

## PROMOTABLE ORGANIC STRAWBERRIES



**GOOD NEWS!** **Organic Strawberry** harvest volumes have been abundant for late February out of Baja, Mexico and Florida. Quality has been good from both regions. Pricing is expected to be at promotable levels through early March!

This is a great time for in-store special promotion and flash sales!



**GOOD NEWS!** **Organic Blackberries** are promotable for late February and early March. Quality has been excellent and supplies are strong out of Mexico.

**Organic Raspberry** prices are easing down weekly. There was a cold front that moved through Baja and slowed production down momentarily. Central Mexico production is beginning to increase, leading to more availability overall. Quality has been excellent.

**NOTE:** **Organic Blueberry** prices will rise in late February as the Chilean flush finishes up and we switch back to Peru and new crops out of Mexico when they begin. Quality has been nice and will continue to improve from the new regions coming on.



### OG TOMATOES

**GOOD NEWS!** Florida **Organic Grape Tomatoes** from Lady Moon Farms will be a promotable item into March. Quality has been great and there is plenty of product to grab.

**Organic Heirloom Tomatoes** out of Mexico will be steady and promotable into March. **Organic Darkloom Tomatoes** from Covilli Fair Trade also continue in season.

**Organic Roma Tomatoes** will go back to more normal pricing for March now that the harvest flush is over in Mexico.

**NOTE:** **Organic Beefsteak** and **Cluster Tomato** prices continue on the higher side, and larger sizing is hard to come by due to low light growing conditions. This is expected heading into March.



### OG LETTUCES & GREENS

**GOOD NEWS!** **Organic Romaine** and **Leaf Lettuce** continues to yield strong volumes from Lady Moon Farms in Florida. Strong quality, plentiful supply, and consistent availability will be perfect to promote during early March!

Florida **Organic Romaine Hearts** from Lady Moon Farms is a new addition to their line-up during their trial run. Quality has been outstanding!

Out West, **Organic Romaine Hearts** and **Iceberg Lettuces** from the Imperial Valley remains steady in availability, but as the season approaches the end, decreased volume and increased prices should be expected.

**GOOD NEWS!** **Organic Greens** from Lady Moon Farms in Florida remain in steady supply. Expect excellent quality and consistent availability across the category, including **Organic Green Kale** and **Collards**. Look for promotional opportunities throughout late February and early March.



### OG POTATOES & SWEETS

**NEW!** A new variety of **Organic Sweet Potatoes**, **"Ben Yagi"**, will be available out of California. This variety has a purple skin and light magenta flesh that is moister than the "Stokes Purple Sweet" or "Japanese Sweet". The "Ben Yagi" will only be available for a couple months and then done for the season, but expect this item to be available again in the fall. FSP CODE: 234694

Manitoba, Canada grown **Organic Red** and **Gold Potatoes** are in steady supply and price. This will be a good item to promote into early March.

**ALERT!** **Organic Russet Potatoes** will gap out West with only #2 grade product available from Idaho and Colorado.

A small amount of Maine grown **Organic Russets** will arrive for the week of 2/27 on 50lb bulk "A" size and 10/5lb bags, and will continue through March. There will be no 16/3lb **Organic Russet Potatoes** out of Maine.





## OG APPLES

**Organic Gala Apple** supplies are better than forecasted in the pack outs, helping bring down prices slightly. There are also some spot buys on 56/64sz **Organic Fuji Apples**.

**NOTE:** **Organic Granny Smith** and **Honeycrisp Apple** prices markets are on the rise with very tight supplies. Expect some sporadic out-of-stocks and rising prices.

**Organic Opal** and **SugarBee Apples** are expected to finish up for the season around the last week of March. **Organic Cosmic Crisp Apples** should continue to be promotable into spring.



## OG CELERY

**GOOD NEWS!** **Organic Celery** is in the peak of their desert season with excellent volume and promotable prices. As the Imperial Valley of California continues to yield strong volume and quality product will be priced aggressively to encourage promotions and displays.

