

PROMOTABLE ORGANIC BROCCOLI & CAULIFLOWER



Great news! Affordable price points are back on two key organic veggies!

Organic Broccoli and **Cauliflower** harvest yields are increasing during early January. The additional volume is allowing for more promotable price points and big displays for the rest of January.

As more production has come on throughout the month, quality has remained ideal from the desert growing regions of El Centro, CA and Yuma, AZ.

Make sure to check your price points on this falling market and increase display sizes or add secondary location of both commodities to generate additional sales.

Organic Sweet Baby Broccoli is in good supply and selling well.



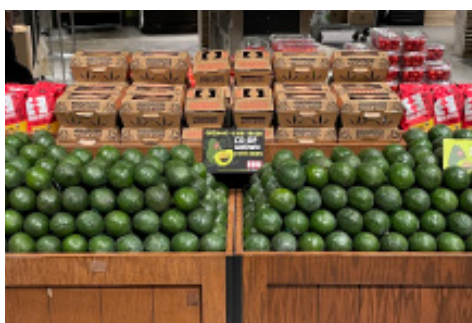
OG LETTUCE

Organic Lettuce continues to experience increased volume and lower prices in January.

On the east coast, Lady Moon Farms is growing their **Organic Lettuce** crop in Punta Gorda, Florida this time of the year, including **Organic Green Leaf**, **Red Leaf**, and **Romaine Lettuce**. Production and quality will remain strong during mid-January.

Out west, Yuma, AZ and El Centro, CA growing regions remain in strong supply on all **Organic Lettuce** items, including **Organic Iceberg** and **Romaine Hearts**.

Organic Romaine Hearts will be promotable for the remainder of January! Be sure to adjust re-tails, expand displays, and allocate additional space to drive additional sales.



OG TROPICALS

Organic Hass Avocados continue to be in peak season with excellent supply overall. Larger size fruit is more plentiful as popular 60ct fruit yields have been down slightly. Look for promotable opportunities on Equal Exchange **Fair Trade Organic Hass Avocados** over the next several weeks.

Organic Kent Mangos are available from Peru. Supply chains have been filling and volumes should be steady over the next few weeks.

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

Organic Pineapple supplies from Costa Rica will increase for mid to late-January. Look to promote for the end of the month with additional sourcing programs arriving to the east coast.

Organic Feijoa, **Passion Fruit**, and **Kiwano Melons** will all be available from California.



OG BERRIES

Organic Blueberry prices will remain steady as Chilean vessels are delayed a few days. Most supplies are coming out of Peru still, but Chilean fruit will be available shortly.

Expect very promotable prices on **Organic Blueberries** for the end of January and into "FeBLUEary"!

Organic Blackberry prices will continue to be fairly promotable out of Mexico. Quality has been very nice, and plants continue to produce good yields.

ALERT! Organic Raspberry prices will remain extremely expensive. Baja fruit has started in a light way as Central Mexico continues to experience very limited supplies. Harvests are expected to get better heading into the beginning of February. Expect to see pro-rates and high prices until late January.

ALERT! Organic Strawberry prices will remain high with limited supplies. Border crossing issues and cooler temps are not letting the plants produce fruit. Florida is getting light availability but are having the same temps as Mexico. Baja is still a few weeks away from harvests. Expect pro-rates and limits for mid-January.



OG WARM VEG

East coast **Organic Green Peppers** and **Eggplant** from Lady Moon Farms in Florida will have strong volume in mid to late January. Promotable pricing creates an exciting opportunity to expand displays and promote. Quality will remain top-notch!

Out west, **Organic Cucumbers**, **Zucchini**, and **Yellow Squash** from Mexico are in steady supply at the farms in January, but issues caused by civil unrest in Mexico have created labor and border delays. Pricing will continue to increase gradually throughout January.



OG TURMERIC & GINGER

Beautiful **Organic Florida 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.

Premium **Organic Ginger** from Peru in the Ipoke brand is in good supply.



OG APPLES

Look for promotional opportunities on 64sz and larger sizes **Organic Fuji** and **Honeycrisp Apples** for mid to late January.

Organic Envy, **Cosmic Crisp**, **Opal**, and **SugarBee Apples** are the promotable premium varieties this January.



OG HOTHOUSE CUCUMBERS

ALERT! **Organic Mini Seedless Cucumber** bags and trays are extremely limited with product out of Mexico and will be slim until late January before new crops start. This market will be on the decline once February starts.

ALERT! 12ct **Organic Euro Cucumbers** are extremely tight as well out of Mexico but will loosen up as we head into February.



