

ORGANIC MARKET NEWS

JANUARY 7 - JANUARY 14, 2022

ORGANIC TOMATO WINTER OUTLOOK



Organic Heirloom and the popular “**Darkloom**” **Tomato** volumes out of Central Mexico are coming on strong from our Organic Fair-Trade partner Covilli. Quality is excellent and volumes should allow for affordable pricing for much of January.

Florida-grown **Organic Grape Tomatoes** from Lady Moon Farms are coming on strong with production for early January. Quality is great.

Organic Cherry, Rainbow Cherry, and Gold Grape Tomatoes are available from Lady Moon Farms in Florida for early January with good supplies and quality.

Organic Beefsteak and **Cluster Tomatoes** continue with steady availability from Mexico. One of our main Quebec greenhouse growers will have a gap in production in mid-January somewhat unexpectedly, which is impacting the overall price. Quality has been very nice from both regions.

Organic Roma Tomatoes remains steady and is just starting to drop in price for early January due to Mexico coming into a lot of production. Quality has been excellent.

Mexican Fair-Trade **Organic Cherry-on-the-Vines (Brites)** and **Medley Snack Tomatoes (Kaleidos)** will continue in availability from Wholesum. **Organic Campari Cocktail Tomatoes** from Village Farms also are selling well this time of year.



OG BERRIES

ALERT! **Organic Blueberries** will be very tight for early January. Vessels carrying new crop **Organic Blueberries** from Chile have been delayed due to Panama Canal issues, putting pressure on the markets.

So, with no imported fruit available, there's a lot of strong demand on Mexico. Mexico has excellent quality, but can't keep up with demand. This market will stay limited until the end of January.

Organic Blackberries are set to remain steady for early January.

NOTE: **Organic Raspberry** supplies remain very tight for early January. We are experiencing pro-rated orders as volumes are just very snug coming out of Mexico. Quality has been nice, but volume remains limited.

ALERT! **Organic Strawberry** prices remain strong for early January. Demand has been strong and CA production remains very low after heavy rains hit the region and continue to rebound. There are limited amounts coming out of Florida as well to help supplies. Quality has been nice. Markets are expected to remain this way through the end of the month at this time.



OG PEPPERS

Organic Color Bell Peppers from Mexico have begun to see strong harvests in early January, with promotional opportunities in mid-January.

Organic Green Peppers from Lady Moon Farms in Florida continue to see peak supplies. Quality and availability will remain strong in January.

Organic Mini Sweet Peppers continue to see consistent quality and stable supplies from Lady Moon Farms.

Organic Mexican Mini Sweet Peppers are beginning to see production strengthen in early January. Expect pricing and availability improve in mid-January.

Mexico Fair-Trade **Organic Chili Peppers** are coming into season with **Anaheim, Cherry Bomb,** and **Serrano.** This is in addition to our Florida Lady Moon Farms **Organic Jalapeno** offering.



FREIGHT RATES/CHALLENGES

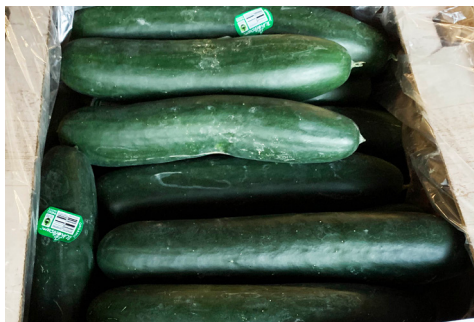
ALERT! Costs continue to go up on cross-country freight and in some growing regions like, Washington, weather is significantly delaying inbound arrivals.

Surging Covid quarantines, backlogs in the supply chain, and snow blocking key interstate lanes, has made finding trucks to bring apples and pears from Washington State particularly difficult.

NOTE: Some lines of **Organic Apples** will see out-of-stocks in mid-January simply because trucks can't get loaded in Washington. And when trucks are secured, the rates are the highest Four Seasons has ever experienced.

The cost to bring tractor-trailers from Florida, Texas, Arizona, California, and Washington is up 30%-80% depending on the region and the time vs 2019.

This all adds up to an additional inflationary factor that drives up the cost of produce, and when there are no trucks available, occasional out-of-stocks will disrupt fill rates.



