

ORGANIC MARKET NEWS

JANUARY 8 - JANUARY 15, 2020

LADY MOON FLORIDA ORGANIC VEG



IN SEASON FROM LADY MOON FARMS IN FLORIDA FOR MID-JANUARY:

GREENS & COOKING VEG:

- OG Rainbow Chard
- OG Dandelion
- OG Red Dandelion
- OG Eggplant
- OG Fennel
- OG Collards
- OG Kale
- OG Lacinato Kale
- OG Red Kale
- OG Mizuna
- OG Mustard
- OG Red Mustard
- OG Curly Parsley
- OG Flat Leaf Parsley

SALAD VEG & TOMATOES:

- OG Green Butter Lettuce
- OG Red Butter Lettuce
- OG Green Leaf Lettuce
- OG Red Leaf Lettuce
- OG Romaine Lettuce
- OG Green Bell Peppers
- OG Jalapeno Peppers
- OG Cherry Tomatoes
- OG Rainbow Cherry Tomatoes
- OG Grape Tomatoes

CABBAGE FAMILY

- OG Bok Choy
- OG Baby Bok Choy
- OG Red Baby Bok Choy
- OG Tatsoi
- OG Green Cabbage
- OG Red Cabbage

Organic Vegetables from South Florida are in peak season production!

Organic Butter, Leaf, and Romaine Lettuces from Lady Moon Farms are in abundant harvests just in time for "Diet Season." Quality is top-notch and the freshness is visible!

Organic Kale and Red Kale also has strong availability out of Florida, however Organic Lacinato Kale plantings are less abundant, so supplies will be supplemented from shippers out west.

Be sure to check out all of the cool Organic Specialty Cabbages and Cooking Vegetables that are in season from this premium east coast shipper.

Organic Green Peppers and Eggplant from Lady Moon Farms are yielding steady numbers, but production is dropping vs the highs of December. Expect to see Mexican product as fill-in during lighter Lady Moon production periods this month.

Organic Grape Tomatoes from Lady Moon are in excellent supply with good quality. Other Florida shippers are starting to increase their volume as well as new fields are starting very lightly. Supplies out of Mexico are available and quality has been decent.

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.



JANUARY 2021						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Diet Season / Healthy Everything / New Year's Resolutions						
Diet Season / Healthy Everything / New Year's Resolutions						
Diet Season / Healthy Everything / New Year's Resolutions						
Diet Season / Citrus Season						
Citrus Season / Big Game						

PRODUCE MERCHANDISING THEMES FOR JANUARY BY WEEK:

- DIET SEASON, HEALTHY EVERYTHING, NEW YEAR'S RESOLUTIONS
- DIET SEASON, CITRUS SEASON
- CITRUS SEASON, THE "BIG GAME"



OG BERRIES

Organic Blackberries and **Raspberries** out of Mexico have firmed up in price due to better demand, and some rain and cold weather. Quality remains good with a price spread between Driscoll's and other brands.

NOTE: **Organic Blueberries** have tightened for mid-January due to a decline in quality/availability out of Argentina and Peru, which has shifted more demand to Chile. Also, growers in Mexico have battled cool, rainy weather. Importers are experiencing backlogs at the ports due to Covid and the holidays.

ALERT! **Organic Strawberries** are in very sporadic supply out of Florida, Southern California, and Mexico. This is primarily due to the rain and cold weather. Prices are up and shippers are prorating.

Almost all of the Driscoll's **Organic Berries** during this point of the season will be Fair Trade Certified.



OG CITRUS

Organic Mandarins continue in peak season!

The Satsuma variety is running later into the season than most years. On Homegrown 12/2lb pouches and Cuties 15/2lb bags, the Clementine variety will soon wind down and growers will switch into Page variety for mid to late January, followed by the Tango variety.

Organic Blood Oranges are now in season. Demand is very strong to start. Shippers are peaking on 113ct and smaller. There will be some larger fruit available for a premium price.

