



ORGANIC MARKET NEWS



FEBRUARY 23 - MARCH 1, 2024

PROMOTABLE ORGANIC ASPARAGUS & BRUSSELS SPROUTS



GOOD NEWS! Organic Asparagus is readily available and very promotable. Promotions will run right into Easter. Quality has been great out of Mexico.

Talk to your sales rep about the upcoming "Hippie Organics" Organic Asparagus display contest and promo in March!

Mexico's Organic Brussels Sprouts are at their peak of seasonal abundance in late February. Volumes should continue to be robust for March, and there will be many opportunities for promotions.

"Hippie Organics" 1lb Microwaveable Bag Organic Brussels Sprouts are now in season and available to promote.



OG BERRIES

GOOD NEWS! Organic Blueberries remain promotable out of Chile. Supplies and quality have been excellent. Early March pricing will increase as supply decreases out of Mexico, so promote while you can.

GOOD NEWS! Organic Strawberry production out of Baja, Mexico is starting up and volume is coming on very quickly. Pricing will decrease, leading to more promotability for better retailers becoming round late February. Quality is expected to be excellent.

NOTE: Organic Blackberry prices are rising some as harvests slow down out of Mexico. Availability will become much tighter due to growing cycles, temps, and weather.

ALERT! Organic Raspberries continue to be extremely tight out of Mexico. The weather has been relentless on crops, and harvests continue to be extremely light. Demand exceeds supply and will continue into March.



OG CITRUS

GOOD NEWS! Organic Minneola Tangelos are top-notch quality, and very promotable through the first week of March. Juicy-fruit!

Organic Navel Oranges continue to ease down in price with quality getting stronger. Push all sizes!

Organic Mandarins have great quality, with "Tango" and "Murcott" being the varieties available. We have both Organic Cuties and Organic Halos brands available, plus bulk loose.

Organic Gold Nugget Mandarins are currently in season, both bagged and bulk. This variety has rough, pebbly skin, but sweet and juicy gold flesh.

Organic Lemons are peaking on large fruit with prices continuing to come down to promotable levels. Promote all sizes and bags for March.



OG GREENS & LETTUCES

In late February, the volume of Organic Greens from Lady Moon Farms in Punta Gorda, Florida is becoming better. For the remainder of the month and into March, anticipate steady supplies. California production will continue to be a cost-effective supplemental alternative.

Organic Leaf and Romaine Lettuce from Florida's Lady Moon Farms are in steady production, and the quality is still excellent. There will also be reasonably priced California product offered as an additional alternative.

California Organic Iceberg Lettuce is accessible, but the cost is elevated.

Organic Romaine Hearts are consistently offered at reasonable prices and high quality.



OG PEARS

The Four Seasons and USA Pear Bureau display contest and promo ends 3/3. Expect prices to rise as we move into March.

Washington storage **Organic Bartlett Pears** are finished, and **Organic Bosc** and **Red Anjou Pears** will follow soon. **Organic Green Anjou Pears** remain in decent supply through the spring.

New crop Import **Organic Bartlett Pears** will be available for the last week of February.



OG APPLES

Washington **Organic Cosmic Crisp Apples** are excellent quality and are promotable for at least the whole month of March. This is a great item with some of the best quality and taste of the season.

All other **Organic Apples** are in steady supply. Promote **Organic Apples**!

IDEA: Consider using POS display bins and sign cards plus your own creativity to plan **Cosmic Crisp Apples** displays themed around the upcoming total SOLAR ECLIPSE that will happen April 8, 2024.



OG SPECIALTY CITRUS

12/3lb **Organic Heirloom Navel Oranges** have seen success with display building in February. More product is on its way.

Buck Brand **Specialty Organic Citrus** has been limited due to rain. This is what will be available for late February: **Organic Marmalade Oranges**, **Heirloom Oranges**, **Centennial Kumquats**, **Meyer Lemons**, and **T'Orange Lemons**.



OG GREEN BEANS

NOTE: Supplies of **Organic Green Beans** are in ok shape from Florida, while Mexico has been struggling due to rain.

Pricing has been holding on the higher end with Florida supplying most of the demand.



OG MANGOS

Crespo Mangos has officially started their new crop Mexico season on **Organic Tommy Atkins Mangos** and **Ataulfo Honey Mangos**. Supplies will remain limited, and pricing is expected to be higher well into March until volumes pick up.



