

# ORGANIC MARKET NEWS

JANUARY 29 - FEBRUARY 5, 2020

## PROMOTABLE ORGANIC COOKING VEG



**Organic Brussels Sprouts** from Mexico continue to yield strong supplies. Expect excellent quality and promotional opportunities in February, including on Covilli Brand Fair Trade.

**Organic Sweet Baby Broccoli** is in steady availability. This is becoming a popular item, so consider promoting during February.

**Organic Snow, Snap, and English Peas** are back in season for February from Mexico. As we move into mid-February, price is expected to improve as harvest yields grow. Make sure to add these great items to your cooking veg sets today!

**Organic Green Beans** continue in good supplies from both Mexico and Florida with outstanding quality as February begins. Look for 15lb Covilli **Fair Trade Organic Green Beans** to return in early February.

**Organic Asparagus** prices are coming down slowly now that new regions are coming into season in Mexico. A cold front coming through the growing region is slowing production, so promotable prices may not be available until later in February. Quality has been outstanding!



Organic English Peas



Organic Snap Peas



### OG BERRIES

**Organic Blueberries** out of Chile have continued to experience long delays at the ports. This has delayed some of the promotional activity expected to kick off February. Our Naturipe display contest promo will be more ideal for execution starting the second week of February because of the delays.

**NOTE:** Driscoll's **Organic Blueberries** from Mexico continue in limited supplies with higher prices due to cold and wet weather in the growing region.

**NOTE:** **Organic Blackberries** out of California and mostly Mexico have dropped in supply due to rain and cold.

**ALERT!** **Organic Raspberry** harvests have been reduced significantly due to the Mexico cold front and are expected to remain limited and expensive for early to mid-February. There may be sporadic supply gaps.

**NOTE:** **Organic Strawberries** are staying relatively expensive and less abundant through much of February due to other issues in all three winter growing regions.



### OG CITRUS

California and Mexican **Organic Grapefruit** continues in peak season with outstanding quality. Like will be mentioned below with other citrus, **Organic Grapefruit** harvesting has slowed due to cold weather and rain out west, but should be back into promotable volumes for the second half of February.

"Candy Mandy" bagged **Organic Mandarins** continue in excellent supply with steady prices. The "Page" variety is available for early February before transitioning into the amazing "Tango" variety. "Cuties" net bags and Homegrown pouches & bulk cases round out the selection.

**Organic Blood Oranges, Cara Cara Orange, Pummelos, and Minneola Tangelos** are great sellers in the varietal citrus category for February. Cold and rain is slowing harvests and packing for early February, but be ready for more winter promotions to come.

California **Organic Navel Oranges** quality is excellent and supplies are fairly steady on all sizes and bags. Supplies are firming due to the rain that hit California, with more expected, but it's too early to know if there's longer term impact.

New crop California **Organic Kumquats** are in season!



### OG TOMATOES

**Organic Heirloom** and "Darkloom" **Tomatoes** will be promotable out of Mexico. Quality has been excellent. These tomatoes can really make a statement in your sets!

**Organic Roma Tomato** prices will be promotable out of Mexico. Quality has been very nice.

**Organic Beefsteak Tomato** prices remain high out of Canada and Mexico, as harvests have been limited.

**Organic Cluster Tomato** prices are starting to come down as more production becomes available out of Mexico and Canada. Quality has been very nice.

**Organic Grape Tomato** prices remain steady from Florida grown Lady Moon Farms and Mexico. Mexico quality has looked nice. Lady Moon supplies will remain limited through early to mid-February when new fields start up.

Lady Moon Farms in Florida has limited volumes of **Organic Gold Grape Tomatoes and Rainbow Cherry Tomatoes** to add some color pop to your snacking tomato sets!





### OG HOTHOUSE PEPPERS

**Organic Variety Peppers** are available out of Mexico, including: **OG Anaheim, Habanero, Cabo Diablo Mix-Hot Pack, Padrans** (similar to Shishito, which are gapping), and **Poblano**.

**Organic Mini Sweet Peppers** are expected to have better availability and steady supplies. Expect pricing to be elevated as supplies return, but as volumes improve, so will pricing.

**NOTE: Organic Red, Yellow, and Orange Bell Peppers** from Israel are steady, though expensive due to air freight space. Mexico is beginning production, but still limited and expensive.

