

ORGANIC MARKET NEWS



JANUARY 20 - JANUARY 27, 2023

ORGANIC TOMATO OUTLOOK



Get ready for some promo opportunities on popular **Organic Snacking Tomatoes** and colorful **Organic Heirloom Tomatoes** for late January and February!

Prices for **Organic Grape Tomatoes** are falling and are expected to remain promotable. Temperatures are rising in both Mexico and Florida growing regions, so harvest volume is increasing rapidly. Lady Moon's volume in south Florida will increase approaching February, allowing them to promote at that time. Other brands of **Organic Grape Tomatoes** are also very promotable through the start of February.

Lady Moon Farms is also in season with their Florida grown **Organic Orange Cherry Tomatoes** (Sungold), **Organic Rainbow Cherry Tomatoes**, and regular **Organic Cherry Tomatoes**.

Organic Heirloom Tomatoes are experiencing larger than expected volume harvests in Mexico which will create opportunities to promote in late January and February.

Organic Darkloom Tomatoes from Covilli Fair Trade are now in season through February. These bold purple-brown-black tomatoes have gained a popular following.



OG BERRIES

Organic Blackberry pricing remains reasonable out of Mexico where volume has been consistent, and the quality has been excellent.

Organic Blueberry prices are expected to fall significantly headed into February as the Chile volume ramps up. Containers are expected to arrive to east coast ports in large numbers in late January.

ALERT! Organic Raspberry pricing is extremely expensive. As production remains limited, orders continue to be heavily pro-rated. Plants are not producing as growers relocate to new growing regions. Expect shortages and restrictions through the beginning of February.

ALERT! Organic Strawberry pricing has remained consistent but at elevated levels. Volume is coming in slightly better from Mexico. The transition to Baja will begin through the end of January, leading to more volume and reasonable pricing at the end of February. Overall, Florida harvests are extremely limited.



OG CITRUS

NOTE: The majority of the rain appears to have passed in California, with the state emerging from the driest period in approximately 1200 years. Farmers welcome the rain in the long run, but it causes many problems in the short term, such as flooding and delayed harvests.

Organic Grapefruit, Lemons, Cara Caras, and Navel Oranges should be back to pre-storm levels through the end of January and will be ready to promote during February and March.

California **Organic Mandarins** will transition from "Satsuma" and "Clementines" which are finished to "Daisy", "Page", and "Tango" varieties across the rest of January. Expect firm supplies for the end of January, then good promotional supplies during February and March.

The first **Organic Blood Oranges** of the season will be in stock around 1/26. Sizing will be 72/88 ct.



OG APPLES

Washington **Organic Autumn Glory, Cosmic Crisp, Envy, Jazz, Kanzi, Lady Alice, Opal, Pinata, Pink Lady, and SugarBee Apples** are available for premium variety promotion though shippers are not describing their volumes as abundant.

Washington **Organic Fuji Apples** sized up large this past Fall. There will be some promotional opportunities on 56/64ct fruit but limited volume 88ct and smaller fruit.

NOTE: Washington **Organic Gala Apples** are limited, with the crop significantly smaller and the fruit size peaking on 138 size. Larger sizes could have some fill rate hiccups until imports come in around April.

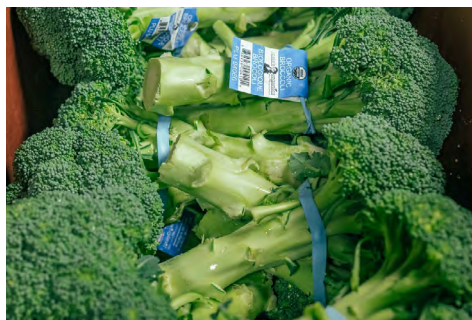
NOTE: Washington **Organic Honeycrisp** and **Granny Smith Apples** are two varieties that have lighter volume coming out of storage this Winter.



OG CELERY

ALERT! **Organic Celery** is still scarce in mid to late January because Arizona and California supplies have yet to increase in volume, putting price pressure on what Mexican supply is found.

As February begins, new harvests are expected to increase, bringing prices back to normal levels.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! **Organic Broccoli** and **Cauliflower** from the growing regions of El Centro and Yuma are in plentiful volume for January.

Increased supply has driven down prices while maintaining excellent quality on both commodities. Promote **Organic Broccoli and Cauliflower** while prices are favorable throughout January. Things are expected to return to normal in February.



OG LETTUCE

Organic Lettuce continues to have a strong supply from both Lady Moon in Florida and California shippers in January.

GOOD NEWS! Impress your shoppers with some in-store specials to re-energize this category! **Organic Romaine Hearts** and **Iceberg Lettuce** are arriving from the West Coast at promotional prices and volume. **Organic Green Leaf, Red Leaf, and Romaine Lettuce** from Lady Moon remain consistent in supply volume and pricing.



