

ORGANIC AVOCADOS PROMOTABLE



GOOD NEWS! **Organic Hass Avocados** are promotable as growers in Mexico are shipping good volume from their harvests. Quality is excellent and pricing is certainly reasonable.

Look for sale opportunities on Equal Exchange **Organic Fair Trade Hass Avocados** as well during late January and early February.

As we approach the "Big Game", one of the biggest days for avocado consumption, be sure to go large with your displays and cross merchandise with red onions, garlic, cilantro, tomatoes, and chips! Plan out ripening in your back room or order pre-conditioned fruit from Four Seasons so you always have ready-to-use product for your shoppers.

Organic Kent Mangos remain promotable for the end of January. As Peru's season progresses, expect fruit to tighten as we head into February.

First of the season **Organic Ataulfo Honey Mangos** from Mexico will be available to start February! Quality to start the season should be excellent.

Organic Pineapple supplies from Costa Rica are stronger for February.

Fair Trade **Organic Royal Star Papayas** are in promotable volume for February with nice quality.



OG BERRIES

Organic Blackberries remain available out of Mexico. Prices have increased slightly as growers' flushes finish up. Quality has been excellent. Expect steady supplies and availability.

GOOD NEWS! **Organic Blueberries** will be available as more shipping containers begin to off load. Prices will be fairly promotable overall as more fruit is expected to become available very quickly from Chile. Quality has been very nice from both Peru and Chile.

ALERT! **Organic Raspberry** prices continue to be tight and limited. Baja is expected to kick in during February, leading to increased production but has not done so yet. Quality has been excellent as fruit continues to move quickly.

ALERT! **Organic Strawberry** prices remain expensive out of Mexico. We are moving to the Baja deal in early February. Baja will start lightly with production but should increase pretty quickly if the elements don't present any challenges. Quality has been excellent.



OG CITRUS

The rain has cleared in California, and the **Organic Citrus** is being picked and shipped once again. Volumes and promotability should return for February and March.

NOTE: Expect an occasional "popper" here and there among all **Organic Citrus** varieties during early February as a result from all those January rains, which can weaken the cell wall structure of the fruit. Hopefully, this will be very minimal and short-lived.

Organic California Grapefruit, Lemons, Cara Cara Oranges, Navel Oranges, and Minneola Tangelos are now in excellent supply on most sizes and bags. Peak season is back!

California **Organic Mandarins** have transitioned from "Clementine" and "Satsuma" varieties, which are finished for the year, and into new crop "Page", "Daisy", and "Tango" varieties. These should improve in flavor weekly.

Organic Blood Oranges are now available in limited volume, trending heavier to the small sizes.



OG LETTUCE

GOOD NEWS! **Organic Romaine Hearts** and **Iceberg Lettuce** from Yuma, AZ and El Centro, CA remain in peak supply as February approaches. Prices, quality, and availability are conducive to promotional opportunities in early February to help generate additional sales and get these items into customers' regular purchases.

Lady Moon Farms will be trialing an **Organic Romaine Hearts** program out of Florida for early February. If successful, this would be an excellent East Coast alternative for supply volume.

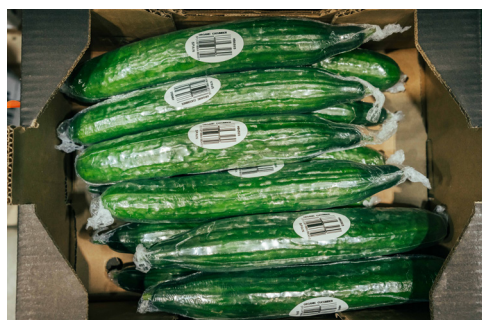
GOOD NEWS! **Organic Green Leaf, Red Leaf, and Romaine Lettuce** continue to yield strong supply volume from Lady Moon Farms. Quality from Florida has been outstanding and will continue throughout the winter season. Late January and early February are peak promotional opportunity weeks.