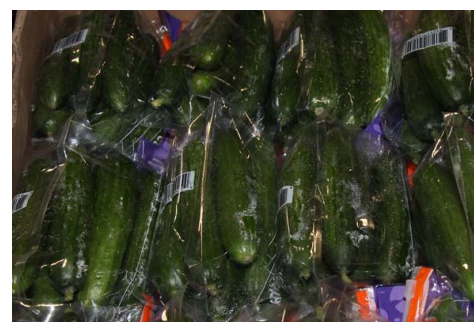


### OG EGGPLANT & GREEN PEPPERS

**Organic Eggplant** and **Green Peppers** from Lady Moon Farms in FL continue in season, however **Eggplant** is yielding lower production for early February and smaller size.

Expect to Mexican **Organic Eggplant** to supplement fill-rates. Pricing and availability is expected to remain steady from Mexico.

Lady Moon **Organic Green Peppers** continue to see excellent production and quality.



### OG CUCUMBERS

**NOTE: Organic Mini Seedless Cucumbers** remain tight out of Mexico. Production is very limited right now due to cold weather and a gap in harvests. We will have bagged product available as sizing has been somewhat inconsistent to be packed in trays.

**NOTE: Organic Seedless Cucumbers** remain extremely tight out of Mexico. New areas have yet to begin leaving availability very light and demand is strong. Supplies should start to improve in February.

**Organic Cucumbers** from Mexico all continue to yield strong quality and volumes at excellent price points, so promote!



### OG KIWIFRUIT

**Organic Jumbo Green Kiwifruit** are available from Homegrown Organics out of California in bulk and 20/1lb-3ct clamshells!

**Organic Green Kiwifruit** will be available for early February from Italy.

8/1lb **Organic Gold Kiwifruit** clamshells from Italy will be available for the beginning of February. Supplies will be exhausted after we sell out.



### OG GRAPES

Peruvian **Organic Green Seedless and Red Globe Seeded Grapes** are in good supply with very nice quality for February.

**NOTE: Organic Red Seedless Grapes** have become limited for early to mid-February as growing districts change in Peru. We have some clamshells to bridge the gap until new crop out of Southern Peru begins in mid-February.

A small amount of South African **Organic Black Grapes** in a 10lb boxes are available.



### OG PEARS

Washington **Organic Green Anjou, Red Anjou, and Golden Russet Bosc Pears** are the varieties that continue to be available for winter display. Prices are up somewhat due to good demand and higher freight rates.

There may be promo opportunities on **Organic Red Anjou Pears**.

New crop import **Organic Bartlett Pears** from South America are expected to arrive in mid to late-February.



### OG BROCCOLI

**Organic Broccoli** supplies are consistent with excellent quality at a reasonable price point. Headed deeper into February, supplies are expected to tighten and for pricing to go back up.



### OG CAULIFLOWER

**Organic Cauliflower** is in peak supply from So-Cal and Yuma, AZ. Supplies are expected to remain plentiful with promotable pricing and excellent quality.



### OG CELERY

**Organic Celery and Celery Hearts** have been light in supplies, but as February begins, harvests have begun to improve from most grower shippers. Pricing is expected to drop during early February as supplies stabilize. Excellent quality is expected.





## OG AVOCADOS

**Organic Hass Avocado** prices are steady, along with supplies. 60ct have tightened just a bit as most growers are seeing pack outs favor the bigger 48ct size, heading into the “Big Game”.

We also carry a full Fair Trade **Organic Hass Avocados** from Equal Exchange. We will be limited on 60ct fruit the first week of February.



## OG GREENS & LETTUCES

**Organic Green, Red, and Lacinato Kale** remain steady in supplies with excellent quality from Lady Moon Farms in Florida! Look for supplemental **Lacinato Kale** supplies to be sourced from California as Lady Moon still have limited volumes.

Look for promotional opportunities on **Organic Red Kale** in early February from Lady Moon.

**Organic Leaf and Romaine Lettuce** from Lady Moon Farms continue in peak production in Florida with excellent quality.

**Organic Iceberg Lettuce** and **Romaine Hearts** from Yuma, AZ continue to see up & down production, and pricing remains elevated.

**Organic Living Butter Lettuce**, greenhouse grown in Virginia, is selling very well. The product holds up for the consumer, and has great texture.

- **ALERT! Organic Broccoli Rabe** has become short in supply as February begins, but expect pricing to significantly rise.

- We will see the transition on **Organic Red and Gold Potatoes** from Canada over to Idaho grow-



## OG HARD SQUASH

**Organic Butternut and Spaghetti Squash** continue to be in good supply as we head into February. **Organic Acorn Squash** is also in better supply.