OG SQUASH

Organic Cucumbers, Zucchini, and Yellow Squash from Mexico are still available in January. A period of transition is approaching, and with disruptive civil unrest in Mexico, prices have risen throughout January. Expect supplies to be readily available in early February, albeit at a more premium price.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico continue to be in high demand in January. While volume has increased, pricing has decreased in tandem. As February approaches, look for reduced volume and pricing on high-quality Mexican products.



OG TURMERIC

Beautiful Florida **Organic Red Turmeric** will be available in limited quantities from our growing partner Phoenix Rising Farms in January. All year, this is the best, most premium **Organic Turmeric** we have!



OG LADY MOON FARMS VEG

In late January, **Organic Green Peppers** and **Eggplant** from Lady Moon Farms in Punta Gorda, Florida, are in high demand and good supply. There will be promotional opportunities available in late January and early February, ideal for a store display builder due to their high quality and pricing.



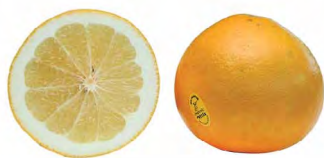
OG PINEAPPLE

Organic Pineapple supplies from Costa Rica will become more available towards the end of the month. New grower volume will add to supply and diversify the supplier base.



OG ASPARAGUS

Organic Asparagus prices are expected to fall as new crops arrive in Mexico in February. Every day, more products enter Mexico, and the quality is excellent. We will primarily be in the Altar and Hippie Organic labels.



MELO GOLD GRAPEFRUIT

OG SPECIALTY CITRUS

Through the end of January, we'll see the return of a few Buck Brand Organic items, including **Organic Mellow Gold Grapefruit**, **Cara Cara Navels**, **Heirloom Navels**, **Red Globe** and **African Shaddock Pummelos**. We expect even more varieties through the start of February as their orchards dry out.



OG MANGOS & PAPAYAS

Peruvian **Organic Kent Mangoes** are available. Supply chains have been replenished, and volumes should remain stable for late January.

Organic Royal Star Papayas are in season with decent volume and promo pricing!



OG AVOCADOS

Organic Avocados are still in plentiful supply. This is an excellent item to promote during playoff season!

Larger size fruit, such as 48ct, is more plentiful, while 60ct fruit has less volume.

Look for promotional opportunities on Equal Exchange Fair Trade **Organic Avocados** headed into February.



OG SPECIALTY FRUIT

Organic **Yucca Root**, **Black Sapote**, **Sapodilla**, **Starfruit**, **Eggfruit (Canistel)**, **Mamey**, and **Jackfruit** are among the Florida-grown specialties that are now available.

Organic Feijoa and **Passion Fruit** from California will be done for the season.

Organic Kiwano Melons will be available from California in limited quantities.



OG SWEET PEPPERS

GOOD NEWS! **Organic Mini-Mix Sweet Peppers** have returned and are in plentiful supply in 12/1lb pouch bags from Mexico and 18/12oz clamshells from Lady Moon Farms in Florida! Make sure to reintroduce these into sets after a long supply gap.

Organic Color Bell Peppers are plentiful in January and early February! Mexican supplies have steadily increased throughout January, resulting in price relief. Israeli supply has been consistent throughout the month, with excellent quality and consistent availability, but at a premium price over Mexico. Both growing regions will be available until the end of February.



OG CUCUMBERS

ALERT! **Organic Mini Cucumber** bags are nonexistent, and trays of products from Mexico and the Dominican Republic are extremely tight. This market will be thin until February, when new crops begin. When February arrives, this pricing will be in decline.

NOTE: **Organic Euro Cucumbers** are also very scarce from Mexico and Spain, but will become available in two weeks as we enter February.

Organic Mini Watermelons will be restocked through the end of January. These will be a new crop from Mexico, with excellent quality.

NOTE: Due to quality issues, **Organic Green Beans** from Mexico were in short supply in late January. Supplies are expected to remain scarce until mid-February.

OTHER STORIES

Organic Green Kiwi from Italy is plentiful and reasonably priced.

Organic Gold Kiwi from Italy has reached the end of its season.

NOTE: **Organic Pomegranates** have reached the end of their season.

Domestic **Organic Pomegranate Arils** will be in short supply just as import **Pomegranate** season begins. Import fruit prices are expected to rise slightly.

KORU APPLE DISPLAY CONTEST



JANUARY 30TH - FEBRUARY 26TH, 2023

Ready to introduce your customers to a very unique apple sure to have them coming back for more? How about building sales in the apple category? Then let's talk about the KORU apple! Four Seasons Produce has partnered with Chelan Fresh to bring you a display contest that is sure to deliver both! Beautiful conventionally grown KORU apples are in season and ready to grace the counters and displays in your produce departments. These KORU boxes and bins are razor sharp and very eye-catching—perfect for customer visuals and drawing attention! So plan something amazing, join in on the KORU fun and create your own KORU Kapers in February.