OG SQUASH

ALERT! **Organic Zucchini** and **Yellow Squash** will go back to being extremely tight in supply for the end of February. This is due to winds in Mexico causing bloom drop and too much rain in Florida. Expect a possible gap in volume in early March.



OG HASS AVOCADOS

Organic Hass Avocado supplies are steady. Overall eating quality of fruit is very good right now with higher oil content in the "Negra crop" of fruit that is beginning in Mexico. This fruit tends to have a darker color skin/shell.



OG CABBAGE

Organic Cabbage for St. Patrick's Day will be arriving with outstanding quality. Please work with your sales rep to get your prebooks in now.



OG CELERY

NOTE: The low quality of **Organic Celery** continues to be a challenge due to blight and insect pressure. High prices and mediocre quality will continue throughout March as suppliers continue to pass by product that is not fit for retail or are not able to harvest. Conditions should stay the same into March.



OG BABY ARUGULA

ALERT! Organic Baby Arugula continues to struggle in the winter growing regions due to cold weather impacting quality, with mildew and discoloration defects slashing yields. Fill-rates challenges from all salads brands are improving but are still an issue for Organic Baby Arugula through early March.



OG TOMATOES

GOOD NEWS! Organic Grape Tomatoes will finally be promotable as we head into March with excellent quality as harvest volumes have improved in Mexico and Florida.



OG GRAPES

Organic Grapes supply is decent from Peru and South Africa, however price remain elevated.



OG BROCCOLI

GOOD NEWS! In late February, Yuma, AZ and El Centro, California growing regions continue to produce exceptional harvests of Organic Broccoli. Superior quality and affordability are creating promotional opportunities.

Conditions are predicted to trend in the same manner as March approaches, but as temperatures climb in the desert, a number of problems may surface quickly.



OG CUCUMBERS

GOOD NEWS! 12ct Organic Euro Seedless Cucumbers are very promotable for the foreseeable future, and quality is outstanding.

Organic Cucumbers have become extremely tight due to weather challenges in Florida and cooler temperatures in Mexico. Organic Cucumbers have been getting sold as conventional, causing very short supply on the organic side of things.



OG CAULIFLOWER

In late February, there is a consistent supply of Organic Cauliflower coming from the desert areas of the West Coast. Organic production has remained consistent, despite the shrinkage of conventional markets.

As March draws near, higher costs are to be anticipated, but they will not likely be extreme.

OTHER STORIES

Organic Red Turmeric from Florida is now done for the season. Organic Turmeric will be sourced from Fiji.

Organic Pomegranate Arils will be back in stock as early as the first week in March as Peru's import season is expected to begin for processing.

NOTE: Jonathan's Sprouts has been running behind on Organic Pea Shoots production keeping up with demand. This issue may linger through the Spring until new greenhouses can be brought online.

NOTE: Organic SunGold Kiwi will be done for the season by the end of February and return in late spring when new crap New Zealand fruit arrives.

Overall Organic Green Kiwi supplies are fair with volumes coming off a bit from Italy and Greece. Pricing will see a slight jump. 16/1 clamshells of Organic Green Kiwifruit continue to be available.

NOTE: Homegrown brand 11b "Mammoth" Organic Kiwi packs are finished for the season.

COMING SOON!

CODE: 238783

OG Mushroom Shiitake Caps XL 6/8 oz
Mushroom King (NJ)





CONVENTIONAL MARKET NEWS

FEBRUARY 23 - MARCH 1, 2024

MARCH CITRUS PROMOTIONS



GOOD NEWS! Late February through March is shaping up to be a great time to promote the **Citrus** category with so many varieties in peak season from California!

Mandarins are showing nice quality from California on the "Tango" and "W Murcott" varieties in the Halos brand. Import **Mandarins** from Morocco are available in bags at a value price. Promote **Mandarins** for the month of March!

Gold Nugget Mandarins are in peak season into April. This fruit has pebbly skin but sweet and juicy flesh inside. Bulk will be available with high graphic boxes, and 15/2lb bags are available upon request.

Navel Orange markets are flooded with XL and jumbo fruit following all of the rain this year. Continue to push/promote through March!

Stem & Leaf Mandarins, Heirloom Navel Oranges, SUMO Citrus (Dekopan Mandarins), Minneola Tangelos, Blood Oranges, and Cara Cara Oranges are all in season and promotable!



