



ORGANIC MARKET NEWS



FEBRUARY 10 - FEBRUARY 17, 2023

PEAK SEASON ORGANIC CITRUS



GOOD NEWS! California **Organic Citrus** is back in peak season supply for late February and will be promotable in March!

Heavy rain that affected California several weeks ago, have caused some bigger sizing in **Organic Citrus**. Larger fruit is now becoming more prevalent than smaller sizes. Overall fruit quality has been good. Time to promote!

Organic Navel Oranges are peaking with Jumbo 40-48ct, and on the fruit for 4lb bags. **Organic Cara Cara Oranges** are indecent supply with great flavor. Check out the 3lb bag **Cara Cara** pack!

Organic Tango Mandarins are in good supply with nice quality - 2lb bags are popular!

Organic Grapefruit, Lemons, and Pummelos are steady with peak flavor and quality.

Available, but not abundant, are **Organic Blood Oranges, Minneola Tangelos, and Specialty Citrus**.



OG TOMATOES

GOOD NEWS! **Organic Grape Tomatoes** from Lady Moon Farms in Florida will have increased volume as we head into the end of February and will be a promotable item headed into March!

GOOD NEWS! **Organic Heirloom and Darkloom Tomatoes** out of Mexico will be steady and promotable for February!

GOOD NEWS! **Organic Roma Tomatoes** will be promotable headed into the end of February with a lot of volume out of Mexico. Quality is outstanding and availability will be steady.

Organic Beefsteak Tomato supplies will remain tight, but there are deals on smaller sized fruit. Larger sizing is hard to come by due to low light growing conditions. This is expected to last into the end of February.

Organic Cluster Tomatoes are light in supply for late February but should start to loosen up in March.



OG PEPPERS

GOOD NEWS! **Organic Mini Mix Sweet Peppers** from Lady Moon will have promotional opportunities in mid-February. Quality has been outstanding! Mexican grown 12/1lb **Organic Mini Mix Sweet Peppers** are in great supply too!

Organic Green Bell Peppers from Lady Moon Farms in Punta Gorda, FL continue to yield strong supplies with outstanding quality and promotable prices.

The harvest flush on **Organic Color Bell Peppers** from Mexico is subsiding and prices are coming back to normal levels in mid-February. Although volumes will decrease, quality is expected to remain strong. Production from Israel remains consistent.

Organic Chili Peppers and **Specialty Peppers** are readily available for Florida, including **Organic Shishito Peppers** from Lady Moon Farms.



OG BERRIES

Organic Blueberries remain promotable out of Chile. Quality has been good overall on newer arrivals. Prices will look to remain steady until late February before the Chilean deal finishes up.

NOTE: **Organic Raspberry** supplies are improving. High market pricing will hold for now but is expected to start to come down in late February as supplies out of Baja are beginning to really come on. Quality has been excellent.

NOTE: **Organic Strawberry** prices expensive but are coming down for mid-February, and then will really begin to fall around the week of February 19th. The Baja deal has started, and fruit is really beginning to come on strong very quickly. Quality has been excellent.

Organic Blackberry supplies are beginning to shorten up a bit. Natural growing cycles are slowing down harvests just a bit. There shouldn't be any shortages and quality has been excellent.



OG GRAPES

Organic Grapes are being imported mainly from Peru and minimally from South Africa at this time. We are seeing excellent quality on Peruvian fruit as we get into "Autumn Crisp" and "Sweet Globes" on the Greens and "Sweet Celebrations" on the Reds.

We are offering **Organic Black Grapes** as well from South Africa and 10/11lb clamshells of **Green "Autumn Crisps"** from Peru.



OG LETTUCE

GOOD NEWS! **Organic Leaf** and **Romaine Lettuce** from Lady Moon Farms in FL continue to have promotional opportunities in mid-February. Top-notch should be expected.