CONTEST CRITERIA

- Build an AWESOME display of KORU apples in your produce department.
- Must buy a minimum of six (6) cases of KORU apples during the contest period. All fruit MUST be purchased from Four Seasons Produce.
- Must use the graphic KORU display bins, boxes, or KORU point of sale signs on your displays.
- All displays must remain up for a minimum of one week.
- Send all display contest photos to contests@fsproduce.com by Friday March 3rd, 2023.



CODE: 229840
CV Apples KORU
WXF 27lb 50/60ct Euro



CODE: 234280
Empty KORU Display Bin 1ct

CODE: 230095
Empty KORU Display Box 1 ct



For apple display tips and ideas, contact your Four Seasons Sales Rep of Merchandiser.



GRAND PRIZE WINNER

- All expense paid trip to Washington State to meet the growers, tour orchards and visit packing facilities.
- Date is not yet determined but we are targeting late Summer/early Fall.
- Grand Prize winning display will be judged on creativity, use of KORU bins, boxes and POS and overall eye appeal.

CONTEST PRIZES:

1 ST PLACE	2 ND PLACE	3 RD PLACE	4 TH PLACE	5 TH PLACE
\$350	\$250	\$150	\$100	\$50



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CONVENTIONAL MARKET NEWS

JANUARY 20 - JANUARY 27, 2023

LETTUCE VOLUMES IMPROVE

GOOD NEWS! The **Lettuce** category is back!

Quality and harvest volume continues to improve in the winter growing region of Yuma, AZ. Prices have dropped down from the extreme highs of November and December, and are now at more reasonable levels.

Iceberg and **Romaine Hearts** are items that retailers can feature on in-store special with increased space and frontage at price points that will won't be scary to shoppers. The FOBs shippers are charging for late January are likely the new "floor price" giving their increased costs.

Green Leaf, **Red Leaf**, and **Romaine** prices have dropped too, and fresh cut suppliers have lowered **Chopped** and **Shredded Lettuce** foodservice pack pricing too now that the shortage is over.



CV TOMATOES

GOOD NEWS! Pricing for **Snacking Tomatoes** including **Grape** and **Cherry Tomatoes**, will be promotable until the beginning of February. The volume coming out of Mexico and Florida is increasing, and the quality is fantastic!

Tomato On-the-Vine pricing is coming down as more product crosses from Mexico. The quality has been excellent, and there is still product available from Mexico, Canada, and the United States (Ohio and NY).

Mexican greenhouse and shade house **Heirloom Tomatoes** are a falling market with larger-than-expected crops. In store special opportunities will arise!

Round Tomato prices are rapidly falling due to a flood of product from Mexico and Florida. This market will be very promotional all the way into February. The quality is excellent, and there is plenty of it!

4x4 and 4x5 Vine Ripe Tomatoes are in stock and ready for display builds!



CV GRAPES

Grapes continue to flow from Peru, with Chile following set to ramp up.

Excellent quality is here on proprietary Peruvian varieties of both **Red** and **Green Grapes**. Grapes will become more appealing in early February, once Chile establishes itself in the market which will drive prices lower.

Assortment includes LG, XL, and Jumbo sizes in both **Red** and **Green Grapes**.

Bi-color Grape Clamshells (Import) and **Cotton Candy Grapes** clamshells and bagged, clamshell **Candy Snaps Black Grapes** and **Seeded Red Globes** are still available.

February will be an excellent month for **Grape** promotion!



CV CITRUS

Even with record rains, California **Navel Oranges** are of excellent quality. Rain has hampered sizing and harvesting, but we still have enough to meet all needs.

"Vintage Sweets" **Heirloom Navels** are some of the best tasting citrus around, and we have plenty in stock and ready to go! We have other shipper options on 12/3 **Heirloom** and 12/3 **Navel** options, as well as a value.

Cara Caras are of excellent quality, but large fruit has become scarce due to the weather; look to promote 3 lb bagged fruit for a great value!

NOTE: **Mandarins** from California are still scarce due to rain and a slight variety gap, resulting in smaller fruit being available, but the **Tango** variety is increasing in all sizes.

Import **Mandarins** in 10/3lb and 15/2lb varieties can now provide value to the California market.



CV MELONS

Cantaloupes are currently in short supply and may remain so through January from Central America.

Dino and **Galia Melons** are in stock, as well as a small selection of Import **Specialty Melons**.



CV PLANTAINS

NOTE: **Plantain** prices have risen yet again due to scarcity. This is due to a lack of supply coming out of the tropics as a result of some severe weather that has passed through the growing regions.