OG CELERY

Organic Celery supply volume will experience marked improvement in early February as increased domestic production returns to the marketplace. Late January has already experienced improved pricing.

GOOD NEWS! As February approaches, more **Organic Celery** growers will experience improved supply, which will make prices more favorable. Promote while you can because the market is likely to inch back up in late February.



OG HOTHOUSE CUCUMBERS

ALERT! 12ct **Organic Euro Seedless Cucumbers** are extremely limited and rather pricey out of Mexico.

New picks from Spain may bring relief later in February.



OG WARM VEG

Organic Eggplant and **Green Bell Peppers** from Lady Moon Farms in Punta Gorda, FL have increased in volume. With promotable pricing and top-notch quality, expand displays and promote.

Volumes and pricing are expected to normalize in mid to late February.



OG APPLES

56/64ct Washington **Organic Fuji Apples** are promotable heading into February!

Washington **Organic Gala Apples** are without question the tightest of all the varieties. Expect sporadic gaps and strong and rising prices until the imports arrive in late April or early May.

NOTE: For juice bars and processors, Un-stickered **Organic Juice-grade Fuji** and **Juice-grade Granny Smith Apples** are in limited supply and are expected to continue this way for the rest of the season due to all the fruit that was put away in controlled atmosphere rooms was large size premium fruit.



OG ASPARAGUS

Organic Asparagus prices are expected to drop with new crop Mexico starting as we head into February. Mexico has more and more product crossing every day, and quality is excellent.



OG SPECIALTY CITRUS

Some **Buck Brand Organic Specialty Citrus** is back in stock: **Mellow Gold Grapefruits**, **Cara Cara**, **Heirloom Navel Oranges**, **Lou Lou Navel Oranges**, **African Shaddock**, and **Red Globe Grapefruit**.

Organic TDE Mandarins, **Blood Oranges**, and **Minneola Tangelos**, and are due in about the first week of February.

Kumquats, **Clementines**, **Satsumas**, and **Buddha Hands** have finished for the season.



OG TOMATOES

GOOD NEWS! **Organic Heirloom Tomatoes** out of Mexico is a promotable item.

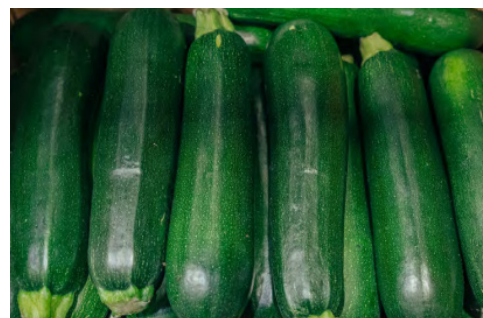
We will also be starting with **Darklooms** from Covilli by the end of January and through February, as well as Covilli's new **Packaged Organic Heirloom Tomatoes**.

GOOD NEWS! **Organic Grape Tomato** prices have come down are expected to remain steady. Lady Moon Farms will have more volume as we head into February and be able to promote at that time. Other brands are promotable too.



OG WATERMELONS

Organic Mini Seedless Watermelons are available again as new crops out of Mexico start. Availability is on the tighter side as this is a small early deal. Most growers won't kick in until mid to late February for the spring.



OG CUCUMBERS & SQUASH

Organic Cucumbers, **Zucchini**, and **Yellow Squash** from Mexico have remained in consistent supply, but prices have increased as supply has tightened slightly.

Quality is expected to remain strong.



OG GRAPES

Organic Grapes are currently being imported from Peru and South Africa. We are seeing excellent quality on Peruvian fruit as we get into "Autumn Crisp" on the **Greens** and "Sweet Celebrations" on the **Reds**.

10/11lb clamshell offerings are available **Organic Green "Autumn Crisp" Grapes** from Peru and **Black Grapes** from South Africa.



OG MINI SWEET PEPPERS

Organic Mini Sweet Peppers are beginning to experience increase supply volume in late January.