**Organic Celery Hearts** are also highly promotable. Expand displays to encourage additional movement.



## OG MANGOS

**Organic Kent Mangos** from Peru will be winding down in March, and pricing will be jumping up. Fruit quality has been excellent and is eating great. We will finish the Peru season with some larger 8ct fruit.

New crop **Organic Tommy Atkins Mangos** from Mexico will then be the next round mango as that season ramps up.

Mexican **Organic Ataulfo Honey Mango** supplies will be down for the first part of March after an initial flush of fruit to start the season.



## OG CITRUS

**Organic Grapefruit, Lemons, Mandarins, Cara Cara, and Navel Oranges** are in excellent supply from California. March will be an excellent time to promote.

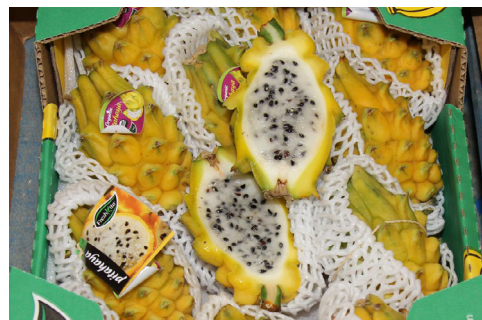
**Organic TDE Triple Cross Mandarins** from Buck Brand in California are in peaks season, and now is the time to feature this tasty fruit for your organic citrus fans!



## OG PEARS

**Organic Pears** are in great shape out of Washington.

New crop import **Organic Bartlett Pears** are expected to arrive the first week of March in good supply.



## OG DRAGON FRUIT

Beautiful **Organic Yellow Pitahaya/Dragon Fruit** will be available for late February from Ecuador.

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



## OG GRAPES

**Organic Grapes** are seeing promotable pricing on both **Red** and **Green** for the first time this import season out of Peru! Late February or early March will be a good time to highlight these on promo or in-store specials.

**Organic Black Grapes** are available from South Africa.



## OG ASPARAGUS

**Organic Asparagus** will be very promotable for the entire month of March. Quality is outstanding, and availability will be steady.

This market is still crossing plenty of product which is different than the conventional asparagus situation, which is very limited.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** remain in their peak season from Mexico. Plentiful volume, strong quality, and affordable prices make for the perfect opportunity to promote in late February and throughout March!

1lb bagged **Organic Brussels Sprouts** will be available in late February. Make sure to add these back into sets for a perfect "grab and go" option!





## OG COCONUTS

**Organic Drink & Eat Coconuts** and **Young Thai Coconuts** from Thailand are now back in stock for the end of February.



## OG HASS AVOCADOS

**Organic Hass Avocado** field prices rose slightly, especially on 48ct fruit and larger, yet this remains a fairly affordable item with decent price points. Supplies are still ample.



## OG CUCUMBERS

**GOOD NEWS!** **Organic Euro** and **Mini Seedless Cucumber** prices have come down and will be promotable in March. Quality is great, and new crop Canadian product has started.



## OG WARM VEG

**Organic Warm Vegetables** from Florida and Mexico continue to be limited.

**Organic Eggplant** from Lady Moon Farms in Florida has experienced a decrease in supply in late February, but more volume is starting to come on headed into March.

**NOTE:** **Organic Cucumbers, Zucchini, and Yellow Squash** from Mexico all remain limited. **Organic Cucumbers** and **Yellow Squash** will experience a substantial increase in costs during late February, while **Organic Zucchini** will see slightly improved prices, but remain limited overall.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** from California's Imperial Valley continues to yield steady supplies during February. Pricing has been affordable and will continue to be into early March. Then, as the desert season begins to wind down, expectations should be set for less production and increasing prices.

**Organic Broccoli Crowns** will begin to tighten before bunched broccoli.

**Organic Cauliflower** from the Imperial Valley remains in limited supply. With most of February experiencing limited supply volume and the approaching the end of the desert season, no improvements are in sight. Expected consistent supplies into early March, but at elevated costs.