**Organic Kabocha Squash** is expected to be steady through end of February. **Organic Delicata Squash** will be in sporadic supply for February.



## OG TROPICALS

**Organic Ataulfo Honey Mangos** from Mexico will be available the first week of February. The Ataulfo variety is the first one to kick off the season.

**Organic Kent Mangos** from Peru remain in tighter supply. New crop **Tommy Atkins Mangos** will come into season out of Mexico closer to March, and its shaping up to be a very nice crop this year!

**Organic Formosa Papayas** are in season and quality has been excellent. Look to promote!

**NOTE: Organic Pineapple** supplies continue to be tight. Quality has been good.

**ALERT! Organic Young Thai Coconuts** will be out of stock next week due to limited supplies and port delays.

**Organic Sapodilla** and **Black Sapote** will be available for the first time in early February, along with **Organic Nopales (Cactus Leaves)**. All of these items are being grown in Florida.

**Organic Yucca Root** will be available for the first week of February from Florida!

## OTHER STORIES

ing regions. Pricing will jump at that time but then should remain steady in February.

- **Organic Peaches** and **Nectarines** from Chile will be available in sporadic supply in February.



## OG SOFT SQUASH

**NOTE:** Production on both Mexican **Organic Zucchini** and **Yellow Squash** has begun to drop as cold weather and rains have affected yields. Expect pricing to remain elevated in early February.

Lady Moon Farms has limited supplies of **Organic Zucchini** out of Florida.



## OG TURMERIC/GINGER/GARLIC

During the pandemic, we're seeing very strong sales on Ginger and Garlic at many retailers.

Premium **Organic Red Turmeric** from our growing partner, Phoenix Rising Farms in Florida, is in peak season.

This gorgeous **Organic Turmeric** should be available through February, and is likely to be some of the best quality and freshest product available all year long.

**Organic Turmeric** from Fiji will continue to be available for buyers looking for a cheaper price point.

**Organic Ginger** out of Peru has tightened a bit as the season is winding down. Mexico has pushed back their expected start date on new crop **Organic Ginger** but that's the next growing region for late February and into March.

**Organic Garlic** from California and Spain have tightened in supplies recently, but new crop **Organic Garlic** from Argentina will be coming into season.

- California **Organic Lemon** supplies are firm, but with the start of the new Mexican season expected in early February. We should see prices begin to come down in February.

- California **Organic Meyer Lemons** continue in good supply.





Blueberries from Chile

# ORGANIC BLUEBERRY DISPLAY CONTEST

## FEBRUARY 1 - MARCH 1, 2021



Do the cold, winter months have your customers feeling a little blue? Well we have the answer! Let's help them beat those winter blues and have a display contest featuring fresh ORGANIC pint blueberries from Chile!

That's right, its back for the 4th year in a row! Four Seasons Produce has once again partnered with Naturipe Farms to bring you a display contest for the month of February. Fresh blueberries from Chile will be abundant in supply, priced right, and perfect for your consumers to snack on! Big "blue"tiful displays will net big "blue"tiful sales, as many consumers will buy multiple packs for both eating and freezing for future use.

### CONTEST CRITERIA:

- Build a "blue"tiful display of organic pint blueberries in your produce department or store that is sure to leave a "berry" good impression on our judges!
- All fruit must be purchased from Four Seasons Produce and must be the Naturipe label. **Product code is 46125.**
- Must purchase a minimum of 15 cases of fruit during the contest period.
- Utilize the POS material cards or posters on your displays. These can be obtained through our Four Seasons Sales Rep or Merchandiser.
- Contest displays must be up for a minimum of one week.
- Send all display pictures to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by Thursday March 4th.



### SOME BLUEBERRY MERCHANDISING DISPLAY TIPS:

- Cross merchandising helps build basket size and offers consumers ideas for blueberry uses. Pancake mix, blueberry crisp and ingredients for peach cobblers are all great ideas to have by your displays.
- Recipe cards printed out and on display might encourage consumers to try something new.
- Social Media is a great way to let customers know you are serious about organic blues! Promote online and draw your customers in!

### CONTEST PRIZES:

(displays will be judged on criteria, creativity and overall eye appeal)

- 1 55" TV
- 2 Mountain Bike
- 3 Golf Club Set
- 4 Chromebook
- 5 Bluetooth Earbuds



Each entry will receive a pair of Naturipe/Four Seasons socks!