CV PINEAPPLES

Del Monte **PinkGlow Pineapples** are available for the end of the January. These cool "pink-fleshed" **Pineapples** will be available into February in a beautiful retail box! (GMO and crownless.)

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



CV ASPARAGUS

Caborca Mexico's new crop **Asparagus** season will begin the first week of February. Both 28lb and 11lb cases will be available. Peak season will be from the middle to the end of February, when volume really begins to pick up.



CV CUCUMBER

NOTE: **Cucumber** prices stay elevated as we approach the start of February. Because of the cooler weather, availability has slowed out of Mexico. Florida has finished their crop and will begin importing from Honduras, but this will take time as well. Mexico's quality is excellent, and Four Seasons will continue to source from there.



CV SUMO CITRUS

California **SUMO Citrus** growers have been able to get back into their orchards following two weeks of rain to begin harvesting. All the rain has increased the size profile so there will be plenty of 25sz and larger on 18lb bulk cases but few to no 33sz for packing their new 12/2lb bag pack.

SUMO Citrus is tasting excellent so far this year and citrus fans that try the fruit love it ...even with the premium price point. February and March will be the prime time to promote, sample, and build big displays.



CV SPECIALTY BERRIES

For late January **Pineberries** will be available out of Florida. This white-pink variety is lightly sweet with some tropical notes.

Driscoll's Sweetest Batch series fruit is available on **Blackberries**, **Bueberries**, and **Strawberries**.



CV EGGPLANT & GREEN BEANS

As we enter February, **Eggplant** prices will remain competitive. Quality and availability have been excellent coming from Mexico.

ALERT! **Green Bean** prices are expected to remain high until the beginning of February. Cold



CV MANGOES

New crop **Ataulfo "Honey" Mangoes** from Mexico arrive for the end of January. We will start with 16ct fruit.

Round Mango supplies have tightened over the last week. Ecuador fruit is now done and Peru fruit is trying to catch up with demand. Smaller 10 and 12ct sizes have been tight. Look to switch to some larger fruit options like 6 ct and 9 ct for better supply.



CV ARTICHOKE

"Pour your heart into some **Artichokes!**" 12ct **Jumbo Artichokes** are promotable through the month of February from the Coachella, CA growing region.



CV BROCCOLI

Broccoli Crown pricing has varied for January but generally this is a promotable item. Quality keeps rolling in beautiful!



CV CAULIFLOWER

Cauliflower pricing has ups and downs depending on which grower has extra, but is generally promotable and should be a good display builder for late January! Minor discoloration has been found on some arrivals.



CV FIGS

Black Mission Figs will be steady in 12/8oz clamshells from Mexico. Pricing is reasonable for the end of January.



CV KIWI

"Red Passion" Kiwi will be available for a short while from Italy in an 8/1lb clamshell pack. **Green Kiwi** supplies are steady from Italy. **SunGold Kiwi** from Italy are finishing up.



CV POMEGRANATE

POM Wonderful **Pomegranates** will be steady through the middle of January. After that, supplies will shift to Israeli grown fruit.

POM POM brand **Pomegranate Arils** will finish for the season and the 4.40z I Love Pomegranates brand will be the line carried until October.



CV STRAWBERRIES & RASPBERRIES

ALERT! Raspberry pricing is up and volume constrained. Cold, rain, and growing seasons continue to deplete supplies. Demand is high, keeping prices high as supplies remain scarce. Availability is expected to improve through the middle of February.

NOTE: Strawberry prices in Florida and Mexico remain elevated overall. Cold temperatures continue to limit plant production in Florida. Rain is expected to fall when temperatures rise, limiting production. Volume is expected to increase over the next few weeks, but not abundant. Weather conditions in Mexico are similar, keeping output low. Following the devastating rains of the last few weeks, California is not harvesting at all.



CV PEPPERS

GOOD NEWS! Prices for **Elongated Sweet Red Peppers** are falling in California and Mexico. The quality has been outstanding. Promotional pricing is available until the beginning of February.

Color Bell Pepper pricing is expected to drop dramatically and be very promotional into early February. More Mexican shippers are beginning to pick **Peppers** in greater quantities. The quality and availability have been outstanding. We continue to stock jumbo sized **Color Bell Peppers**.

Pricing and availability for jumbo **Green Peppers** will remain stable. Mexico will see increased volume as we enter February, but with Florida completed, pricing will remain stable.



CV BLUEBERRIES & BLACKBERRIES

Blueberry prices are generally very low. Chilean fruit continues to arrive in large quantities, and more is on the way. Quality in Chile has been hit or miss depending on age. Mexico is the premium quality and price, but volume is currently limited. More availability is expected next month.

Blackberries continue to be promotable from Mexico. Driscoll's fruit is priced reasonably and has the best flavor. There are some other brands trading at steep discounts to move extra volume.