CV TOMATOES

GOOD NEWS! Cluster Tomatoes have returned to promotable pricing for late February and March as volumes are on the rise.

NEW: YOOM Tomatoes are a black/purple cocktail type variety high in anthocyanins and with excellent flavor.

GOOD NEWS! Grape Tomato prices are dropping and becoming more promotable as we head into the end of February from all regions. Quality has been outstanding.

NatureSweet Snacking Tomato fill-rates are improving week by week.

NOTE: Vine Ripe Round Tomatoes in both 2-layer and 25lb volume fills are increasing in price heading into March since the flush of crown picks are now behind us.



CV BERRIES

GOOD NEWS! Chilean Blueberries continue to be very promotable. It's time to lower prices and push volume as there is plenty available for the final week of February. Once Chile cleans up, pricing will rise as we move to fruit out of Mexico. Expect some soft on the Chilean imports, but flavor and fruit has been eating nice.

GOOD NEWS! Blackberry supplies are improving quickly out of Mexico as new crops start up. Quality has been very nice overall but some soft is expected due to cold temps. Flavor has been outstanding and eating very well. Pricing is steady with promotable deals starting in March.

Strawberries continue to be limited due to rain, cloudy weather, and cooler temps. It has been a very tough year out of Florida, Central Mexico, and California, as all 3 regions are producing very little fruit. Baja, Mexico growers are starting, and volume is expected to ramp up quickly, which should help demand across the country. Florida is expected to bounce back in early March pending weather challenges.

ALERT! Raspberries are extremely, extremely tight out of Mexico. Growers continue to hope for better days, but supplies remain limited, and demand is high. Hopefully, in mid-March, new bushes will start to harvest and increase volumes. Quality is good on what is available.



CV APPLES & PEARS

It's time to get excited about promoting Washington **Cosmic Crisp Apples** starting the last week of February. There will be promotional opportunities on bulk and 12/2lb pouch bags. This is the right time of year to promote this apple while it's flavor and quality are at their peak!

Eastern Gala and **Honeycrisp Apple** supplies are tightening as sizing is shifting smaller, and the **Honeycrisp** will run out in March. Washington will have much more storage supply.

Make sure you try the new variety **Sweet Emerald Green Apples!** It looks like a Granny Smith, but very sweet inside.

Pacific Northwest **Bartlett Pears** are set to wrap up for the season sometime around the first week of March and move right into new crop import **Bartlett Pears** without a gap. Good supplies are expected, but sizing is expected to be more challenging this season, and sizing down may be a necessity.



CV LETTUCE

NOTE: Conditions for **Iceberg Lettuce** (including impact for packaged salads) from the desert regions of the west coast have rapidly changed. Limited availability and inconsistent quality have resulted from weather-related problems brought on by storms that these locations experienced early in the growth stages. Although temporary in nature, the effects are expected to have an impact on the market in late February and early March.

While prices for **Leaf** and **Romaine Lettuce** from the same area may rise somewhat, conditions will not likely be as bad as **Iceberg**. In a similar vein, **Romaine Hearts** will see some price increases and limited supply, although not as much as **Iceberg Lettuce**.



CV MELONS

GOOD NEWS! **Cantaloupes** and **Honeydews** will be promotable with volume for the month of March.

Specialty Melons will include **MAG**, plus **Dino** and **Canary** are available upon request.

NOTE: **Mini Seedless Watermelons** will tighten up as the off-shore program goes into a gap. Most of March is expected to be limited as new fruit is not quite ready to harvest.



CV AVOCADOS

Hass Avocado prices remain higher than what the industry started the month at. In general, supplies are steady, but larger 32 sized fruit will be limited.

Dry matter is running higher than normal, which is a good thing for consumers and end users as it provides the rich and creamy texture that we all love from Avocados from Mexico. However, this does mean fruit will ripen more quickly and will not hold up as long on shelves.



CV MANGOS

Ataulfo Honey Mango supplies are increasing, and prices are expected to drop lower for the end of February.

NOTE: Mexican **Mango** supplies are not keeping up with demand, but fruit will incrementally increase from this point on, with pricing to follow.



CV ARTICHOKEs

GOOD NEWS! California **Jumbo Artichokes** are still at their peak production. There has been an abundance of promotional opportunities headed into March.