RAIN HITS OG CITRUS

NOTE: The California coast and Central Valley have been getting pounded by rainstorm upon rainstorm to start off 2023, which has disrupted the **Organic Citrus** harvests. During the occasional breaks in rain of 1-2 days at a time, some growers are able to get some product harvested. The supply chain is not empty yet, but there could be challenges ahead. Stay tuned as we learn more information.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts will have improved supplies from seasonal shippers in Mexico that are starting their winter programs. Pricing will stay elevated until more consistent volumes provide promotional opportunities headed into February.

Organic Bagged Brussels Sprouts will return in late January.



OG CITRUS

There's no doubt **Organic Citrus** volumes are being impacted by rain. For mid-January, **Organic Navel Oranges** are still in decent supply, particularly on small sizes and bags.

Organic Mandarins, **Blood Oranges**, and **Cara Cara Oranges** will be in and out of stock in mid-January.

Organic Lemons and **Grapefruit** are also in season with nice quality, just not a huge abundance due to rain.



OG GREEN BEANS

Organic Green Beans supply from Mexico is in good availability during January. Pricing will be consistent, and good quality is expected for the rest of the month.



OG ASPARAGUS

Organic Asparagus prices are expected to increase as we head into the end of January until the new crop Caborca season starts closer to February.



OG CELERY

ALERT! **Organic Celery** remains elevated in price due to limited supplies in mid-January.

Mexican **Organic Celery** is the bulk of supply available, while CA and AZ supplies are limited until harvests are expected to resume in late January after all the rain subsides. Availability and pricing will become more favorable for retailers in February.



OG GRAPES

Organic Grapes are being imported from Peru and South Africa at this time. Excellent quality on South African "Primes," and Peruvian "Sweet Globes" and "Autumn Crisps" are trickling in during January. Product is premium but prices are on the high side.

Organic Red Grapes will start in a small way in mid-January. These will be "Sweet Celebrations."



OG ONIONS

Peri & Sons, premium **Organic Onion** grower in Nevada and California, will transition their bag program to on **Organic Red** and **Yellow Onions** to the new EarthFresh Bags (100% compostable & biodegradable) with product that is hitting mid-January.

The 3lb **Organic Sweet Onions** will continue to be the full overwrap netting packaging.



OG TOMATOES

Organic Mix Heirloom and "Darkloom" **Tomatoes** will start out of Mexico from Covilli Fair Trade, and be in season through the winter months.

Organic Grape Tomato prices have eased and are expected to remain steady. Both Mexico and Florida are seeing some warmer temperatures and volume is picking up quickly. Lady Moon Farms will have increasing volume as we head into February and be able to promote at that time. Other brands are very promotable for the next several weeks as well.



OG PEPPERS

Organic Color Bell Peppers from Mexico have begun to harvest strong volumes in mid-January. Expect significant price reductions on the 11lb bulk, and excellent availability on both bulk and 2lb packs. As January continues, promotional opportunities will be available on all 3 colors!

Organic Color Bell Peppers from Israel will continue to remain available in January but at an elevated price due to the cost incurred by airfreight.

Organic Mini Mix Sweet Peppers have improved availability in January as well. Clamshells will be available from Lady Moon Farms in Florida, while the classic pouch bag will see steady volume.



OG POTATOES

Organic Red and **Gold Potatoes** out of Manitoba, Canada will be in good supply from storage through February. Quality has been very nice.

Organic Russet Potatoes are starting to tighten up quite a bit. Some shippers will wrap up their season in Wisconsin and Idaho, leaving fewer suppliers putting more demand on Colorado, Idaho, and Washington storage crops. Expect pricing to be higher once this Wisconsin product finishes up.

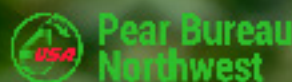
OG SALADS

Braga Fresh's processing facility in Spreckels, CA in Monterey County is under a mandatory evacuation order due to flash flooding in the area. Supplies of their "Josie's Organics" brand **Organic Salad** line will be disrupted during January as a result.

"Olivia's Organics" brand **Organic Salads** has had some prorated volume orders during mid-January due to labor limitations and some supply challenges, particularly on **Organic Baby Arugula**. Product is available, but there may be occasional out-of-stocks mid-month.