OG CUCUMBERS

NOTE: **Organic Cucumbers** from Mexico remain very limited in supply during January. Transition between growing regions in Mexico and weather conditions are creating these shortages. Elevated pricing and limited supplies are expected to remain throughout the month of January.

Organic Euro Seedless Cucumber markets increase due to freight costs and shippers not having the product available for early January with crops out of Canada and Mexico. Quality has been excellent.



OG BROCCOLI

Organic Broccoli from SoCal/Yuma growing regions continue to have steady yields. Although some shippers are beginning to see light supplies, many continue to harvest consistently. Pricing in mid-January is expected to rise because of some shippers' lack of production. Quality will remain strong in January.

ALERT! **Organic Broccoli Rabe** and **Organic Sweet Baby Broccoli** remain very limited. High pricing and gaps in supply are expected to continue.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico will return to consistent supplies after some interruptions in harvest and packing, as well as freight difficulties due to the holidays. Pricing will be elevated in January with lighter supplies and strong demand but is expected to be short lived as seasonal shippers begin their programs.

Look for Fair Trade options with Covilli's program is beginning in early January.

Organic Brussels Sprouts in mesh bags will be available once again in late January.



OG HARD SQUASH

Organic Hard Squash are now all coming out of Mexican growing regions. Quality has been very nice.

We have also focused down all our offerings to our top five selling SKU's: **Organic Acorn, Butter-nut, Spaghetti, Delicata, and Kabocha**. We will see good supplies of everything except for **Delicata**, which has been and continues to be tight on supply and higher priced.



OG TROPICALS

Peruvian **Organic Mangos** will be available the 2nd week of January. We will be wrapping up a late season arrival of **Organic Keitt Mangos** from California as we transition right into that fruit.

NOTE: **Organic Hass Avocado** prices have risen considerably over the past few weeks. Demand is very high, and growers are taking advantage of it.



OG SALADS

ALERT! Diet season demand is strong, and with production issues on the conventional side due to FreshEx and Dole December recalls, **Organic Salad** shippers are struggling to keep up with demand.

Some producers are having some mildew issues in their growing regions. Most have their production hindered by poor staffing due to the surging covid cases. **Organic Salads** costs are being impacted by higher freight rates too.



OG CAULIFLOWER

NOTE: **Organic Cauliflower** from SoCal/Yuma growing regions continue to have light supplies due to some colder temperatures. The cold has stunted growth and is resulting in higher-than-normal sizing. Expect pricing to remain elevated while supplies continue to be limited until the late month.



OG CELERY

Organic Celery is seeing consistent supplies with strong demand from retailers during diet season in January. Pricing has begun to rise as northern production finished and some southern growing regions will not begin harvests until the second week of January.



OG SQUASH

Organic Zucchini and **Yellow Squash** production from Mexico remains steady. Colder weather in early January delayed some harvest but should not affect stable supplies.

Quality and availability will remain strong in mid-January, however slight price increases are expected in mid to late January.



OG ASPARAGUS

Organic Asparagus is available out of Peru and new crop will start early January in Ecuador. Markets will remain steady and availability is expected to continue to be short. Product could be hit or miss over the next couple of weeks due to quality and availability.



OG CITRUS

NOTE: **Organic Citrus** from California remains a challenge as we all wait for picking and packing to resume in full following the December rains and holidays.

With surging covid cases and poor truck availability, it's expected to take multiple weeks to rebound back into peak season supply for late January and beyond. **Organic Mandarins** have been impacted most.



OG GRAPES

NOTE: Import **Organic Grapes** offer more challenges with weather damage and delays in Peru and South Africa not expected to start for a few weeks.

Product is expected to be in and out for the next 2-3 weeks or so before supplies get rolling and we expect a little better supply. But with overall crop at about 50% of initial projections, expect this to remain very strong for the season.



OG HERBS

Organic Herbs will be a struggle in January.

ALERT! **Organic Cilantro** is experiencing growth and sizing issues, preventing harvests in California. Most shippers are completely gapping for the first two weeks of January.

NOTE: **Organic Dill** and **Flat Leaf Parsley** have suffered quality issues in the Southeast, while sizing issues and extra demand has impacted California supplies.