## OG PEPPERS

**Organic Color Bell Peppers** are readily available, but prices have begun to rise. Both Mexican and Israeli supply remain available. Mexican supply has experienced a decrease in volume and concurrently increased prices, while Israeli supply has remained consistent at premium due to air freight cost.

**Organic Mini Mix Sweet Peppers** from Lady Moon Farms in Florida will have strong volume and promotable prices with the top-notch quality we expect from Lady Moon.

**Organic Green Bell Peppers** from Lady Moon remain consistent in volume, however an increase in cost should be expected in late February.

## OTHER STORIES

- **Organic Delicata** and **Kabocha Squash** continue to be very tight on supply. There is product to load but it is higher priced. **Organic Spaghetti Squash** is also up a bit on price as we transition into a new growing region. Availability is good.

- **NOTE:** Florida **Organic Red Turmeric** is now done for the season from our supplier partner in Florida. Supplies will transition to **Organic Turmeric** from Hawaii.

- **Organic Royal Star Papayas** from Mexico are in steady supply. Quality has been excellent.

- **ALERT!** **Organic Sweet Baby Broccoli** will remain limited into early March due to limited supply and poor quality.

**Organic Broccoli Rabe** will have improved pricing and availability in the first week of March.

- **Organic Pineapple** supplies from Costa Rica have been strong. Quality has been excellent.

**NOTE:** **Organic Green Beans** from Mexico have experienced some improvements in availability, but overall they remain in limited supply in late February. Expect costs to remain elevated in February and early March. As supply volume continues to improve, expect cost to decrease.





# THE LITTLE POTATO CO 2023 REBRAND

## NEW PACKAGING!



Spudley



Violet



Red

INTRODUCING THE EVOLUTION OF  
SPUDLEY, "THE SPUDDIES"

## 1.5 LB BAGS

### OLD BRANDING



### NEW BRANDING



## 3 LB BAGS

### OLD BRANDING



### NEW BRANDING



## OVEN/GRILL-READY KITS

### OLD BRANDING



### NEW BRANDING



## MICROWAVE-READY KITS

### OLD BRANDING



### NEW BRANDING



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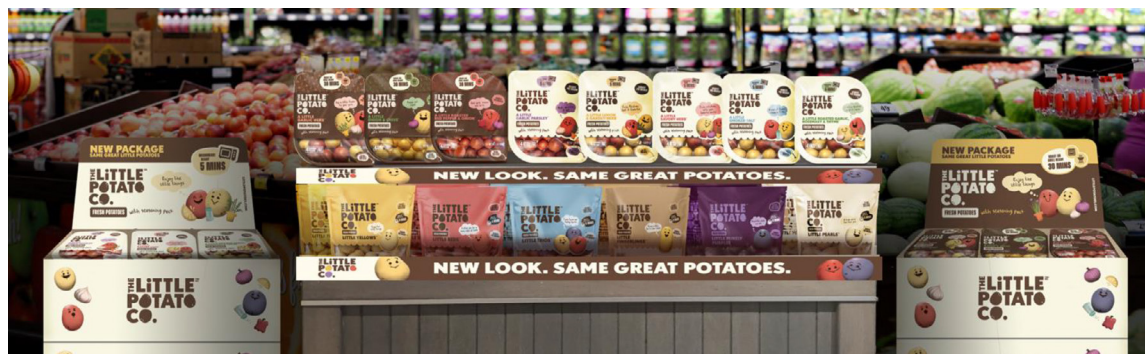






# THE LITTLE POTATO CO REBRAND

\*\*Packaging will transition to new branding item by item between late February and early April.\*\*



