation.
- Make sure that more than one person will have a key to the store.

FORECASTED STORM (CONT.)

Always consider the following when a storm hits your area:

- Weather information sources – websites, local news, weather channel, etc.
- Road closures
- States of Emergency

AFTER THE STORM

Here are a few tips to consider *after* the storm:

- Clear docks, side walks and unloading areas of snow and ice for safe delivery access.
- Evaluate your department for missed sales opportunities and excess inventory.
- Take notes of what happened and the impact on your department for the next storm.
- Adjust your plans for future storm planning based on results.

Your Four Seasons Merchandisers can review your emergency plan with you at any time. They may be able to offer you a few additional tips unique to your store and department.



Should **WINTER WEATHER** throw a wrench into your plans....



Customers who

CANNOT ACCEPT DELIVERY



on orders they have placed are asked
to please call our **24/7 dispatcher** at

717-721-2803

or

888-237-1971



Help us re-route our drivers safely and keep them moving!