Lady Moon Farms **Organic Romaine Hearts** will be available in limited capacity as they trial this new item from them.

Organic Romaine Hearts from SoCal and Yuma, AZ continue to yield strong supplies in February. Expect promotional opportunities!



OG DRAGON FRUIT

Beautiful **Organic Yellow Pitahaya/Dragonfruit** will be available from Ecuador!

This white-fleshed fruit is commonly thought to be the sweetest of the dragon fruit varieties.



OG SQUASH

NOTE: **Organic Butternut Squash** continues to be limited out of Mexico. There will likely be a pricing increase, but gaps are not expected.

Organic Kabocha Squash pricing is up due to limited supply out of Mexico.



OG PAPAYAS

Supplies have slowly started to rebound on **Organic Royal Star Papayas** from Mexico. These Fair-Trade Papayas will be available for the middle of February.



OG GREEN BEANS

NOTE: **Organic Green Beans** from Mexico will be available in mid-February but will remain limited. Expect prices to remain elevated.



OG CUCUMBERS

Organic Euro and **Mini Seedless Cucumber** will start to drop in price by the middle of February and should be promotable as we head into March. Quality is great and new crop Canadian product has started.

Organic Cucumbers from Mexico continue to yield stable volumes in February. Expect consistent quality and pricing.



OG BRUSSELS SPROUTS

GOOD NEWS! **Organic Brussels Sprouts** from Mexico will remain in promotional volume and prices throughout February.

Organic Bagged Brussels Sprouts from Hippi Organics will return to stock in late February.



OG CELERY

GOOD NEWS! **Organic Celery** supply volume will be promotable throughout February. As new crop desert production has ramped up in February, prices have continued to decline.

Strong quality and promotable prices make for a great option for display builders to move extra volume.



OG ASPARAGUS

Organic Asparagus prices are expected to continue to drop with new crop Mexico starting.

Mexico has more and more product crossing every day, quality is outstanding, and availability will be steady. This market is still crossing plenty of product, which is different than the conventional counterpart.



OG WATERMELONS

Organic Mini Seedless Watermelons continue to be readily available out of Mexico and quality has been excellent.



OG ONIONS

Nice quality **Organic Red, White, Sweet, and Yellow Onions** are coming out of Nevada from Peri & Sons.

These **Organic Onions** will be in plentiful supply throughout the spring!



OG BROCCOLI & CAULIFLOWER

Organic Broccoli remains in steady supply from Yuma, AZ and El Centro, CA during mid-February. As the month continues, expect supplies to tighten and prices to increase.

ALERT! **Organic Sweet Baby Broccoli** and **Organic Broccoli Rabe** are experiencing limited supplies for mid-February. Expect gaps in supply and increasing prices.

ALERT! **Organic Cauliflower** continues to be limited in supply with elevated costs. Colder temperatures in the desert growing regions have slowed growth. Expect prices to remain elevated during February.



OG TROPICALS

Organic Hass Avocados are in great supply! Look to continue to promote for the winter months!

Organic Kent Mangos will see volume dropping heading into March. Fruit has been very nice and is eating great. Expect pricing to rise as we get closer to the end of the Peru season and the beginning of the Tommy Atkins Mexican fruit season from Mexico.

New crop **Organic Ataulfo Honey Mangos** from Mexico will be in steady supply! Prices is dropping on smaller 18ct fruit.

Organic Pineapple supplies from Costa Rica will continue to be strong for February. Look for opportunities to promote. Fruit quality has been good!



OG POTATOES

ALERT! The **Organic Russet Potatoes** are expected to get extremely tight over the next couple weeks and will remain that way for the next few months – at least into April. Multiple growing regions this past month have reported complete crop failures of storage potatoes that were expected to bridge the gap from February to July.

It seems like Colorado is the only region that has any meaningful quantity of **Organic Potatoes**, and they are reporting that the quality is subpar at best. Over the next few months, we will likely see supply gaps on **Organic Russet Potatoes** and could potentially have less than ideal quality.