Organic Cara Cara Oranges are in season and selling great.

Organic Navel Oranges are now in good supply on all sizes (48, 56, 72, 88, and bags) and prices are coming down. Time to promote!

California Organic Pummelo, Meyer Lemons, and Minneola Tangelos continue in steady supplies.

California Organic Lemons are in firm but steady supply as Mexico is finished. The New Year demand has kicked in, so expect higher prices.

Organic Grapefruit continue in peak season from California and Mexico.



OG SPECIALTY CITRUS

Buck Brand items in stock now:

- **OG Algerian Clementines** - best seller!
- **OG Satsuma Mandarin** - best seller!
- **OG Heirloom Navel Oranges** - best seller!
- **OG Buddha Hand**
- **OG Finger Limes**
- **OG Pink Variegated Lemons**
- **OG Limequats**
- **OG Sweet Palestinian Limes**
- **OG Loulou Navel Oranges**
- **OG African Shaddock Pummelo**

Buck Brand items expected in mid-January:

- **OG Meiwa & Nagami Kumquats**
- **OG Mango Valencia Oranges**
- **OG Blood Oranges**

Buck Brand finished for the season:

- **OG Fairchild Tangerines**
- **OG Yuzu Lemons**



OG AVOCADOS

January is an excellent time to promote **Organic Hass Avocados**, thanks to good quality, along with the consumer mindset of healthy eating to start off the New Year. Ads, promotions, and creative displays can really drive sales.

Organic Hass Avocados growers and suppliers are playing a little catchup following the harvesting break between Christmas and New Year's. For now, pricing remains reasonable, even as growers seek to raise the market leading up to the "Big Game" at the beginning of February.



OG TOMATOES

Organic Heirloom Tomatoes from Fair Trade grower, Covilli Organics, are back in season this week out of Mexico! Supplies are light as harvests just get started but quality so far is outstanding. **Mixed** and "Darkloom" packs are available.

Organic Beefsteak and **Cluster Tomato** prices are rising this week as supplies from Mexico and Canada are tightening up. Quality has been excellent, but with cooler temps, and artificial lights being used instead of natural sunlight, harvests have been much lighter.

Organic Roma Tomato prices are coming off some this week as new fields in Mexico are starting up. These will be new crop and quality will be excellent.



OG CAULIFLOWER & BROCCOLI

Organic Cauliflower is now in strong supply to kick of January due to improving growing conditions in Yuma, AZ and So-Cal. Look for good pricing, strong supplies, and excellent quality for much of January!

Organic Broccoli continues to see steady availability at a realistic price point. This is a promotable Diet Season item for mid-January. As the month moves along, expect supplies to slightly tighten and pricing may rise as well.

Organic Sweet Baby Broccoli and **Broccoli Rabe** are in steady supply but look for supplies to tighten as the month continues. **Organic Purple Sweet Baby Broccoli** is expected to be back in stock in mid-January!



OG CELERY

ALERT! Organic Celery and Celery Hearts are in extremely light volume in early January. Expect to see pro-rates and gaps in supplies in early to mid-January. The situation is not expected to improve until late January or early February.

A combination of weather-related issues finishing the Oxnard, CA season early, extra demand from “Diet Season”, and the Mexican season starting late, has resulted in the shortage. Multiple shippers are without production until mid to end of January, causing extreme demand on those suppliers that do have product.



OG HOTHOUSE PEPPERS

NOTE: Organic Red, Yellow, and Orange Bell Peppers from Israel have steady harvest yields and pricing was beginning to improve. Air space to import the peppers still remains the top obstacle and adding extra cost to the product, driving the total cost up in January.

Organic Color Bell Peppers from Mexico are still lighter on production and pricing is expensive, so look for sporadic availability in January from this region.