11lb pouch bags from Mexico and 12oz clamshells from Lady Moon Farms in Florida will both be available.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts volume has continuously improved from Mexico throughout January and will continue to increase into early February. Year-round and seasonal suppliers alike have seen increased volumes, creating a decrease in prices.

GOOD NEWS! With strong volume, quality, and good prices **Organic Brussels Sprouts** will have promotional opportunities throughout February.



OG BELL PEPPERS

GOOD NEWS! **Organic Color Bell Peppers** from Mexico are entering peak supply volume in late January.

Expect promotional opportunities throughout the month of February as volume will be strong and prices will be affordable.

12/2ct **Organic Red, Red/Yellow, and Green Packaged Bell Peppers** with UPC will have good quality and steady availability for February promotion.

Israeli grown **Organic Color Bell Peppers** will also remain in good supply, but prices will remain elevated compared to Mexican supply due to the cost of airfreight. Both growing regions have had outstanding quality!



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! **Organic Broccoli** from Yuma, AZ and El Centro, CA remain in excellent supply headed into February. As growers continuously experienced strong yields, prices will remain promotable.

February will experience increased limitation on most Western veg commodities, but **Organic Broccoli** is expected to remain promotable through mid-February. Quality continues to be outstanding.

Organic Cauliflower from the desert growing regions has experienced an overabundance of product during mid to late January, but as February approaches, supply volumes are stabilizing.

As yields continue normalize, **Organic Cauliflower** prices will begin to increase, but are not expected to become extreme.



OG SPECIALTY

Organic Yellow Pitahaya/Dragon Fruit will be available from Ecuador! This white-fleshed fruit is commonly thought to be the sweetest of the dragon fruit varieties and is growing in popularity very quickly!

Florida grown Organic Specialty Produce items available to start February: **Organic Green Skin Avocados, Green Water Coconuts, Black Sapote, Sapodilla, Starfruit, Cactus (Nopales) Curry Leaf, and Lemon Grass!**

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

Organic Feijoa, Passion Fruit, and Kiwano Melons are now done for the season from California.



OG OREGANO

ALERT! **Organic Oregano** continues to be very difficult to source from farms. Expect low fill rates and occasional out-of-stocks. A combination of unprecedented colder weather, rain in the Central America, and the flooding in California have created the perfect storm. This has affected both organic and conventional sourcing across the industry. Conditions to have a better fill rate may improve by late February.

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 1 ct

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



PHONE: 1.800.422.8384
www.fsproduce.com

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THE JEWEL OF THE JUNGLE™



What makes Pinkglow™ unique?

- ♦ Harvested by hand in Costa Rica
- ♦ Delicious and unique taste, with notes of candy pineapple aromatics*
- ♦ Less sour than a traditional pineapple, juicier and sweeter in taste*
- ♦ Contain lycopene, a natural pigment that gives some produce its red color (e.g. tomatoes, watermelon), which makes Pinkglow™ pink
- ♦ Lycopene has been associated with numerous health benefits, such as antioxidant properties
- ♦ Low production volume with limited distribution
- ♦ Crowns are removed and replanted in an effort to continue planting more crops and reducing waste

This product was made possible through bioengineering.

* The samples were analyzed for appearance, aroma, flavor, and texture by members of a food panel, trained and experienced in each type of evaluation on October 24, 2019.

PINKGLOW™

Fresh Del Monte, a leader in the pineapple category, introduced the Del Monte Gold® Extra Sweet Pineapple in 1996, and since then has become the world's number one supplier of fresh pineapple worldwide. Fresh Del Monte is excited to bring you our next innovative product that has been 16 years in-the-making: Pinkglow™ Pineapple, the first and only pink pineapple on the market and sold exclusively by Fresh Del Monte.

CODE: 227907

**CV Pineapples PinkGlow 6 ct
Del Monte GMO**



WHEN WE SAY SWEET, WE MEAN SWEET™

HONEYGLOW®

PINEAPPLE



WELCOME TO HONEYGLOW®!