Probiotic Juice Shots To Help You

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IMMUNITY GINGER

Ginger Cayenne Flavor
Powered by **Ginger**
FSD Code: 231221



IMMUNITY VITAMINS

Watermelon Strawberry Flavor
Powered by 100% DV
Vitamin C & Vitamin D3
FSD Code: 231229



DETOX COCONUT LIME

Coconut Lime Flavor
Powered by
Blue Spirulina & Kiwifruit



DETOX PINEAPPLE ORANGE

Pineapple Orange Flavor
Powered by
Spirulina & Kiwifruit
FSD Code: 231223



IMMUNITY ELDERBERRY

Elderberry Blood Orange Flavor
Powered by **Elderberry**
FSD Code: 231225



DIGESTION

Cantaloupe Clementine Flavor
Powered by **Apple Cider Vinegar**
& **Ginger**
FSD Code: 231234



ENERGY PASSIONFRUIT

Passionfruit Flavor
Powered by
95 mg Coffeeberry
(clean caffeine)



ENERGY MANGO SPINACH

Mango Spinach Flavor
Powered by
95 mg Coffeeberry
(clean caffeine)
FSD Code: 231224



IMMUNITY TURMERIC

Turmeric Cinnamon Flavor
Powered by **Turmeric**
FSD Code: 231230



HAPPY

Blood Orange Guava Flavor
Powered by **Ashwagandha**,
Saffron, & **Vitamin D3**
FSD Code: 231233



WOMEN
OWNED

NON
GMO
Project
VERIFIED

USDA
ORGANIC

PLANT
BASED

PRODUCED WITH
100%
RENEWABLE ENERGY

1Billion
Probiotic
CFUs

RECYCLED
RECYCLABLE

HIGH
PRESSURE
CERTIFIED

ZERO
WASTE

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

FEBRUARY 10 - FEBRUARY 17, 2023

GRAPES FOR PROMOTING



GOOD NEWS! Red Grapes will start to become very promotable with more value options and traditional varieties being offered from Chile on large sizing.

Jumbo and larger sized premium proprietary varieties of **Green Grapes** out of Peru will stay on the firm side but expect excellent quality. We will continue to carry LG, XL, and Jumbo sizes in both **Red** and **Green Grapes**, with value plays on the LG sized Chilean fruit.

Cotton Candy (clamshell and bag), **Candy Snaps** (10/1lb clamshell), **Candy Dreams** (10/1lb clamshell), **Black**, and **Globe Grapes**. February will be a great time to promote **Grapes** - ALL SIZES!



CV ORANGES

GOOD NEWS! California **Navel Oranges** are showing top notch quality from California. **Navels** are peaking more towards 72's/88's but supply on all sizes are in great shape.

Look for Jumbo and XL fruit to become more promotable around Valentine's Day. This also remains an excellent time to promote 10/4lb Sunkist Bagged **Navel Oranges**.

"Vintage Sweets" Heirloom Navel Oranges continue to showcase flavor and quality!

Blood and **Cara Cara Oranges** are in excellent supply and quality. Bagged options are available and are selling well!



CV CITRUS

SUMO Citrus is peaking on larger size fruit. We will be in 25ct 18lb bulk and 12/2lb bags. Flavor is outstanding!

Kumquats from Frieda's are in available in 12/8oz bags with explosive flavor and solid quality.

Halos Mandarins from California are back in abundant supply with the Tango variety as quality is superb. **Stem & Leaf Mandarins** continue in season. 5lb **Gift Box Mandarins** from Morocco and Israel are also available.

Grapefruit are in great supply with promotable pricing, especially out of Texas, with peak flavor and sizing! FL pricing is out of line with Texas as they try to recoup loss from past weather events.

Pummelos will remain in-stock through February, but we will size into 14ct going forward.