OG SPROUTS

ALERT! Maryland grown Organic Sprouts from Potomac Sprout Company will be tight in supply due to limited production from mechanical difficulties, in conjunction with changes in alfalfa seed and lower yields.

While the repairs are underway, we expect shortages on Organic Alfalfa and Broccoli Sprouts, with limited to no availability for Organic Daikon Radish Sprouts through January.



OG CUCUMBERS

Organic Cucumbers from Mexico continue to yield strong quality and volumes at excellent price points. This is a promotable Diet Season item!

Organic Seedless Cucumbers remain steady this week. Supplies are good coming out of Mexico and quality is very nice.

NOTE: Organic Mini Seedless Cucumbers will be priced high this week as supplies are very light.



OG SQUASH

Organic Zucchini from Mexico continues to yield strong quality and volumes at excellent price points.

Organic Yellow Squash is available from Mexican shippers and are in peak production. Look for steady supplies, strong quality and promotable price points in mid-January!

We will see new crop Organic Delicata Squash get started here in early January with new arrivals. Pricing has increase significantly as demand is very strong.



OG ONIONS & POTATOES

OUTLOOK: We will see Organic Red Potatoes out of Manitoba, Canada finish up towards the end of January. At which point, we will transition over to some slightly more expensive Organic Red and Gold Potatoes out of Idaho.

We have seen a slight increase in price across the board on all Organic Onions in the beginning of January. Quality remains outstanding.

Organic Sweet Onions out of Nevada will finish up in mid to late January.



OG GRAPES

New crop Organic Green Seedless, Red Seedless, and Red Globe Seeded Grapes from Peru are now in good steady supply, with very nice quality.

OTHER STORIES

- Organic Green Beans from Florida are in steady supply and excellent quality. In addition to the domestic crop, Covilli’s Fair Trade Organic program from Mexico is in full swing.

- Organic Brussels Sprouts from Mexico continue to see good harvests in early January. Expect both 10lb & 25lb cases in decent supplies with outstanding quality and steady price points, with promotional opportunities to arise later in the month.

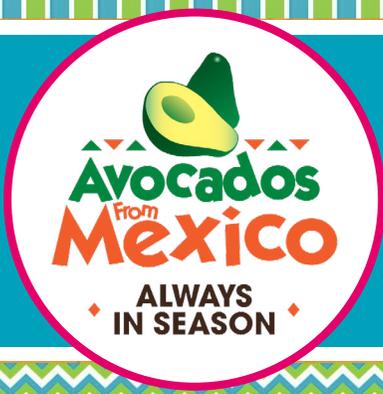
- Washington Organic Ambrosia, Cosmic Crisp, Envy, Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, Juici, Lady Alice, Opal, Pink Lady, Red Delicious, Rockit, and SugarBee Apples are tightening up due to “Diet Season,” a smaller crop than originally predicted, and high freight rates.

- **ALERT!** Organic Asparagus will be unavailable as crops are in a gap. Expect new regions to start up out of Mexico in mid to late January.

- Import Organic Cherries out of Chile are starting to trickle in for mid-January. Reports are that quality has been a struggle due to weather, thus the limited availability.

- Washington Organic Green Anjou, Red Anjou, and Golden Russet Bosc Pears are in firmer supply with rising prices and high freight rates. Washington Organic Seckel Pears are done for the season.

- Organic Iceberg and Romaine Hearts from Yuma, AZ continue to see steady production although pricing still remains elevated.



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) 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**



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



JUICING VS. BLENDING

WHAT'S THE DIFFERENCE?