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

Honorable Mention - \$50

LARGEST DISPLAY

1st—\$300

2nd—\$200

3rd—\$100

Honorable Mention - \$50

ALL ORGANIC DISPLAY

1st—\$300

2nd—\$200

3rd—\$100

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





OCTOBER 17TH-NOVEMBER 13TH, 2022



Stemilt Artisan Organics Apple & Pear Display Contest Winners

Grand Prize:
Hennings Market
Harleysville, PA



Largest Display:



1st Place:
Weavers Markets - Denver, PA



2nd Place:
Monadnock Food Co-op - Keene, NH



3rd Place:
River Valley Co-op - Northampton, MA

Most Creative Display:



1st Place:
Friendly City Food Co-op - Harrisonburg, VA



2nd Place:
Mother Earth Kingston - Kingston, NY



3rd Place:
Brattleboro Food Co-op - Brattleboro, VT

Best Bagged Display:



1st Place:
Healthy Living Burlington - Burlington, VT



2nd Place:
Hudson Greene - Jersey City, NJ



3rd Place:
Common Market 7th - Frederick, MD



717-721-2800



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CONVENTIONAL MARKET NEWS

JANUARY 13 - JANUARY 20, 2023

WINTER TOMATO PROGRAMS RAMPING UP



Vine Ripe Tomato prices are declining rapidly due to a flush of new product from Mexico and Florida. 4x4 and 4x5 2-layer 20lb boxes and 25lb bulk cases will be very promotable through early February. Quality is excellent and availability is plentiful. **Vine Ripe** and **Green Mature Tomatoes** are available and offering good volume for the healthy eating season.

Grape and **Cherry Tomato** prices have dropped and will be very promotable until at least the end of January. Volume is increasing out of Mexico and Florida.



Roma Tomato prices are falling fast and will be promotable as we head into February. There is plenty of volume and availability out of Mexico and quality is fantastic.

Hothouse **Beefsteak Tomato** prices are expected to continue to decrease with the added volumes of field grown tomatoes coming on from Mexico and Florida.

Cocktail Tomatoes will be promotable on certain brands during January.



CV MANDARINS

NOTE: California has been receiving heavy amounts of rain for the first 2 weeks of the year, impacting growers' abilities to get in an harvest their **Citrus**.

California **Mandarins**, including the "Halos" brand, are tight in supply from rain and a slight gap in varieties as the "Clementine" variety is ending. This will result in less volume coming in during mid-January.

There are 5lb Gift Box **Mandarins** being imported from Morocco and Israel.

Stem & Leaf Mandarins are being packed with the "Paige" and "Daisy" varieties for mid-January out of California as they can get in to harvest.

Rain has slowed down what was expected to be a very big **SUMO Citrus** season, rain has really slowed harvests during early January. There is some volume of fruit available, even enough to build some bigger displays. After the rains finish, this should become promotable for February.



CV CITRUS

NOTE: California has been receiving heavy amounts of rain for the first 2 weeks of the year, impacting growers' abilities to get in an harvest their **Citrus**.

Navel Oranges are showing good quality from California. Rain has played a toll on sizing and harvests, but we remain in good stock for fulfilling all needs. **Vintage Sweets Heirloom Navel Oranges** are some of the best tasting pieces of citrus around, and we are in full supply and ready to go!

Blood and **Cara Cara Oranges** are showing excellent quality, but large fruit has become tight due to weather, look to promote bagged options for a great value.

NOTE: **Minneola Tangelos** are gapping and transitioning growing regions. Supplies will return and improve in late January.

Grapefruit is in great supply with promotable pricing especially out of Texas. **Pummelos** from California are in-house, but rain has caused limited harvest.



CV BERRIES

Blackberry pricing won't be as promotable as we saw the past few weeks, however supplies are steady out of Mexico and quality has been very nice.

Blueberry prices are holding steady as Chilean vessels continue to arrive. Expect more promotable pricing as the month continues as more fruit is expected. Peruvian imports supplies are light, and Mexico is facing border issues. Supplies should increase in February.

ALERT! Raspberries are extremely limited due to cool temps, rain, and border crossing issues in Mexico. Expect light availability and pro-rates until February.

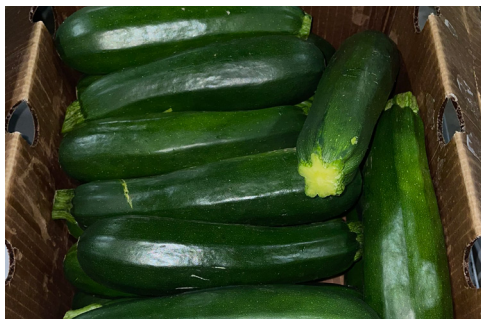
NOTE: **Strawberry** prices are going up as demand exceeds supplies. CA is not harvesting as heavy rains continue in mid-January. Florida and Mexico have sunny weather for the most part, however plants are not producing fruit needed due to the cool overnight temps. Quality has been excellent but expect tight supplies through the end of the month.