All over the world, the pineapple has long been known as the symbol of warmest welcome. And now we're proud to welcome the sweetest pineapple around — the radiant Honeyglow®.

At Fresh Del Monte, we're always looking for new ways to bring you the best picks on the planet, and the Honeyglow® pineapple is our freshest pineapple offering ever, and one of the best fruits to eat.

230912 CV Pineapples HoneyGlow 6 ct Del Monte
217524 CV Pineapples HoneyGlow 7 ct Del Monte



CONVENTIONAL MARKET NEWS

JANUARY 27 - FEBRUARY 3, 2023

PEAK SEASON SUMO CITRUS



GOOD NEWS! **SUMO Citrus** harvests are back up and running following the 3 weeks of rain in California that knocked their crop volume projections back significantly. That said, the overall **SUMO Citrus** crop volume will be up nicely over last year.

Picking and packing are going strong on the latest variety that has made the biggest splash in the citrus category. **SUMO Citrus** are a branded variety of "Dekopan" Mandarins. The fruit is easy-to-peel, easy to section, and tastes fantastic!

Sizing is trending more towards large fruit. This means there will be more 25ct and larger than the 28ct for the 18lb bulk cases. It also means there will be less 33ct and smaller fruit for the 12/2lb bag program.

February and March should be outstanding times to promote mass displays on the 25ct. **SUMO Citrus** is a pricier piece of fruit, but once citrus fans have tasted it, they're willing to buy and repeat sales grow.

Four Seasons Produce codes:

227060 - SUMO Citrus 25ct 18lb

224397 - SUMO Citrus 28ct 18lb

234095 - SUMO Citrus 12/2lb Bags

223548 - SUMO Citrus Display Bin POS 1ct



CV MANDARINS

NOTE: "Halo's" Mandarins from California remain snug from rain, with a slight gap in varieties now that the "Clementines" have ended, resulting in smaller fruit being available at the end of January.

The new crop "Tango" variety is ramping up on all sizes. This variety will be packed in the "Halo's" brand line for the beginning of February.

Stem & Leaf Mandarins continue in bulk, bagged, and clamshells. These packs will transition to the "Tango" variety for February as well.

2 & 3lb bags are available from Morocco on **Mandarins** at a discount vs the California pricing.

5lb gift boxes are available on Israeli "Jaffa" **Mandarins**.



CV ORANGES

GOOD NEWS! Heirloom "Vintage Sweets" Navel Oranges are some of the best tasting pieces of citrus around! There are also some other shippers offering peak season old line Heirloom Navel Oranges at value pricing.

GOOD NEWS! Navel Oranges are showing high caliber quality from California even with record rains. Rain has played a toll on sizing and harvests though, but we remain in good stock. Choice fruit is harder to procure as much of the crop is packing out heavy to fancy grade. This is a great time to promote 10/4lb Sunkist Bagged Navel Oranges.

Blood Oranges supply is increasing again out of California with smaller fruit peaking. We have 18/2lb bagged options as well as bulk options.

Cara Cara Oranges are showing great quality, but large fruit has become tight due to weather. Promote bagged options for a great value.



CV CITRUS

GOOD NEWS! February is likely to be the best month of the year to promote FL and TX **Grapefruit** for flavor and eating quality. **Grapefruit** is in abundant supply with promotable pricing, especially out of Texas, with peak flavor and sizing!

Pummelos will remain in-stock through February but will end sooner than expected due to the past excessive rains.

Lemons are showing superb quality out of the desert with choice peaking on all sizes. It is a great time to promote bagged Lemons.

Limes out of Mexico remain in a volatile market with demand low and reactive selling in Mexico causing a huge shift in this market as they drop prices to be comparable with Peru.

NOTE: **Minneola Tangelos** have started in California Central Valley, but 80's and larger will be extremely tight as this crop is peaking on 100's and smaller. It's a great time to promote bagged fruit.