Minneola Tangelos finally have better supply with larger fruit becoming more available.



CV PEPPERS

11lb **Hothouse Bell Peppers** are very promotable for mid-February, especially on **Red**. **Yellow** and **Orange Peppers** have become a bit more tight, and prices stabilized. Quality and availability have been excellent overall. Some **Peppers** from Canada will start to have some volume by the end of February.

15lb **Elongated Sweet Red Peppers** will inch up as we head into the end of February out of Mexico. Quality has been excellent.

Jumbo Green Bell Peppers will remain steady with pricing and availability. Mexico will have some more volume coming on as we head into the end of February.



CV PINEAPPLES

Pineapple supplies have dwindled a bit and pricing once again has inched up a bit. Despite lower fruit availability, quality has remained strong.

Del Monte **PinkGlow Pineapples** are available for the start of February. These cool "pink-fleshed" pineapples come in a beautiful retail box making it ideal for gift giving or a special surprise for that fruit lover in your life! Some extra volume has been built in for Valentine's Day for this item! *This fruit is genetically modified (GMO) and crownless



CV BROCCOLI & CAULIFLOWER

GOOD NEWS! Broccoli Crowns pricing is more affordable, if not promotable, as demand slowed down and Florida crops are readily available.

NOTE: We are starting to see relief loading **Cauliflower**. This will help bring pricing back down the week of Valentine's Day.

NOTE: Broccoli Rabe landed costs increase as supplies are more limited. Vendor prorates have been put into place.



CV KIWIFRUIT

California grown "Mighties" **Green Kiwifruit** 16/1lb clamshells will be available in good supply.

Green Kiwifruit supplies are steady from Italy and Greece. Pricing has been trending down a bit. Quality has been good.

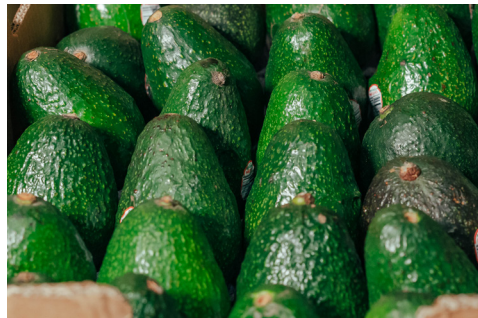
SunGold Kiwifruit from Italy are finishing up, and "Red Passion" Kiwifruit will be done for the season.



CV MANGOS

Mango supplies have tightened from Peru. Popular 10ct and 12ct sizing are not available, but fruit is peaking on Jumbo, 6ct, 7ct, and 8ct sizes.

New crop **Ataulfo Honey Mangos** from Mexico will be steady. Pricing is dropping especially on smaller fruit.



CV AVOCADOS

Hass Avocados from Mexico supplies are in excellent supply! Demand is expected to drop just a bit in the week following the "Big Game", so prices should be steady with possible deals pending on remaining fruit.



CV LETTUCE

Although cool temps have slowed **Lettuce** harvests, lower demand is keeping pricing from going back up and have been holding steady.



CV LEMONS & LIMES

Lemons are showing great quality out of the desert with choice peaking on all sizes. Pricing is dropping, allowing customers to take advantage of multiple pricing. It is a great time to promote bagged **Lemons**.

Limes have made the increase once again with prices rising out of Mexico, however supply is showing great quality.



CV GREEN BEANS

Green Bean prices will most likely remain tight and expensive into the end of February.

This year, there have been less acreage planted, and with some shippers merging their bean business, it leaves fewer bulk beans in the market since many are going to food service. Florida is really struggling with large volume on **Green Beans** and Mexico is playing a bigger part this early in the year.



CV ASPARAGUS

NOTE: **Asparagus** volumes have tightened up very quickly. Prices will increase again slightly as we head into Valentine's Day before leveling off and dropping again. This is due to cooler weather in Mexico not allowing product to produce, and larger pulls due to the holiday.