NOTE: **Organic Flat Parsley** is available from Lady Moon Farms in Florida, however in extremely limited quantities. Volumes should improve in mid-January from Lady Moon.

Expect price increases and gaps in supplies on all of these commodities in mid-January.



OG GREENS & LETTUCES

Organic Greens and **Lettuce** from Lady Moon Farms in Florida remain in strong production for early January. Quality is peak and with pricing promotions for "Diet Season", it's a great way to generate additional sales in January.

Organic Romaine Hearts and **Organic Iceberg Lettuce** from SoCal/Yuma growing regions are in steady production, but we have not seen price relief because demand remains strong. Quality, availability, and pricing will all be steady for early to mid-January.



OG SPECIALTY

Organic Eggfruit, **Organic Starfruit (Carambola)**, **Organic Sapodilla**, and **Organic Yuca** will be available from South Florida in early to mid-January.

Premium Florida **Organic Grown Turmeric** will be in stock from our growing partner Phoenix Rising Farms in Florida through January. This turmeric is some of the nicest, most premium turmeric you will see all year long!

Organic Drink & Eat Cocos and **Coconut Chunks** are available for January.

The last of the **Organic Pomegranates** from California will be available for the middle of January. We should have supplies that will take us through the end of the month.

OTHER STORIES

• **ALERT!** **Organic Honeydew** and **Cantaloupe** are extremely limited. We continue to search for availability, but there's currently a gap in production.

• **NOTE:** **Organic Artichokes** are expected to remain limited in January. Prepare for elevated pricing and gaps in supply.

• **Organic Russet Potatoes** will start to wind down out of Wisconsin in January. We will then transition over to a mix of Colorado and Idaho Or-

ganic Russet Potatoes. Expect price to increase slightly as we transition over to these regions.

• **Organic Green Beans** from Mexico will return to steady supplies in early January. Volumes are expected to remain consistent throughout the month of January after a brief gap of supply due to freight difficulties and holiday harvest schedules. Pricing will be elevated from December but is expected to remain consistent in January.

• **Organic Eggplant** from Lady Moon has experienced an unexpected gap in supplies due to weather damage. Their gap is expected to be short lived, and supplies will return in late January.

Mexican **Organic Eggplant** will fill the gap in supplies from Lady Moon. Supply volume and quality will remain consistent, while Mexican supplies will be available at a price friendly cost.

LITTLE POTATO COMPANY DISPLAY CONTEST

January 23 - February 26, 2022

Are you ready for some football? This year Four Seasons Produce will be "kicking off" a display contest with Little Potato Company to support "The Big Game" sales. This will provide each of you with an opportunity to gain additional sales for the Big Game and beyond. The contest is geared to support the 1.5lb and 3lb bags and will entice your customers to think of creative side dishes. The contest will also run through Valentine's Day and Presidents weekend which will provide plenty of chances to help your customers plan their parties and special dinners. So let's "drop back" and aim for the end zone to score some additional points (Sales). Please contact your Sales Rep or Merchandiser to come up with a game plan.

CRITERIA:

- Build an inviting display using Little Potato's 1.5lb and 3lb bags either in the Produce Department or in a strategic location in the store.
- All product must be purchased from Four Seasons Produce with a minimum purchase of five cases
- Displays must be kept in place for at least 1 week
- Use of Social media is recommended
- Send all display pictures to contests@fsproduce.com no later than Monday, 2/28



PRIZES:

1ST PLACE
\$250 VISA GIFT CARD!

2ND PLACE
\$200 VISA GIFT CARD!

3RD PLACE
\$150 VISA GIFT CARD!

4TH PLACE
\$100 VISA GIFT CARD!



CODES:

213073 - LPC Blushing Belle 16/ 1.5 lb bags
213062 - LPC Boomer Gold 16/1.5 lb bags
213075 - LPC Dynamic Duo 16/ 1.5 lb bags
213076 - LPC Fingerlings 16/ 1.5 lb bags
226693 - LPC Morning Pearl 16/ 1.5 lb bags
213074 - LPC Terrific Trio 16/ 1.5 lb bags

218907 - LPC Blushing Belle 8/ 3 lb bags
218906 - LPC Boomer Gold 8/ 3 lb bags
218908 - LPC Terrific Trio 8/ 3 lb bags
218909 - LPC Dynamic Duo 8/3 lb bags
218975 - LPC POS Display Bin 1ct



2 GREAT BRANDS COMING SOON TO FOUR SEASONS FOR PRE-ORDER!



Catsmo Artisan Smokehouse smokes fresh sustainably-raised Atlantic salmon on onsite everyday. All of their smoked salmon varieties are all-natural, use no preservatives, and are never frozen before or after smoking.