Time to get creative and start planning your blueberry masterpiece today! For more information or display tips and ideas, talk with your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | [www.fsproduce.com](http://www.fsproduce.com)







# DISPLAY CONTEST

January 4 - February 8, 2021

TALK TO YOUR REP OR MERCHANDISER FOR PRICING, DISPLAY IDEAS, AND TIPS ON HOW TO SELL MORE AVOCADOS!

**\*\*LAST WEEK TO ENTER\*\***

## 2021 PRODUCE MERCHANDISING CALENDAR

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.



FEBRUARY 2021						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**UPCOMING PRODUCE MERCHANDISING THEMES BY WEEK:**

- 6** VALENTINE'S DAY, SPECIALTY CITRUS SEASON, POTATO LOVERS' MONTH
- 7** SPECIALTY CITRUS SEASON, POTATO LOVERS' MONTH
- 8** SPECIALTY CITRUS SEASON, POTATO LOVER'S MONTH, HEALTHY COMFORT FOOD

**LOOKING TO ADD MORE PLANT-BASED FOOD OFFERINGS?**  
ASK YOUR SALES REP ABOUT THESE PRODUCT LINES & MORE!



# CONVENTIONAL MARKET NEWS

JANUARY 29 - FEBRUARY 5, 2020

## FEBRUARY ASPARAGUS OUTLOOK

Late January and early February is typically the time for the new crop **Asparagus** season to ramp up in Mexico.

This year, cold fronts in the growing region are keeping production at bay, but supplies could increase significantly as the month moves along if the weather turns.

Prices on 11lb cases are holding steady to kick off the month and the first 28lb cases are making their way into the supply chain too. Quality so far has been excellent.

Stay tuned for more updates on this sales dollar-driving vegetable.



### CV BERRIES

**NOTE: Strawberries** continue to be expensive to kick off February. Rainy cold fronts out west are slowing production. Florida growers had been anticipating promotional volumes and pricing for mid-February, but with all the weather issues, uncertainty remains.

**NOTE: Blueberries** will remain in tighter supply this upcoming week. Volumes will continue to be lighter on Chilean imports, and it looks like volumes from Mexico could dip even further in the beginning of February. Quality will continue to be excellent, but pricing will remain higher than usual.

**NOTE: Raspberries** and **Blackberries** will definitely be in tighter supply for the first week of February. Looking forward, all indications are that supplies will be extremely limited for the entire month of February. We'll have access to fruit, but pricing will remain high. Quality has been nice across the board.



### CV TROPICALS

**Pineapples** will be in better supply, making the beginning of February a nice time to promote. All sizes are being offered, including 6ct.

**Hass Avocado** supplies are steady and in good shape for the "Big Game" promotion! Most of the volume is on 48ct, but jumbo 32ct and price-point 60ct are also available.

**NOTE: Mangos** from Peru continue to be very tight. New crop **Tommy Atkins Mangos** from Mexico will come into season closer to March.

**Ataulfo Honey Mangos** are coming into the season to kick off Mexico.

- Available for early February:
- **White Dragon Fruit** (Ecuador)
  - **Yellow Pitahaya** (Ecuador)
  - **Maradol Papayas** (Guatemala)
  - **Solo Papayas** (Brazil)

**NOTE: Young Thai Coconuts** have been limited and will gap intermittently due to port delays.



### CV TOMATOES

**Roma** and **Vine Ripe Tomatoes** remain promotable out of Florida and Mexico. Both areas are flushing with great supplies and quality.

**Beefsteak** and **Cluster Tomato** prices are staying steady. We continue to support US and Canadian greenhouses as quality has been very nice.

**Grape Tomato** prices remain strong out of Mexico and Florida. Harvests are improving but do remain limited due to some cooler temps. Quality has been nice.

**NOTE: Campari Tomatoes** remain high as availability is tight due to a gap in harvests out of Mexico, putting a lot of demand on the smaller Canadian harvests.

**ALERT! NatureSweet Tomato** products continue to be very short in supply due to cool, rainy weather. Expect pro-rates and out-of-stocks during early February. **Twilights** and **Comets** have been temporarily discontinued.





### CV CUCUMBERS

**Super Select Cucumbers** will remain steady out of Mexico. Quality and supplies are excellent.

**NOTE: Mini Euro Seedless Cucumber** prices will remain high as supplies remain limited due to cold weather in Mexico.



### CV PEPPERS

**Green Pepper** prices have come off as more production comes on out of Mexico. Quality and sizing have been excellent.

11lb **Red, Yellow, and Orange Pepper** prices are starting to come off as more production starts up out of Mexico. **Red** and **Yellow Peppers** will ease off first with more production on these varieties. **Orange** will remain tighter.