CV LETTUCE

Good news! We are starting to see “normal” pricing again on Lettuce, including **Cello Iceberg**, **Romaine**, **Romaine Hearts**, **Green Leaf**, **Red Leaf**, and **Boston Lettuces**.

Prices continue to fall off, and suppliers are regaining their confidence across the board.



CV SQUASH

Green and **Yellow Squash** prices are rising slightly as Florida is ending.

Availability out of Mexico is coming on with more volume, but due to weather and cartel concerns, picking has slowed as we head into the end of January.



CV CAULIFLOWER & BROCCOLI

Promotable! **Cauliflower** is flush from out West and Florida. As the market has come off significantly in mid-January, now is the time to promote heavily.

Broccoli Crowns are plentiful and beautiful from all growing regions. Prices continue to come down. Quality has been exceptional!



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.

We will have **Galia Melons** available and the ability to carry a small selection of Import **Specialty Melons**.



CV ARTICHOKE

Promotable! 12ct Jumbo **Artichokes** will be promotable heading into Valentine's Day! Be sure to build extra large displays and adjust your pricing.

Purple Artichokes are expected to make an appearance in March.



CV KIWIFRUIT

“Red Passion” Kiwifruit will be available for the middle of January from Italy in an 8/1lb clamshell pack.

Green Kiwifruit supplies are steady from Italy. Pricing is considerably lower than New Zealand fruit.

California grown “Mighties” label **Green Kiwifruit** clamshells will be available in good supply. These will be offered in a 16/1lb clamshell.

SunGold Kiwifruit from Italy is winding down.



CV GRAPES

Grapes continue out of Peru, while Chile is arriving in small amounts. Excellent quality on proprietary varieties out of Peru on both **Reds** and **Greens**.

This market will get more promotable in the beginning of February once Chile is fully ramped up. We will continue to carry LG, XL, and Jumbo sizes in both **Red** and **Green**.



CV CELERY

Celery is back with better availability and quality. Pricing has come off but remains higher than usual as not all growers are seeing bountiful harvests yet.



CV APPLES & PEARS

NEW! The first **Koru Apples** have arrived! They are a sweet, juicy apple with hints of vanilla and spice, and have a big crunch.

Lucy Glo Apples will finish for the season in mid-January.

Look for fancy grade **Bartlett** and **Anjou Pears** in mid-January.



CV ASPARAGUS

Asparagus prices are expected to increase on Peruvian product.

Caborca, Mexico new crop **Asparagus** will start with first arrivals available by the beginning of February. We will be in stock on 28lb and 11lb. Peak season will be the middle to end of February as volume really starts to pick up.



CV CUCUMBERS

Super Select Cucumber prices 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 imports will start from Honduras. Quality out of Mexico is fantastic, and we will continue to source from that region.



CV GREEN BEANS

Green Bean prices will remain steady into the end of January. Cooler weather will slow the growth and reduce picks. Product will be available out of Florida and Mexico. Quality looks nice.



CV PEPPERS

15lb **Elongated Sweet Red Pepper** prices are coming down out of California and Mexico. Quality has been excellent. Promotable pricing is available now through early February.

Jumbo Green Bell Peppers will remain steady. Florida is cleaning up, and the best quality and pricing will be out of Mexico. Expect consistent volume and pricing through the end of February.

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, creating more volume. Quality and availability have been excellent.



CV TROPICALS

Hass Avocado supplies continue to be promotable. Expect a flush of 48ct fruit with promotable pricing. A 15/4ct bagged option will be available for the month of January.

NOTE: Pineapple supplies in all sizes are very tight and pricing has jumped for the middle of January.

Black Mission Figs will be steady in 12/8oz clamshells from Mexico. Pricing is down just a bit as volumes have increased.

Promotable! Mangos from Peru and Ecuador are in great supply. Pricing is very promotable through the end of the month.

Ataulfo "Honey" Mangos from Ecuador and Peru are done. Mexican growers project to have the first start to their season by the end of January and early February.



CV LEMONS & LIMES

Lemons out of the desert growing regions are showing outstanding quality and peaking on 115's.

Seedless Lemons are available from Wonderful in 95ct fancy and 12/2lb options.

Meyer Lemons will get tight from Sunkist and sizing will vary in order to remain in stock.

NOTE: There is a gap on Colombian **Limes**, however Mexican fruit is available but in tight supply.

OTHER STORIES

• **Dark Sweet Red Cherries** should be available through early February. **Rainier Cherries** have finished for the season.

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