Candied Smoked Salmon



Bourbon & Pepper Smoked Salmon



Gravlax



Pastrami Spices Smoked Salmon



Tequila & Cilantro Smoked Salmon



Vodka & Dill Smoked Salmon



Tanqueray Gin Smoked Salmon



12-Year-Old Single Malt Scotch Whiskey



100% PASTURE-RAISED MEAT

PASTURE-RAISED | HERITAGE BIRDS
NON-GMO | NO ANTIBIOTICS EVER





FOUR SEASONS FLORAL ORDER SCHEDULE

(please provide your customer # when ordering)

TUESDAY:

Call or email Evelin with your cut product pre-order for delivery Friday/Saturday of the same week.

PHONE: 202-331-1130 ext. 106 **FAX:** 202-529-3870 **EMAIL:** eescobar@floronation.com

THURSDAY:

Email Adrienne or **call your Four Seasons rep** with a potted plant order for delivery the following Friday.

EMAIL: adrienne@fsproduce.com

FRIDAY:

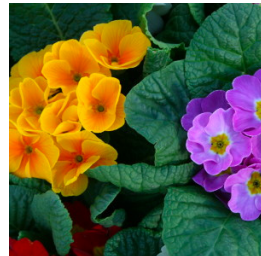
Call or email Evelin with you cut product pre-order for delivery the following Tuesday/Wednesday.

PHONE: 202-331-1130 ext. 106 **FAX:** 202-529-3870 **EMAIL:** eescobar@floronation.com

ASK YOUR REP ABOUT OUR MONTHLY POTTED PLANT PROGRAM FROM



Dan Schantz Farm & Greenhouses, LLC



CONVENTIONAL MARKET NEWS

JANUARY 7 - JANUARY 14, 2022

SUMO SEASON SET TO BEGIN!



SUMO Citrus is right around the corner! This mandarin variety is known for its large size, bumpy skin that is easy to peel, with a knob at the top, and exceptional sweet and acidic flavor balance.

During December, the growing regions for **SUMO's** received a significant amount of rain, but this was excellent for the crop. The rain was much needed, and it came at a time prior to harvest.

Looking ahead, there is no rain in the forecast, and it's time to get excited for **SUMO** season. Four Seasons first load of the season will arrive to PA on 1/19.

At this point, the crop is looking to be excellent with good yields, and sizing mostly 7's and 8's. In terms of sizing in an 18 lb flat case, 7's are equivalent to a 25ct, and 8's are equivalent to a 28ct. This is the ideal size for loose retail sales, and the crop is expected to peak in this range, which is great news.

For 2022, all the smaller fruit will be used to pack a **SUMO** bag, which will be available in a 10/3 lb or 15/2 lb option. This will be an exciting new item for this upcoming season - stay tuned for more details on when it's available.



CV ORANGES

Continue to promote the **Vintage Sweets Heirloom Navel Oranges**. These have been absolutely beautiful.

California regular **Navel Oranges** are in much tighter supply heading into the week of 1/10. The rain certainly prevented harvest crews from being in the field, but the break between Christmas and New Year's also limited the amount of fruit to be harvested. Growers are playing catch-up, and they're not able to keep up with demand.

Look for pricing to tighten across the board on all **Navel Oranges**, but especially on smaller fruit - 88's and 113's. The smaller sizes are in much shorter supply. Quality has been very nice.

Blood and **Cara Cara Oranges** are moving very well! We have plenty of loose option as well as bags, and the quality is great. Now is a great time to promote this specialty citrus.



CV MANDARINS & MINNEOLAS

Stem & Leaf Mandarins are back in good supply. We're currently in the "Daisy" variety, and we'll have good supplies throughout the entire month.