## Refreshed Product Names will reinforce our “Little” Brand and simplify product

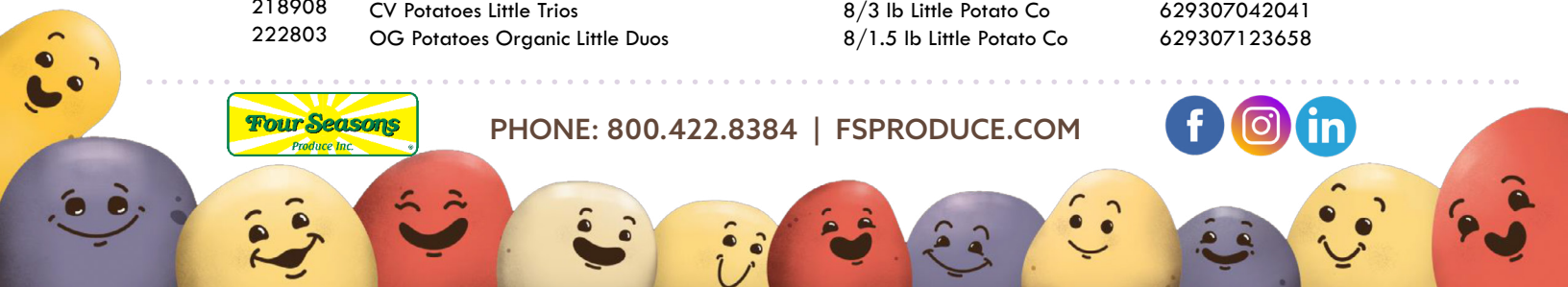


Current Name	Refreshed Name	Current Name	Refreshed Name
Bagged Product		Value Added Product	
Boomer Gold	Little Yellows TM/MC	Garlic Parsley	A Little Garlic & Parsley TM/MC
Blushing Belle	Little Reds TM/MC	Savory Herb	A Little Savory Herb TM/MC
Terrific Trio	Little Trios TM/MC	Roasted Garlic, Rosemary & Thyme	A Little Roasted Garlic, Rosemary & Thyme TM/MC
Dynamic Duo	Little Duos TM/MC	Smoked Salt	A Little Smoked Salt TM/MC
Fingerlings	Little Fingerlings TM/MC	Lemon & Garden Herb	A Little Lemon & Garden Herb TM/MC
Purely Purple	Little Purely Purples TM/MC	Onion & Chive	A Little Onion & Chive TM/MC
Morning Pearl	Little Pearls TM/MC	Garlic Herb	A Little Garlic & Herb TM/MC
Organic Variety Pack	Organic Little Duos TM/MC	Roasted Red Pepper & Onion	A Little Roasted Red Pepper & Onion TM/MC

CODE	DESCRIPTION	PK/SZ	UPC
212051	CV Potatoes A Little Garlic & Herb	6/1 lb Little Potato Co Grill	629307015847
212056	CV Potatoes A Little Garlic & Parsley	6/1 lb Little Potato Co Micro	629307015342
222885	CV Potatoes A Little Lemon & Garden Herb	6/1 lb Little Potato Co Micro	629307017445
229352	CV Potatoes A Little Rst Gar Rosem & Thym	6/1 lb Little Potato Co Micro	629307017544
229351	CV Potatoes A Little Smoked Salt	6/1 lb Little Potato Co Micro	629307013942
212052	CV Potatoes A Little Onion Chive	6/1 lb Little Potato Co Grill	
212054	CV Potatoes A Little Roasted Pepper & Onion	6/1 lb Little Potato Co Grill	629307016448
212055	CV Potatoes A Little Savory Herb	6/1 lb Little Potato Co Micro	629307015045
212058	CV Potatoes Variety Shipper	36/1 lb Little Potato Co Micro	
213073	CV Potatoes Little Reds	16/1.5 lb Little Potato Co	629307121944
213062	CV Potatoes Little Yellows	16/1.5 lb Little Potato Co	629307123344
213075	CV Potatoes Little Duos	16/1.5 lb Little Potato Co	629307122545
213076	CV Potatoes Little Fingerlings	16/1.5 lb Little Potato Co	629307122842
213074	CV Potatoes Little Trios	16/1.5 lb Little Potato Co	629307122040
218907	CV Potatoes Little Reds	16/1.5 lb Little Potato Co	629307040245
218906	CV Potatoes Little Yellows	8/3 lb Little Potato Co	629307040146
218909	CV Potatoes Little Duos	8/3 lb Little Potato Co	629307042546
218908	CV Potatoes Little Trios	8/3 lb Little Potato Co	629307042041
222803	OG Potatoes Organic Little Duos	8/1.5 lb Little Potato Co	629307123658