CV PINEAPPLES

Pineapple supplies are steady, and pricing is coming off just a bit as we head into February. Demand has been strong!

Pinkglow Del Monte Pineapples are available for the start of February. These cool “pink-fleshed” pineapples come crownless in a beautiful retail box, making it ideal for gift giving or a special surprise for that fruit lover in your life! *This fruit is genetically modified in a way that allows the lycopene content to give it a pink/red flesh color.



CV MELONS

Cantaloupes from Guatemala have been showing superb quality but could remain inflexible through January as different regions are presenting different challenges.

Honeydews will remain consistent in price and quality through mid-February.

MAG Melons, Dino Melons, and Galia Melons available and the ability to carry a small selection of Import Specialty Melons.



CV MANGOS

NOTE: **Mango** supplies have tightened in late January, particularly on 10ct and 12ct out of Peru. Better volumes are available on 9ct and larger.

Ataulfo “Honey” Mangos from Mexico will be steady as we head into February. We will start with 16ct fruit.



CV ONIONS

Mexican **Sweet Onions** have gotten started, and by the beginning of February, the Mexican pricing might put some downward pressure on the Peruvian **Sweet Onion** market in general.

Red, White, and Yellow Onions from the Pacific Northwest are available, and quality is looking really nice. Mexican and Texas **Onions** will get started in early February. The crop reports are very good on fields this year, so expect to see some softening on price slightly because of good supply during this transition time.



CV GRAPES

GOOD NEWS! February will be a great time to promote **Grapes!**

Grapes remain substantial out of Peru with Chile starting up as well with more volume on Large size fruit. Excellent quality is available on proprietary varieties out of Peru on both **Reds** and **Greens** in the XL and Jumbo lines. This market will get more promotable in the beginning of February once Chile volume hits the marketplace.

Bi-color (clamshells), **Cotton Candy** (clamshells and bagged), **Candy Snaps** (10/1 clamshell), **Candy Dreams** (10/1 clamshell), **Black**, and **Globe Grapes** are all available.



CV ARTICHOKE

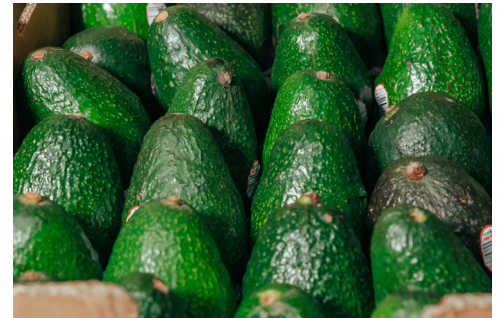
GOOD NEWS! **12ct Jumbo Artichoke** displays have been magnificent to close out the month of January, and February will be just as promotable with good volume out of Coachella, CA on jumbos!



CV APPLES

Koru Apples, a sweet and juicy variety, has flavor notes of orange, vanilla, honey, and spice, with a big crunch. They are slow to brown when cut and just a tasty apple all around. **Koru Apples** will be promotable for the month of February!

Prices remain firm on all **Apples** due to a lighter volume crop and less frequent packing schedules during the winter. Some varieties are winding down for the season from PA and NY growers. Some occasional promos may pop up on very large or very small fruit, as well as lower grade fruit, but preferred size premium fruit will stay very expensive for the duration of the season.



CV AVOCADOS

GOOD NEWS! **Hass Avocado** supplies are plentiful as growers are ramping up for “Big Game” volume. This year’s crop remains very strong in volume, and pricing has been much lower than years past.

As we approach the “Big Game,” and one of the biggest days for avocado consumption, be sure to go large with your displays and cross merchandise! A variety of sizing is available, as well as a very nice 15/4ct bagged option as we head into February.



CV LETTUCE

GOOD NEWS! **Cello Iceberg, Romaine, Romaine Hearts, Green Leaf, Red Leaf, and Boston Lettuces** will all be promotable to start February. Adjust price points and display space on your racks accordingly!