Ask your rep about **Purple** and **Baby Artichokes** to give your displays a pop of color and individuality.



CV GRAPES

NOTE: **Grape** supplies continue to underperform the demand as Peru is winding down and Chile is shipping far less than last year. Expect elevated prices until we see some relief in late March for a brief time.



CV DRAGON FRUIT

Red skin **Dragon Fruit** will be in good supply from Ecuador for the end of February. Look to promote in March.

Yellow skin **Pitahaya Dragon Fruit** will also be in good supply.



CV ASPARAGUS

Asparagus is in the peak of its Mexican season. All sizing is promotable with more volume increasing on 28lb standard **Asparagus**.

Quality is great, and pricing is on the lower side. Volume and lower pricing will be expected head-into March.



CV GREEN BEANS

Better supplies of **Green Beans** are available, which is helping to bring down pricing on Florida product.



CV POMEGRANATES

Import **Pomegranates** are limited through February. March will see the start of Peru's import season and some increased availability along with the return of **Pomegranate Arils** supplies.



CV CABBAGE

Cabbage for St. Patrick's Day will be arriving with outstanding quality. Cases will be stocked and bins will be available upon request.



CV BRUSSELS SPROUTS

GOOD NEWS! **Brussels Sprouts** are expected to remain promotable heading into March. Mexico accounts for the majority of the volume, and the quality has been superb.

For the foreseeable future, promotable pricing and great availability are anticipated.



CV STONE FRUIT

Chilean **Nectarines** are available in both tray pack and bulk fruit, with promotional opportunities.

Chilean **Black** and **Red Plums** are in good supply in both volume-filled and tray pack boxes. There will be **Yellow Plums** (Lemon, followed by K-Plums) available.

NOTE: Import **Cherry** supplies are dwindling, as expected, and prices are on the rise. Expect an abrupt end in early March, and then gap until late April when new crop California fruit is expected to start.

NOTE: Chilean **Peaches** continue in very limited and in sporadic supply. Prices are high.



CV ONIONS

There will be good supply of new crop Mexican **Sweet Onions** in the Mayan Sweets label for late February.

Bagged Sweet Onions will continue to be available out of Peru through the end of this month. Once Peru finishes, they will cut the bags over to product of Mexico.

Mexico saw some rain, which halted some of the production on **Onions**, but overall, there are supplies starting to cross, which is a very good sign.

ALERT! **White Onions** continue to be very expensive and in low supply.



CV BROCCOLI & CAULIFLOWER

GOOD NEWS! **Broccoli Crowns** from East and West Coasts are still widely available with excellent quality. Mexico offers an excellent additional alternative at rates that are comparable. All regions' quality has been consistent, and, prices and quality should stay excellent heading into March.

NOTE: In mid-February, the supply of **Cauliflower** from Arizona and the desert regions of California rapidly decreased, and prices significantly increased. Even though the quality is still excellent, there was still a restricted supply for the end of February.

Despite the fact that higher prices are anticipated to last until March, the unstable nature of **Cauliflower** might swiftly alter the situation.

OTHER STORIES

- **NOTE:** Fluctuations of weather in Florida are still impacting size and quality of **Sweet Corn**. This has been keeping prices on the higher end. **Sweet Corn** is still arriving on the smaller side of the spectrum.

- **Celery** is still easily accessible and marketable for the end of February. Deals and promotions should be forthcoming in March. Quality has been exceptional.

- **Sharon Fruit** is now available in a single layer 12-14ct option through February.

- **ALERT!** **Zucchini** and **Yellow Squash** will be getting tight again for the end of February. This is due to winds in Mexico causing bloom drop and too much rain in Florida.

- **ALERT!** **Cucumbers** have gotten extremely tight due to weather challenges in Florida and cooler temperatures in Mexico. Prices have skyrocketed.

- **Green** and **SunGold Kiwi** from Italy and Greece are winding down for the season.

- By the beginning of March, **Acorn**, **Butternut**, and **Spaghetti Squash** from Honduras should bring some nice quality and slightly lower pricing across the board to the hard squash category.

SunkistFour Seasons
Produce Inc.