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# Sunkist Growers Citrus Display Contest Extravaganza

## March 6th - April 2nd, 2023

In the month of March you can always count on three things. There is an awesome college basketball tournament which generates tons of national excitement. There is a super cool holiday mid-month that we celebrate by eating a lot of cabbage and by wearing a lot of green clothes. And the last thing you can count on is Sunkist partnering up with Four Seasons Produce to bring you the annual Citrus Extravaganza Display Contest. That's right, it's back for yet another juicy year! What better way to lead us out of the winter and into the Spring months by promoting some of the healthiest, flavorful fruit on the planet—fresh CITRUS! The citrus season this year has been incredible with outstanding quality fruit and promotable pricing and this month will be no different! So let's take a look on how you can get in on the citrus fun, grow category sales and create an atmosphere of selling excitement!

### CONTEST RULES:

- Build a SUPER creative and colorful display using beautiful Sunkist citrus. All fruit MUST be purchased from Four Seasons Produce.
- All displays must have a minimum of five (5) SKU's in your display. These can be a combination of both conventional or organic selections
- MUST use Sunkist point of sale signage, boxes or pop up ready displays bins in your displays in order to qualify. Sunkist signage will be available through your Four Seasons Sales Rep or Merchandiser.
- All Sunkist displays must remain up for one week.
- Please send all display entries to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday April 7th 2023.



### PRIZES:



**1ST PLACE**  
**MOUNTAIN BIKE**



**2ND PLACE**  
**GOLF CLUBS**



**3RD PLACE**  
**CAMPING PACKAGE**



**4TH PLACE**  
**HIKING PACKAGE**



**5TH PLACE**  
**ADIRONDACK CHAIRS**

### MERCHANDISING TIPS:

- Citrus is SUPER colorful, so placing displays in a high traffic area will surely catch the attention of your customers. These high graphic display bins make it simple to put citrus anywhere!
- Maximize the citrus category by offering a nice variety of fruit. Where applicable, be sure to offer both organically and conventionally grown fruit to capture both customers.
- Cut halves and overwrap to show off the flesh of the fruit. Be sure to sticker on the back with "sample only" so consumers know that it is not for sale.
- Sampling is a super simple way to get fruit into a cart, so if you are in an area where sampling is allowed, it is a great use of time to gain sales.

For more citrus display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



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

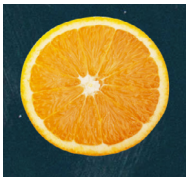




# AVAILABLE AT FOUR SEASONS

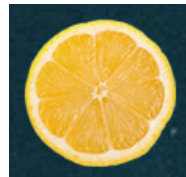
Sunkist is a not-for-profit marketing cooperative entirely owned by and operated for the California and Arizona citrus growers who make up its membership. For more information visit: [www.sunkist.com](http://www.sunkist.com)

Due to availability, there might be times where we will need to sub in non Sunkist fruit. This will NOT disqualify your entry from the display contest



## NAVEL ORANGES

13563 - CV Oranges Navel CA 56 ct Sunkist  
13615 - CV Oranges Navel 10/4 lb Sunkist  
13565 CV Oranges Navel CA 72 ct Sunkist  
13567 CV Oranges Navel CA 88 ct Sunkist  
44100 - OG Oranges Navel CA FCY 88 ct Sunkist  
44099 - OG Oranges Navel CA 10/4 lb Bag Sunkist



## LEMONS

13005 - CV Lemons Fancy 95 ct Sunkist  
13040 - CV Lemons Choice 18/2 lb SK Pouch Bag  
13085 - CV Lemons Choice 115 ct SK