JUICE



- 1 WATER & NUTRIENTS EXTRACTED FROM FRUITS / VEGGIES
- 2 JUICERS SEPARATE JUICE FROM PULP (INSOLUBLE FIBER)
- 3 GREEN JUICES DELIVER PHYTONUTRIENTS DIRECTLY TO THE BODY IN LIQUID FORM

FORMULA FOR A GREEN JUICE

[MAKES ABOUT 16-24 OZ]

THE GREEN

KALE, SPINACH, OR OTHER DARK LEAFY GREENS
[3 CUPS]



THE VOLUME VEG

CUCUMBER, CELERY, FENNEL, ROMAINE LETTUCE
[2 FIELD CUCUMBERS OR 1 SEEDLESS CUCUMBER, OR 4 CELERY STALKS OR 1 CELERY HEART]



THE CITRUS CLARITY

LIME OR LEMON
[1 - MOSTLY PEELED]



THE SWEET

APPLE OR PEAR
[2-3 WHOLE APPLES OR PEARS]



THE ZING

GINGER OR TURMERIC (OPTIONAL)
[THUMB SIZED PIECE]



SMOOTHIE



- 1 ENTIRE FRUITS / VEGGIES ARE BLENDED IN A SMOOTHIE - KEEPING NUTRIENTS INTACT
- 2 BECAUSE PULP (INSOLUBLE FIBER) IS LEFT IN, THE SMOOTHIE BECOMES THICKER
- 3 SMOOTHIES ALLOW FOR EXTRA NUTRIENTS, LIKE PROTEIN - (GREEK YOGURT, POWDERS, ETC.)

FORMULA FOR A GREEN SMOOTHIE

[MAKES ABOUT 24-28 OZ]

THE LIQUID STARTER

WATER, FRESH JUICE, OR COCONUT WATER
[1 CUP]



THE GREEN BOOST

BABY SPINACH, BABY KALE, KALE, OTHER LEAFY GREENS
[1 CUP]



THE FRUIT

BLUEBERRIES, BLACKBERRIES, STRAWBERRIES, RASPBERRIES, APPLES, PEARS, GRAPES, PINEAPPLES, MANGOS, PEACHES
[2 CUPS FRESH OR FROZEN]



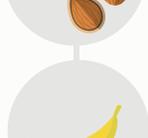
THE PROTEIN

GREEK YOGURT, YOGURT, CHIA SEEDS, RAW ALMONDS, FLAX SEEDS
[1/2 CUP]



THE SMOOTH

BANANA
[1 FROZEN RIPE BANANA OR 1 WHOLE PEELED]



THE CHILL

ICE
[2 CUPS]



CONVENTIONAL MARKET NEWS

JANUARY 8 - JANUARY 15, 2020

JANUARY CITRUS OUTLOOK



Consumer demand for **Citrus** is strong! Between New Year's diets, healthy snacking at home, and Covid era desire to boost immune systems, **Mandarins, Oranges,** and other **Citrus** are selling great.

Navel Oranges are in good supply out of California. Sizes are peaking on 72ct and smaller. The market on 56ct and larger is staying more elevated due to good demand and it's not looking to come down anytime soon. "**Vintage Sweet**" **Heirloom Navel Oranges** have seen really big pulls to kick off the season. They'll be in good availability the week of 1/11 through March.

Cara Cara Oranges (pink flesh) are looking great and are cutting nicely with good interior color. **Blood Oranges** are improving with better exterior color than the earlier fruit. Many retailers are promoting these in high-graphic bags. Bulk displays work well when you cut and overwrap one **Cara Cara** or **Blood Orange** to show interior color to the shopper.

COMING SOON! The start of the **SUMO Citrus** season is just around the corner. Our first arrival is expected around 1/18. This year's crop of the very sweet and flavorful easy-peeler is peaking on big sizes. We'll be offering 25-28ct in 18lb trays.

Minneola Tangelos are still shipping from Arizona with California starting by the week of 1/18. When we start with California, we will be able to get the 12/3lb **Minneolas** in the pouch bag instead of the net bag that is only available in Arizona.

Promote **Pummelos** while you can since harvests will wind down by the start of February. Texas **Rio Star Grapefruit** continues in season.

Satsuma Mandarins will finish up for the season in mid-January. The next varieties available in **Stem & Leaf** cases will be Page for late January, followed by Tango during February. Halos brand **Mandarins** will also transition from Clementines into Tangos by February.