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns remain promotable to start off February with nice quality.

NOTE: The promotional pricing on **Cauliflower** has wrapped up, and headed into February, volumes will be a little more limited.



CV ASPARAGUS

Asparagus prices will come down with the start of the new crop Caborca, Mexico season. 28lb and 11lb cases will be available. Quality is outstanding. **GOOD NEWS!** Peak season will be middle to end of February as volume really starts to pick up.



CV GREEN BEANS

NOTE: **Green Bean** prices will most likely remain tight heading into the beginning of February. Cold snaps in Florida are really slowing down picking. Product will be available in Florida and Mexico. Quality has been looking great.



CV PEPPERS

GOOD NEWS! 15lb **Elongated Sweet Red Peppers** are very promotable out of Mexico, with excellent quality for the beginning of February!

GOOD NEWS! 11lb **Hothouse Color Bell Peppers** are very promotable heading into the beginning of February! This is an outstanding item to display at "Inflation Buster" pricing to your shoppers.

More Mexican shippers are starting to cross product with more volume. Quality and availability have been excellent. Some lower healthy eating pulls along with volume picks increasing have caused for a steady drop in market pricing. We continue to carry XL / jumbo size peppers.

Jumbo Green Bell Peppers will remain steady with pricing and availability. Mexico will have some more volume coming on as we head into February but with Florida finished, there will not be much change in pricing.



CV BERRIES

GOOD NEWS! **Blueberry** prices are very promotable as we approach peak import season! Peruvian and Chilean product continues to come in strong numbers. There is a slight price gap between Chile and Peru, but both are promotable with good supplies. Quality we have seen has been very nice.

Blackberry prices remain steady overall. The heavy flush out of Mexico is slowing down, keeping supplies and prices steady. Quality has been excellent.

ALERT! Raspberries remain extremely tight. Mexico is very short, and the continued cool weather is keeping harvests very small. Demand remains very strong. Quality has been excellent as product flows very quickly.

ALERT! Strawberries remain very snug out of Florida. Overall, prices are short due to the lack of CA production right now. Florida production is expected to increase but demand remains strong. Expect higher prices with potential pro-rates through Valentine's Day. Quality out of Florida has been excellent.

OTHER STORIES

• Chilean **Cherries** will wind down for the season by mid-February. Promote while you can.

• **Peaches** and **Nectarines** are in great supply with excellent quality. Now is the time to promote these imported Chilean beauties. **Black Plums** are available in firm sporadic supply.

• Chilean **Apricots** are done for the season.

• **Jackfruit** from Mexico is now available.

• **NOTE:** **Plantains** are up another couple of dollars in price again heading into February. Product continues to be tight coming from the tropics.

• **Celery** pricing continues to trend down as most growers are seeing better availability now.



CV TOMATOES

Grape and **Cherry Tomatoes** will remain steady into the beginning of February and will be very promotable. Volume is increasing out of Mexico and Florida with fantastic quality.

GOOD NEWS! **Vine Ripe Round Tomato** prices are dropping rapidly due to a flush of product from Mexico and Florida. 4x4 and 4x5 2-layers will be very promotable for February. Quality is excellent and availability is plentiful.

Roma Tomatoes will be very promotable as we head into February. There is plenty of volume and availability out of Mexico, and quality is fantastic.

Cluster and **Beefsteak Tomato** prices are dropping with more product available. It is expected that the higher prices we have seen has slowed customer pulls, causing some product to back up and pricing to drop.

Heirloom Tomatoes out of Mexico are abundant with larger than expected picks. This will be a promotable item for February.

• **Black Mission Figs** will be steady in 12/8oz clamshells from Mexico. Pricing will remain promotable as we head into February.

• Import **Persimmons/Sharon Fruit** should be available in the first part of February. These will be sold in single layer tray packs.