## GRAPEFRUIT

12811 - CV Grapefruit Rio Star TX 40 ct Sunkist



## MINNEOLA TANGELOS

14345 - CV Tangelos Minneola Choice 12/3 lb Sunkist  
14349 - CV Tangelos Minneola CA FCY 64 ct



## BLOOD ORANGES

14004 - CV Oranges Blood 88/113 sz 44 ct Sunkist  
13912 - CV Oranges Blood 18/2 lb Sunkist  
44125 - OG Oranges Blood Moro 72/113ct Sunkist



## MANDARINS

14641 CV Mandarins Gold Nugget 10/3 lb Bag  
44302 - OG Mandarins USA 60-90 ct 25 lb Sunkist  
234590 - OG Mandarins USA 12/2 lb Bagged Sunkist



## CARA CARA ORANGES

13818 - CV Oranges Cara Cara 56 ct Sunkist  
13747 - CV Oranges Cara Cara Choice 12/3 lb SK Bag  
205619 - CV Oranges Cara Cara 48 ct Sunkist  
42730 - OG Oranges Cara Cara 88/113 ct Sunkist



## AVAILABLE SUNKIST BINS

32247 - POS Display Blood Orange 1 ea Sunkist  
32246 - POS Display Bin Cara Cara 1 ea Sunkist  
23376 - POS Display Bin 1 ea "Delites"  
32244 - POS Display Meyer 1/4 Bin 1 ea Sunkist  
32245 - POS Display Bin Navel Bin 1 ea Sunkist  
32250 - POS Display Bin Blood Orange 1 ea Sunkist  
218196 - POS Display Bin OG Multi 1 ea Sunkist  
223679 - POS Display Bin OG Multi 1/4 Bin 1 ea Sunkist  
223671 - POS Display Bin Lemon 1/4 Bin 1 ea Sunkist  
223541 - POS Display Bin CV Multi 1/4 Bin 1 ea Sunkist  
218922 - POS Display Bin Navel 1/4 Bin 1 ea Sunkist





# CONVENTIONAL MARKET NEWS

FEBRUARY 24 - MARCH 3, 2023

## GRAPES TO PROMOTE FOR MARCH



**GOOD NEWS!** Grapes have entered a very crowded market allowing pricing to become very promotable as Chile and Peru fight to price match to keep the movement going. Chile is coming on to more proprietary varieties with a mix of traditional as Peru is strictly proprietary.

**Red Grapes** will be highly promotable through March going forward, especially on medium-large sized "Red Flames."

We will continue to carry LG, XL and Jumbo sizes in both **Red** and **Green**. Additional offerings remain **Cotton Candy** (Imports), clamshells and bagged, **Black Grapes**, and **Globes**!

Movement continues to be the name of the game! Promote away!



### CV BERRIES

**GOOD NEWS!** Strawberries remain promotable overall out of Florida. Fruit is plentiful right now, and quality has been sharp. Expect good deals for early to mid-March. Promote now while the opportunities are available!

**Blackberry** prices remain steady. Prices are fairly promotable, and supplies are steady. Quality has been excellent from Mexico.

**Raspberry** prices are beginning to come off as more production is picking up. Expect prices to continue to ease off heading into March and supplies to continue to improve. Quality has been outstanding and eating like candy right now.

**NOTE:** Blueberries are more limited in volume. The Chilean deal is finished up, creating a shortage in the marketplace. Mexico has light supplies available but not enough to supply the demand. Expect higher prices through mid-March until harvests really begin to come on.



### CV CITRUS

**Vintage Sweets Heirloom Navel Oranges** continue to showcase flavor and quality.

**Navel Oranges** are showing good quality from California. **Navel** supplies on all sizes is in great shape however California is experiencing a 5-day effect of snow/rain and wind. This remains an excellent time to promote 10/4lb Sunkist Bagged Navels.