CV BLACKBERRIES & RASPBERRIES

Blackberries are in excellent supply from Mexico. Quality is very nice, and now is a great time to promote, especially with other berries being more limited.

Driscoll's Limited Edition "Sweetest Batch" Blackberries continue to be in season. This pack is spec'd for their berries with the best sugar, size, and texture.

Raspberries are in tighter supply this week with the cooler weather in Mexico. Look for pricing to climb slightly, but this should improve by the end of the month. Quality has been very nice!



CV STRAWBERRIES & BLUEBERRIES

ALERT! Strawberries will be extremely limited for mid-January. Cooler weather in Florida and out west is hampering production in all regions. Many growers are also dealing with Covid impacts amongst their staff. All of our Florida PO's for the 2nd week of January were canceled, so we are looking to source some from Mexico.

Expect high prices and pro-rated volumes. Quality on the fruit that will be available is expected to be very nice.

We will have some available 4/2 lb **Strawberries** and **Stem Strawberries** going forward. We're also taking pre-books for Valentine's Day for **Stem Strawberries**.

NOTE: Blueberries were expected to be in good supply from Chile and Mexico, however because of backlogs at ports over the holidays. Many containers of **Blueberries** from Peru or Chile are having to be thrown out once finally unloaded because they've sat in ports for 10 days or more and quality declined. Prices are increasing as buyers are scrambling to find other fruit.

Driscoll's **Limited Edition "Sweetest Batch" Blueberry** packs continue to be available as a premium option.



CV TOMATOES

Cluster Tomatoes are rising in price some this week as supplies are getting tight from all regions. We are primarily shipping Ohio and New York grown product. Quality has been excellent. We also now have **Orange** and **Yellow Cluster Tomatoes** in stock.

Beefsteak Tomatoes from Canadian greenhouses are very limited, putting more demand on Mexican hothouses. Quality has been coming in very nice.

Grape Tomato prices remain higher than usual due to lighter supplies in Florida. Growers in Mexico haven't really ramped up for the season just yet.

Roma Tomatoes are improving in volume and promotability thanks to better harvests in Mexico. Florida growers also have a little product. Quality is nice from both areas.

NOTE: Vine Ripe Tomato prices remain strong this week out of Florida and Mexico. Larger sizes remain extremely tight and smaller sizes are seeing better supplies.



CV PEPPERS

Green Peppers remain steady this week out of Florida and Mexico.

NOTE: 11lb **Red, Yellow, and Orange Bell Peppers** remain very high and extremely limited this week from Mexico and Canada. **Orange** remains the tightest, with very limited availability. We're beginning to source from Israel on these products to help stay in stock and keep the price reasonable.

15 lb **Red Sweet Peppers** (field or shade house grown) were gapping. New production in Mexico will get started during mid-January.



CV CUCUMBERS

Super Select Cucumbers are promotable this week. Quality out of Mexico has been outstanding and supplies are strong. Florida production is limited right now as new areas are waiting to begin.

Euro Seedless Cucumbers remain steady this week. Quality coming from Mexico has been very nice and supplies are steady.

NOTE: **Mini Seedless Cucumber** prices are rising this week as supplies out of Mexico are lightening up.



CV GRAPES

Green and Red Seedless Grapes are in good supply from Peru and Chile. There's a wide range of prices on both colors depending on size and variety.

Sweet Globes and **Timpson** on the green are getting a premium price, with **Thompson Seedless** going for less.

On the reds, **Jack Salute** and **Allison's** are getting a premium price with growers dealing on the **Crimsons**.

Black Seedless and **Cotton Candy Grapes** are limited in supply.



CV CANTALOUPE

ALERT! **Cantaloupe** supplies are limited as growers struggle to cover contract business, let alone have supplies for the general marketplace. The shortage caused from hurricanes in Central America early in the growing season has had long term effects. Prices will remain high and there could be gaps in supply.