SUNKIST CITRUS DISPLAY CONTEST

FEBRUARY 26 - MARCH 31, 2024

March Madness is already upon us, and this time, we aren't talking about a basketball tournament! We are talking Sunkist Citrus and our annual Sunkist Display Contest! Four Seasons Produce has partnered with Sunkist Citrus for the 7th straight year to offer a chance to win some SWEET prizes, show off your creative flair, and boost your sales in the citrus category. This year's citrus quality has been nothing short of outstanding, and the forecast for March will be no different. As the cold weather warms up (hopefully), let's sizzle up the sales floors with Sunkist Citrus, grow your sales and profits, and delight your customers with the many varieties and flavor profiles the citrus category has to offer.

DISPLAY CONTEST CRITERIA:

- Build an AWESOME display of Sunkist Citrus in your produce department. All fruit MUST be purchased from Four Seasons Produce.
- All displays must include at least four (4) varieties of citrus in it. Codes are listed on page two.
- Must purchase at least 12 cases of citrus during the contest period time. This can be a combination of all varieties.
- All displays must highlight the Sunkist brand, using the high graphic bins, POS signage, or display cartons. Point of sale materials will be available through your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a minimum of one week.
- Send all display contest photos to contests@fsproduce.com by Thursday, April 4, 2024.



CATEGORIES:

**MOST CREATIVE
DISPLAY**

**BEST SMALL
STORE DISPLAY**
(4 REGISTERS OR LESS)

**BEST ALL
ORGANIC DISPLAY**

DISPLAY CONTEST PRIZES:

CHOOSE your prize!

The Top 3 Winners in each category will get a chance to choose their prize.

CHOOSE FROM:

- Grill
- Yeti Cooler
- Breville Juicer
- Apple or Samsung Smart Watch
- Camping Package (tent, sleeping bag, chair, backpack)



NATIONAL SUNKIST DAY:

Friday, March 1, 2024 is
National Sunkist Citrus Day!
Special prize for the best Sunkist Citrus Day
Promotion will win an authentic
Vintage Sunkist Crate.

Four Seasons
Produce Inc.

PHONE: 1.800.422.8384

| www.fsproduce.com



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SUNKIST CITRUS DISPLAY CONTEST

FEBRUARY 26 - MARCH 31, 2024



PRODUCT CODES:

Grapefruit

- 12211 CV Red Grapefruit 40ct

Lemons

- 13005 CV Lemons 95ct Fancy
- 13080 CV Lemons 95ct Choice
- 13085 CV Lemons 115ct Choice
- 13040 CV Lemons 18/2lb bags
- 13053 CV Meyer Lemons 18/1lb bags
- 44057 OG Lemons 95ct/115ct Fancy
- 44020 OG Lemons 18/2lb bag

Navel Oranges

- 13563 CV Navel Orange 56ct
- 13565 CV Navel Orange 72ct
- 13615 CV Navel Orange 10/4lb bags
- 44121 OG Navel Orange 56ct
- 44099 OG Navel Orange 10/4lb bag

Cara Cara

- 13818 CV Cara Cara Orange 56ct
- 13774 CV Cara Cara Orange 12/3lb bag
- 43571 OG Cara Cara Orange 56ct
- 234488 OG Cara Cara Orange 12/3lb bag

Blood Orange

- 140105 CV Blood Orange 36ct/72size
- 13912 CV Blood Orange 18/2lb bag

Minneolas

- 14214 CV Minneola 80ct
- 14345 CV Minneola 12/3lb bag

POINT OF SALE DISPLAY BIN CODES:

- 32250 POS Display Blood Bin CV Sunkist Rectangle
- 32247 POS Display Blood Bin CV Sunkist Square
- 32246 POS Display Cara Bin CV Sunkist Square
- 32244 POS Display Cara Bin CV Sunkist Rectangle
- 227240 POS Display Meyer Bin CV Sunkist Rectangle
- 32243 POS Display Meyer Bini CV Sunkist Square
- 223540 POS Display Bin Mandarin CV Sunkist Rectangle
- 223541 POS Display Bin Multi Variety CV Sunkist Square
- 223671 POS Display Bin Lemon CV Sunkist Square
- 223679 POS Display Bin Multi Variety OG Sunkist Square

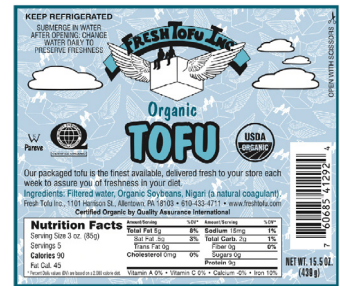
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NEW AT FOUR SEASONS!