NOTE: Mandarins are in okay supply from California, but quality is so-so with the early to mid-January crop showing occasional soft and puffy. Imports are now finished for the season, and this will shift all demand into domestic fruit. Supplies will begin to tighten further as we head into February, and pricing will rise slightly.

Good news - **Minneola Tangelos** are finally just kicking off for the season from the desert - District 3. This first of the season arrival the week of 1/10 is expected to be beautiful. This crop has not experienced any rain, and the growing conditions have been excellent. We will have 56's, 80's, and 12/3 lb bags available.



CV BERRIES

Blackberry prices are expected to remain steady for early January. Quality and flavor have been nice. Supplies could become short by the end of January as production slows down.

NOTE: Raspberries remain tight for early January. Pricing is high with limited availability. Production is very low right now with labor and crop issues.

ALERT! Blueberries are extremely tight for early January. Peru ended and Chile has started, however the fruit from Chile is delayed due to challenges at the Panama Canal. This is affecting all shippers who are literally in the same boat. There are very limited amounts available right now through mid-January. Small amounts come from Mexico to help fill supplies.

NOTE: Strawberry prices have spiked for early January as well. Weather in Florida has cooled down, slowing down production. The holidays messed up the harvest schedules, and growers are awaiting new crops to start. In mid-January, we should see steadier supplies as new harvests are expected to come on.



CV LEMONS

Lemons are in steady supply from California. We will continue to have steady volumes on all sizes from 95's through 165's, and even some 200's if there's interest.

We still continue to source **Lemons** from the Southern California desert region, which has not experienced any rain over the past couple weeks. Quality has been very sharp on all fancy and choice fruit.



CV LIMES

ALERT! **Limes** are becoming very tight, and the market price is jumping up quickly. Growing areas within the Yucatan and Vera Cruz experienced high winds the first week of January, and this knocked a significant amount of fruit off the trees.

The winter months are traditionally in short supply to begin with, and this most recent wind event will not help. Expect extremely high pricing and limited supplies heading into February.



CV GRAPEFRUIT

Grapefruit is in steady supply from Texas but volumes on larger fruit from Florida will be tighter through the beginning of February. Quality on all Texas RioStar fruit has been beautiful.

Look for pricing to remain elevated through the end of the month.



CV MELONS

Honeydew and **Cantaloupes** are in steady supplies from Guatemala, and quality has been very nice. We will continue to have mostly 9's on Cantaloupes and 5's on Honeydew.

All fruit is certainly sizing much larger, but the quality is excellent. Look for pricing and availability to remain steady through the month of January.



CV SALADS

ALERT! The conventional **Packaged Salad** category continues to experience difficulty during early January.

Following December recalls, Fresh Express is back up and running, but cannot keep up with fill rates as they try to refill the pipeline. Dole temporarily closed their production facilities, but is starting to bring them back online. Dole did not ship us **Salad** for 2 weeks, and as they restart, the supply chain refill will be slow.

Complicating matters continues to be attendance challenges due to surging covid cases.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns are readily available but are more limited in certain growing regions with weather playing a big part. Prices are steady for now, but some shippers are poised to take their price up as soon as they can.

NOTE: **Cauliflower** supplies remain limited, and as long as cooler temps stick around, harvests will continue to be on the lower side.



CV ASPARAGUS

Asparagus is steady for early January. Mexico is starting back up and the Caborca deal starts in mid-January. Quality has been hit or miss as we transition from Peru back to Mexico as it just is not holding.



CV GREEN BEANS

Green Beans will be very promotable again for early January. There have been a few hiccups in production with the holiday, labor, and sickness, but farms have scrambled to find great looking beans. Quality and supplies are excellent out of Florida.



CV SQUASH

Green Squash from Mexico seeing some cooler weather which is causing prices to rise. Quality has been excellent.

Yellow Squash markets increase slightly and will continue to do so here in early January. Quality has also been excellent.



CV GRAPES

ALERT! Red and Green Grapes will continue to be in very tight supplies, especially **Red**, and pricing will remain much higher than usual. This current situation will last through the end of the month.

Vessels are being delayed in the Panama Canal, which is causing this next vessel due to arrive on the east coast to be delayed. It was originally expected to arrive on 1/3 but is being pushed back to possibly 1/14. This vessel alone is carrying the majority of the fruit needed to satisfy the needs of the east coast. Chilean fruit is on the way, but will also be delayed due to the same challenges. Overall quality on all Peruvian fruit has been outstanding!