Caborca, Mexico **Asparagus** is in house in 11lb and 28ln. Quality is outstanding.



CV CUCUMBERS

Euro and Mini Seedless Cucumber prices will start to come down by mid-February and should be promotable as we head into March. Quality is great, and new crop Canadian product has started.



CV MELONS

Dino, MAG, and Galia Melons are all available. A Dino Melon promotion will be coming in mid-February!

Cantaloupes are in tighter supply with costs rising on the larger fruit due to different regions having various challenges.

Honeydews continue with great quality and steady supply!

Whole Seedless Watermelons remain available with excellent quality out of Mexico. Early Florida won't begin until mid to late March.

Mini Seedless Watermelons are available with steady supplies from Mexico and Guatemala. Quality has been excellent.



CV ARTICHOQUES

GOOD NEWS! 12ct **Jumbo Artichokes** are promotable for Valentine's Day! Coachella, CA product is in peak season! A few **Purple Artichokes** are available for February.



CV BERRIES

Strawberry prices will begin to ease down as more harvests are expected. Early March is when the strong flush is expected as of now, when product will be very promotable and in strong volumes. Quality has been very nice ahead of Valentine's Day.

Blackberries are very steady overall. Supplies and prices are steady and consistent. Quality has been solid out of Mexico.

NOTE: **Blueberry** prices are expected to rise quickly heading into late February. Due to quality challenges, the import season has abruptly come to an end. Mexican fruit is limited and holding a very premium price. Once the final imports are sold through, expect higher prices and shorter supplies headed into March.

NOTE: **Raspberries** remain tight. Growing challenges with weather have really affected the plants. Harvests are expected to get better but expect short volumes in the short term. Quality and flavor have been excellent.



CV CABBAGE

Cabbage volume is expected to stay steady short-term but is expected to increase as we head to St. Patrick's Day. Prices are expected to be higher than last year.



CV TOMATOES

GOOD NEWS! **Roma Tomatoes** are very promotable as we head into the end of February. There is plenty of volume out of Mexico and Florida. Quality is fantastic.

GOOD NEWS! **Vine Ripe Tomato** prices are expected to remain at minimums due to a flush of product from Mexico and Florida. Quality is excellent, and availability is plentiful and promotable.

GOOD NEWS! **Grape and Cherry Tomato** prices will remain very promotable heading into the end of February, primarily on **Grape Tomatoes**. Volume is strong out of Mexico and Florida, and quality is fantastic.

NatureSweet Snacking Tomatoes are expected to have good volume and excellent quality on all their snacking tomato items for the rest of the year.

Cluster Tomato prices will increase slightly due to ad pulls and will hold until the end of February. Quality has been excellent. It is expected that shippers will keep this pricing off minimums due to the rugose disease affecting some crops as well.

Beefsteak Tomatoes are expected to remain steady. Quality has been excellent, and supply will be steady. We are seeing a slight increase in this line particularly in Canada. This is right before they start new crop beef.

Heirloom Tomatoes out of Mexico will remain steady and promotable as we head into the end of February.

OTHER STORIES

- **Nectarines** are plentiful and condition has been very nice. **Peaches** are tight. **Cherries** are finishing up for the season.

- New crop Florida **Red, Gold, and White Potatoes** will get started in mid-February out of Southern Florida. Early product will be very limited. Pricing out of the gate will be higher but should come off slightly as more product comes to market.

- **Lychee** from South Africa are available in very limited supplies.

- **Jackfruit** from Mexico are now available in limited supplies.

- **Black Mission Fig** production from Mexico is down just a bit. Expect fruit to begin to tighten up a little.

- **Persimmons/Sharon Fruit** will be available from Israel in a single layer pack.

- Israeli **Pomegranates** are in stock and in good supply. Condition is nice. Domestic **Pomegranate Arils** will be available in the "I Love Pomegranates" label.

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



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