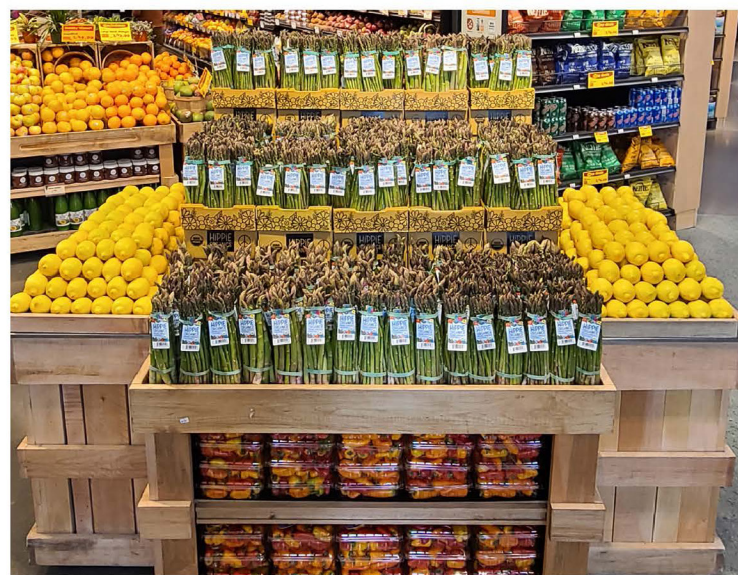
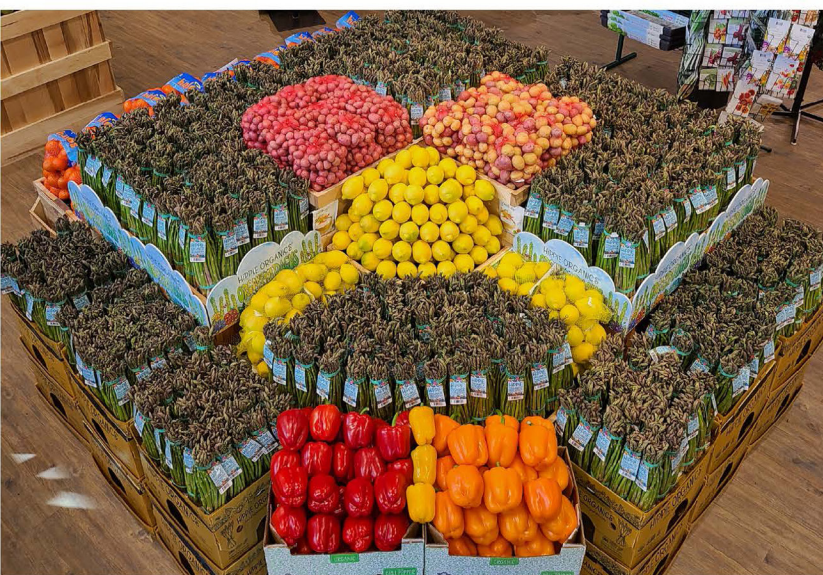
PROMOTE HALOS FOR MARCH MADNESS!

These display materials are free for independent retailer customers with purchase of product from Four Seasons.

238639- POS Basketball Hoop- 1 ea
238638- POS Basketball Wrap- 1 ea
237907- POS Halo Empty Box- 1 ea



INSPIRATION CORNER





Envy Apple Display Contest Winners

January 8 - February 4, 2024

MOST CREATIVE DISPLAY:

1st



KIMBERTON WHOLE FOODS
Wyomissing, PA

2nd



WEAVER MARKETS
Denver, PA

3rd



KIMBERTON WHOLE FOODS
Ottsville, PA

BIGGEST % OF INCREASE:

1st



COMMON MARKET 7TH STREET
Frederick, MD

2nd



DONELAN'S SUPERMARKET
Acton, MA

3rd



HEALTHY LIVING MARKET
South Burlington, VT

BEST SMALL STORE (4 registers or less):

1st



GREEN LIFE MARKET
Newton, NJ

2nd



BISHOP'S SUPERMARKET
Whitehouse Station, NJ

FIRST TIME WINNER

3rd



ALTOMONTE'S ITALIAN MARKET
Doylestown, PA



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