15lb **Red Pepper** prices will ease off as more production begins out of Mexico. Quality and sizing will be excellent.



### CV KIWIFRUIT

**Green Kiwifruit** from Italy will be available for early February. Be sure to check out our new 16/11lb clamshell.

Italian **SunGold Kiwifruit** will be done the first week of February. We will have a California **Gold Kiwifruit** option in a 36sz volume-filled pack for the beginning of February. Be sure to check these out for a limited time!



### CV CAULIFLOWER

**Cauliflower** remains generally promotable with availability out of Arizona, SoCal, and Florida. Some shippers with extra product are making spot deals, while others are keeping their prices up.



### CV ONIONS

The **Yellow Onion** market is showing some signs of strength with pricing starting to inch up, particularly on mediums, which are mainly packed in bags. Many companies participating in the latest round of the USDA Farms to Families Food Box Program use a 2 or 3lb **Onion** bag in their bid.



### CV ARTICHOKEs

24ct **Artichokes** expect to start seeing some relief in pricing. Expect the "Frost Kissed" look due to the cool weather. Many people say that the frost kissed look increases the overall flavor.

**Jumbo 12ct Artichokes** will return to promotability later in February. Stay tuned.



### CV CELERY

**Celery** pricing had started to drop, and availability started to improve to start off February, but with cold, rainy weather coming, abundant volumes may not happen as soon as expected.



### CV GRAPES

**Grape** prices out of Chile remain high with strong demand and shorter supplies. Many vendors are waiting for the next vessel to be unloaded as it has been pushed off until early February. Port delays continue to slow import supply chains.



### CV BROCCOLI

**Broccoli Crown** quality remains great and availability seems to be steadier with product in season from Florida, Mexico, SoCal, and Arizona. Early February is a good time to promote.

**ALERT! Broccoli Rabe** is very limited and expensive to start February.





### CV STONE FRUIT

Chilean **Stone Fruit** (Peaches, Nectarines, and Red & Black Plums) are all available and quality has been nice.

On **Cherries**, many vendors are out but do expect to have more off the next vessel arriving the first week of February.



### CV MELONS

**NOTE:** Cantaloupe and Honeydew prices continue to be high. There is very little fruit coming into the Northeast ports and limited supplies coming into the Florida ports. It looks like it will be the end of February until supplies pick up.



### CV POMEGRANATES & PERSIMMONS

**Pomegranates** from Israel will be available in an 8ct single-layer option. **Pom Arils** are available in both 4oz and 8oz cups from POM Wonderful.

**Fuyu Persimmons** from Spain will be available for early February.



### CV GREEN BEANS

**Green Beans** continue to come off to more promotable prices out of Florida. New harvests have started, and quality is fantastic.



### CV SQUASH

**Green and Yellow Squash** markets are coming off as more production comes on out of Mexico. Quality remains excellent.



### CV LETTUCE

**Iceberg Lettuce** and **Romaine Hearts** supplies are steady and prices have dropped, allowing for more promotion.



### CV CITRUS

With that rain market context in mind, here are some seasonality updates:

**NOTE:** It's been raining during late January in Central California, and **Citrus** growers have not been able to pick.

They are predicting rain the first week of February as well. Growers are saying it will take two weeks before they get back to normal.

Between Covid labor challenges in packinghouses and the rain issue, there may be occasional gaps in supply on all California **Citrus** until we get through this period.

- **SUMO Citrus** is tasting delicious and selling very well at stores getting behind impressive displays.

- **Vintage Sweet Heirloom Navel Oranges** have had really strong support with the 10/3lb bags, an indication that the quality, flavor, and packaging connects with consumers.

- With the rain, we're trying to keep ahead on bagged **Navel Oranges**.

- **Jumbo Navel Oranges** (40/36sz) are available in display bins.

- **Blood** and **Cara Cara Oranges** have been cutting great, and the bag options are moving very well.

- Halos California **Mandarins** and bulk **Stem & Leaf Mandarins** are now the **Tango** variety with much improved quality. Import **Mandarins** from Spain and Morocco are trading at a discount to the domestic.

- Expected to arrive for the week of 2/8 is the popular **Red Flesh Mandarin** variety, "**Mandarosa**." These will be available in 15/2lb graphic bags.

- Florida **Minneolas**, aka **Honey Bells**, and California **Minneola Tangelos** continue in season.

- Texas **Rio Star Grapefruit** is at peak season flavor and sweetness.