CV EASTERN APPLES

There are a number of premium **Apple** varieties now being released to the marketplace.

Wild Twist, a blend of the Honey crisp and Pink Lady apples, and **Ruby Frost**, a blend of the Braeburn and Autumn Crisp, will be available for the week of 1/11 to go along with **Evercrisp**, **Kiku**, and the standard varieties.



CV CABBAGE

NOTE: **Green Cabbage** prices are high.

Availability and volume out of Florida is very light and Georgia is finished for the season. Most production is coming out of Texas, leading to the higher prices. Quality has looked nice.



CV MANGOS

Mangos out of South America should be more plentiful as we head towards mid-January, but expect pricing to inch up slightly due to limited product availability.



CV ASPARAGUS

NOTE: **Asparagus** supplies will be lighter for the week of 1/11. Political protests in Peru, as well as transitioning into new fields, are leaving Peruvian supplies very tight. Mexico is in a gap and is expected to start up with new fields in mid to late January.



CV GREEN BEANS

NOTE: **Green Bean** prices will be high, and supplies will be light for mid-January out of both Florida and Mexico due to cool weather.



CV BROCCOLI

Broccoli Crown quality has been very nice out of Georgia, Florida, California, and Mexico. Demand has been steady and supply is available by shopping amongst all the regions.



CV CAULIFLOWER

12ct **Cauliflower** will become promotable for mid-January as growers finally have harvests coming in in good numbers. This lower price period will likely be followed by another jump towards February. The **Cauliflower** market is very unstable this season.

NOTE: Purple Cauliflower is limited due to quality issues. There are brief periods of no availability.



CV LETTUCE

Iceberg, Leaf, and Romaine Hearts remain in fairly steady supply out of Arizona.

Following some recent cooler weather, growers are warning of some occasional discoloration on outer leaves may be evident.



CV BRUSSELS SPROUTS

25lb **Brussels Sprouts** prices are inching up due to demand. Quality is nice and availability is decent.



CV CELERY

ALERT! Celery is climbing in price and harvests are becoming more limited, all while demand is strong for Diet Season. Most growers have been sold out for large periods of time in early January, and volume will remain much lighter for much of mid-January.



CV SCALLIONS

NOTE: Scallions are becoming more limited due to cool weather in Mexico and a shortage of harvesters. Our South Carolina grower is going through a period of poor quality.



CV AVOCADOS

Hass Avocados remain very promotable for the January. Overall, pricing remains affordable, even as growers work to refill the supply chain after a break in harvesting around the holidays.

40ct, 48ct, 60ct, and 12/2lb bags are all available. Ask your sales rep about our 48ct pre-conditioned program too.

Be sure to check out the display contest from Four Seasons and Avocados from Mexico.

**LOOKING TO PROMOTE LOCALLY GROWN PRODUCE DURING THE WINTER?
ASK YOUR REP ABOUT THESE LOCAL PRODUCTS:**

 <p>BRIGHT FARMS LOCALLY GROWN</p> <p>Pesticide-free, Greenhouse Grown Clamshell Salads Selinsgrove, PA</p>	 <p>GOTHAM GREENS</p> <p>Butter Lettuce, Hydro-Basil, Pesto Brooklyn, NY</p>	 <p>Mother Earth MUSHROOMS</p> <p>Organic Mushrooms Landenberg, PA</p>
		 <p>NEW MOON MUSHROOMS</p> <p>Conventional Mushrooms Landenberg, PA</p>
 <p>PETE'S</p> <p>Organic & Conventional Living Butter Lettuces Stevensburg, VA</p>	 <p>SUN & AQUA FARMS</p> <p>Hydro-Basil Dalton, PA</p>	 <p>THAT'S TASTY PURE ORGANIC FLAVOR</p> <p>Living Herbs Rockingham, VA</p>