CV CUCUMBERS

Mini Seedless Cucumbers are tight as shippers opted not to pay for freight and receive product during the holiday. Quality has been excellent with what is available.

Euro Seedless Cucumber prices started to rise as availability has tightened coming out of the new year holiday. Freight costs are causing shippers to leave product and be out it instead of paying for freight. Cool weather has also played a factor. Quality has been excellent out of USA and Mexico.

Super Select Cucumber prices should start to bump up for early January as there was some cold and wet weather in Nogales and areas of Mexico. Quality out of Mexico has been excellent and supplies will be steady.



CV PEPPERS

Green Bell Pepper prices will remain promotable for early January from Southern Florida. Florida has excellent quality and strong supplies. California is also harvesting steady supplies. There is a lot of product available from Mexico as well which is flooding the market.

11lb **Color Hothouse Pepper** prices are promotable and quality is excellent for all colors. We may see rise in prices of **Yellow** and **Orange** due to the harvest coming on earlier for those two colors out of Mexico.



CV TOMATOES

Greenhouse grown **Heirloom Tomatoes** are seeing a harvest flush during January are promotable.

Canadian and Ohio **Beefsteak** and **Cluster Tomato** prices continue to rise. Supplies should remain steady into early January holding where they are. Quality has been excellent.

Grape Tomato prices remain steady as Florida and Mexico have strong supplies. We continue to support mostly Florida product and quality has been excellent.

Campari Cocktail Tomatoes hit a gap but should be back in for early January out of Mexico. Quality has been outstanding.

Vine Ripe Tomato prices have eased off as more supplies from Florida and Mexico become available. Quality has been very nice from both regions and there is plenty of product available.

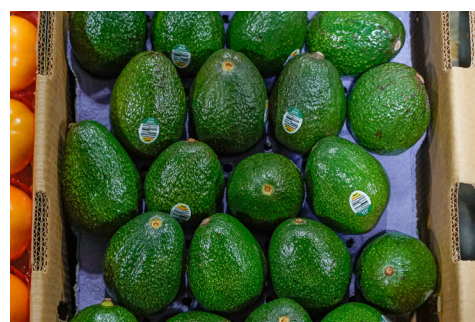
Roma Tomato prices came off and are promotable for early January. Quality has been nice and strong from Florida and Mexico.

OTHER STORIES

- The **Pomegranate** season from Pom Wonderful is winding down quickly. 22ct fruit will be available in very limited quantities but will be done after the 2nd week of January. Wonderful's **Pomegranate Arils** will also be winding down by the end of the month.

- **Brussels Sprouts** supplies will remain limited and might be tight for the remainder of January. Pricing will stay on the higher end.

- **Celery** demand remains strong, and supplies are feeling the impact. Some vendors are sold out a few days in advance.



CV TROPICALS

NOTE: Hass Avocado prices continued their climb for early January. Demand has been high and freight from Mexico and Texas is playing a big part of increased costs as well.

NOTE: Pineapple availability will tighten significantly for the middle of January. This will result in price increases as well.

Mangos from Peru are in full swing. Prices have elevated slightly as Ecuador and Brazil fruit have almost completely dropped out of the market.

Ataulfo Honey Mangos from Peru have been very limited.



CV APPLES

NOTE: Snow, snow, and more snow. All 3 of the main passes coming out of Washington have been closed for multiple hours and days with dangerous travel conditions. This has caused the already tight and expensive **Apple** truck market even higher to never before seen rates, adding multiple dollars to every case. On top of that, it's the highest covid absentee rate in both drivers and packing shed personnel, causing many potential shortages across all markets. Initial expectations are that it will take many weeks at best to return to some sort of normalcy.

Good news: With that said about the Washington crop, Eastern **Apples** from PA and NY seem to be pretty steady with some slight price increases due to increased demand.

New for early January is the Eastern **Evercrisp Apple**, which is a cross between a Honeycrisp and a Fuji. In early January, we expect Eastern **Wild Twist Apples**, a cross between a Honeycrisp and a Pink Lady.

- **ALERT! The Scallion** shortage continues in January with some uncertainty on how soon the situation will improve.