**Blood Orange** supply is in outstanding shape out of California with smaller fruit peaking. **Cara Cara Oranges** are showing great quality and supply.

**Minneola Tangelos** are in great supply with smaller fruit from D1 peaking so great time to promote bagged.

**Grapefruit** is peaking on smaller fruit as large fruit is getting tight out of both FL and TX. **Pummelos** will remain in-stock through February, but we will size into 14ct going forward.

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



### CV MANDARINS

Import 10/3lb **Mandarins** are in excellent supply from Morocco on the tasty "Nadorcott" variety. This item will be priced for promotion for March!

**"Halos"** Mandarins from California are showing superb quality with the Tango variety.

California Sunkist **Golden Nugget Mandarins** will start in late February, peaking on larger fruit. 10/3lb bags will be the primary SKU.

California **Stem & Leaf Tango Mandarins** are available in 22lb bulk cases.

**SUMO Citrus** is peaking on larger size fruit. 25ct in the 18lb cases will be in good supply for March. **SUMOs** have been tasting great!





## CV MANGOS

**Mango** supplies continue to be tight from Peru on smaller sizing. Fruit is peaking on 6ct, 7ct, and 8ct sizes. A 9ct **Kent Mango** option from Peru will be available. Mexico will be starting very soon but until then, popular 10ct and 12ct sizing will not be available.

**Ataulfo Honey Mangos** from Mexico will be steady, but supplies will be down slightly over the next several weeks. Demand has been strong.

Ciruli Brothers “**Champagne**” brand **Ataulfo Honey Mangos** will begin their season in early to mid March. A 14ct premium pack will be available for the entire season!



## CV PEPPERS

**Jumbo Green Bell Pepper** prices will start to increase due to low volume crossing from Mexico. Quality is good both out of Mexico and Florida. We will have consistent supply.

11lb **Hothouse Bell Pepper** prices have increased across the board. Mexico is in a gap on **Red, Yellow, and Orange**, and Canada will not start until early to mid-March. Canada and Mexico will start to ramp up again about the same time, causing some very promotable pricing on all three colored bell peppers. We continue to carry XL / jumbo size peppers.

15lb **Elongated Red Sweet Peppers** will increase as we head into March out of Mexico due to less product crossing and not much coming out of California. Quality has been excellent.



## CV KIWIFRUIT

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

**SunGold Kiwifruit** from Italy is finishing up but there will be some **SunGold Zespri** clamshells available for the end of February, along with a few cases of volume filled fruit.

“**KiwiStar**” **Red Kiwifruit** in clamshells will be available for the end of February in 8/1lb clamshells from Italy.

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



## CV LEMONS & LIMES

**GOOD NEWS!** **Lemons** are showing top-notch quality with prices remaining promotable and sizes peaking on 115s/140s. Pricing is on a downward trend, allowing customers to take advantage of multiple pricing.

**ALERT!** **Limes** have entered a volatile market with lighter volume from the Mexico winter crop creating a demand exceeds supply issue. Prices continue to rise! Watch your price points.



## CV CABBAGE

**Cabbage** prices are expected to stay steady short term but is expected to increase headed towards St. Patrick's Day.

**NOTE:** higher pricing than last year, but we will continue to look for the best quality and price to supply our customers. It is expected that there is 25% less acreage planted and some of the deep freezes that we have had this year will cause some crop damage for the holiday.



## CV ASPARAGUS

**ALERT!** **Asparagus** continues to be tight. There are still two cold snaps expected to hit Mexico in the future which could hold this higher pricing into mid-March before the flood gates open.

Shippers will not be packing 28lb during this time and will only be packing 11lb for what small amount does cross. This will switch back to 28lb cases once volume picks back up. Quality is outstanding for what is crossing.



## CV BRUSSELS SPROUTS

**GOOD NEWS!** **Brussels Sprouts** are in great supply have been keeping the market holding steady. **Brussels** will remain readily headed into March.



## CV CUCUMBERS

**GOOD NEWS!** **Euro and Mini Seedless Cucumber** prices continue to fall and are promotable for March. Quality is great. New crop Canadian product has started.



## CV GREEN BEANS

**Green Bean** prices will stay steady as we head into March. Quality has been excellent out of Florida and availability is steady at this time.





## CV MELONS

There are still some **Dino Melons** to promote as a varietal for late February to early March.

**Cantaloupe** supplies remain limited with demand continuing to exceed the supply. **Honeydews** are limited as well in both 5ct and 6ct!

The **Melon** market is said to correct and lower as we head into March.



## CV STONE FRUIT

**GOOD NEWS!** **Nectarines** from Chile are in promotable supply with a nice opening appearance. Prices are primed for in-store specials.

**Peaches** from Chile are available but tighter supplies prevail with higher prices. Chilean **White Donut Peaches** are in firm but steady supply.

Chilean **Black Plums** should be back in stock for late February. Sporadic supplies should continue to be expected with firm prices. Chilean **Dapple Pluots** are now available in limited supply.

A small shot of Chilean **Lemon Plums** is expected the last weekend in February in limited supply. **Lemon Plums** are a yellow variety with sweet and tangy taste.

**NOTE:** The last of the import **Cherries** are here now from Argentina but once these are sold out, we will gap until California begins.

Early projections for California **Cherries** are showing a good size crop due to arrive the east coast on or about May 1st. With that said, there is still 2 months between now and then, so a lot can happen depending on weather.

- **Hass Avocados** pricing increased for late February at the border on 48ct fruit and larger. Mexican growers pulled back following an influx of fruit in the market, causing a minor price adjustment. This should be temporary, and fruit will still be very promotable over years past.



## CV BROCCOLI

**GOOD NEWS!** The **Broccoli Crown** market hit the floor with abundance of supplies flowing out of Florida and Mexico. Quality continues to arrive with very nice quality.

**ALERT!** **Sweet Baby Broccoli** is extremely limited, and quality has been a struggle. Expect gaps with inventory.



## CV APPLES & PEARS

USXF **Cosmic Crisp Apples** are available and offering an opportunity for your value shopper. Premium grade (high color) are also selling well even at higher money.

Washington **Gala Apple** estimates were off, and they are actually getting a higher yield than expected from pack outs as Controlled Atmosphere rooms are opened. Price have slid off about 10%, and supplies are expected to be steady as we head into spring.

Washington **Granny Smith** and **Honeycrisp Apples** continue to get tighter. Prices continue to rise. Expect this trend to continue.

All other **Apples** remain in steady supply.

**Bartlett Pear** crops continue to dwindle and are expected to finish for the season before the end of March. Good supplies of import Pears will be right behind them so there will not be any gap.

**Comice** and **Mardi Gras Pears** will finish for the season in March.

## OTHER STORIES

- The **Sweet Onion** market out of Mexico has gotten just a little bit tighter on supply but market price remains steady on both 40lb JBO and 16/3lb bags.



## CV CAULIFLOWER

Just as the **Cauliflower** prices came down, it spun around and went right back up. Limited supplies are driving prices right back up, sooner than anyone anticipated.



## CV TOMATOES

**GOOD NEWS!** **Grape** and **Cherry Tomatoes** will remain steady into March and will be promotable, primarily on **Grapes** with **Medley** and **Cherry Tomatoes** showing an increase. Volume is strong out of Mexico and Florida, and quality is fantastic.

**Roma Tomato** prices are on the rise with less product coming out of Mexico. This is usually a sign that rounds will follow this trend. There is product out of Mexico and Florida and quality is fantastic.

**Vine Ripe Tomato** prices are expected to increase into March. Good quality product is bringing a premium and there is cheaper lesser quality on the market.

**Heirloom Tomatoes** out of Mexico will remain promotable headed into March. Canada is also starting to deal on **Heirlooms** as they are flushing as well.

- **Black Mission Fig** production is rebounding. Supplies should be steady.

- **Pineapple** supplies are steady for the end of February. Quality has been good.