

ORGANIC MARKET NEWS



MARCH 6 - MARCH 13, 2020

PROMOTABLE ORGANIC PEPPERS



Organic Colored Bell Peppers from Mexico are now beginning to see better supplies and aggressive pricing in early March, ideal for in-store specials and displays. Availability from Israel has been consistent; however, pricing is not as aggressive as the product from Mexico.

Organic Mini Mix Sweet Peppers from Mexico are in excellent supply for early March. Look for promotional opportunities.

Organic Green Peppers are in steady supply now harvesting in Florida and Mexico. Pricing should remain steady in March with occasional promotional opportunities. Quality from both Lady Moon Farms in Florida has been outstanding.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli and **Broccoli Crowns** from Arizona, Mexico, and Southern California remain promotable in March. Take advantage with in-store specials and large displays before pricing goes up headed towards April.

Organic Broccoli Rabe from California continues to see steady pricing and availability.

ALERT! **Organic Sweet Baby Broccoli** is expected to be in inconsistent supplies and pricing to rise as March continues.

NOTE: **Organic Cauliflower** from Arizona and Southern California continues to be limited in early to mid-March. We continue to see some shippers with limited yields during harvest or even be completely out. Expect pricing to continue rise in March and stay elevated until late month.



OG CITRUS

Organic Navel Oranges are in excellent supply with prices coming down on all sizes from 40-88ct, and bags. Make sure to get into the great March Sunkist Citrus Display Contest!

Organic Mandarins continue in season with nice quality on the Tango and Murcott varieties. Most of the volume for mid-March will be on the Sunkist brand and Candy Mandy brands. **NOTE:** "Cuties" brand is in an indefinite gap and Homegrown pouches will come back into season for late March.

Organic Blood and **Cara Cara Oranges** continue in season with excellent quality.

Organic Pummelos and **Minneola Tangelos** will see less steady volumes due to high demand and sporadic packing.

California **Organic Grapefruit** continues in excellent supply with very nice quality and dark pink flesh.

Organic Lemons from California remain in excellent quality, but volumes are starting to go down. California **Organic Meyer Lemons** will wrap up for the season headed towards April.



OG BERRIES

Organic Blackberries out of Mexico are in much better supply for mid-March with promotional opportunities! Driscoll's **Organic Blackberries** are beginning to improve in supply as well.

Organic Raspberries out of Mexico and California are coming into better supply. Expect prices to become more affordable as March continues.

NOTE: **Organic Blueberry** supplies are much lighter and prices are up. Shippers are transitioning to 6oz packs as Chile winds down and the Mexico season is just beginning in a small way.

ALERT! **Organic Strawberry** supplies are very limited. Florida is finishing up for the season and California is expecting rain. Only a little volume is coming in from Baja, Mexico, but demand exceeds supply. Driscoll's is warning customers there may be a gap in supply during mid-March before the new crop season ramps up.



OG LETTUCE

Organic Iceberg Lettuce and **Romaine Hearts** from Arizona and Southern California look to be in excellent supply, have aggressive pricing, and great availability in March.

Organic Leaf Lettuces from Lady Moon Farms also continue to see plentiful supplies.



OG CUCUMBERS

Organic Euro Seedless Cucumbers from Canada and Mexico have begun to flush in early March, so look for promotional opportunities.

Organic Mini Cucumbers continue to be in steady supply, but pricing remains fairly elevated in early March.

ALERT! **Organic Cucumbers** from Mexico will continue to be in extremely limited supply, high prices, and sporadic gaps in March.



OG SQUASH

NOTE: **Organic Zucchini** and **Yellow Squash** have become very limited in early March. Expect to see inconsistent supplies and pricing on the rise and prepare for a rough March as far as supplies go due to extremely cold weather during the early stages of growth.

Expect supplies from Florida to begin in early March in a limited way on **Organic Zucchini**.



- CROSS OF A TEMPLE TANGO, A DANCY MANDARIN, AND AN ENCORE MANDARIN



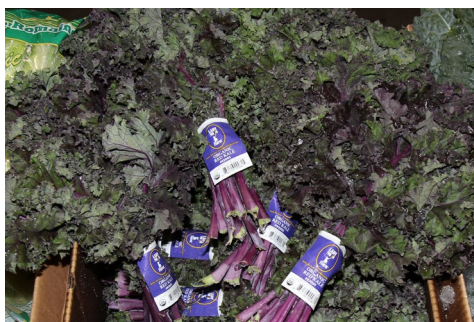
- DEEP ORANGE RIND COLOR, VERY SWEET AND RICH FLAVOR

OG SPECIALTY CITRUS

Buck Brand items available this week:

- **OG Centennial Kumquats**
- **OG Mango Valencia Oranges**
- **OG Heirloom Navel Oranges**
- **OG Sour Marmalade Oranges**
- **OG Star Ruby Grapefruit**
- **OG TDE Triple-Cross Tangerines *BEST SELLER***

A selection of Buck Brand items will remain in season for March and will then wrap up for the year.



OG GREENS

Organic Kales, Collards, Fennel, and Dandelion from Lady Moon continue to see excellent supplies with stellar quality and great pricing. Look from promotable opportunities to drive extra volume during March.

Organic Rainbow Chard from Lady Moon Farms in Florida will continue through March, while **Green** and **Red** will come from Cal-O.

Organic Mizuna and **Tatsoi** from Lady Moon will conclude during mid-March.



OG CELERY

Organic Celery continued to see great supplies, excellent quality, and aggressive pricing in March. As we continue into mid-March, we may see some tighten of supplies, however pricing is not expected to skyrocket.

Organic Celery Hearts are also extremely plentiful and promotable in March.



OG CABBAGE

Organic Cabbage continues to see plentiful supplies and stellar quality coming from Lady Moon Farms in Florida, perfect for St. Patty's Day.

Organic Savoy Cabbage from California a continues to see aggressive pricing and great quality.

Organic Napa Cabbage will be limited and see sporadic gaps in supplies during March as the Georgia season has wrapped up and California hasn't had steady supplies.



OG BRUSSELS SPROUTS

NEW - 10lb cases of Fair-Trade **Organic Purple Brussels Sprouts**. They are beautiful and will catch the eye of your customers!

Organic Brussels Sprouts from Mexico continue see plentiful volumes and excellent quality. Early to mid-March is an excellent time to promote. Also look for Fair-Trade product from Mexico.



OG ASPARAGUS

Organic Asparagus continues to be very promotable this week. Quality has been fantastic out of Mexico on 11lb cases.

We're expecting ad opportunities on 28lb cases for late March to coincide with our Hippy Organics Display Contest for independent retailers.



OG GARLIC

ALERT! Organic Garlic and Peeled Garlic Cloves will be in shorter supply due to the global supply chain disruption from China. Our Bulk Organic Garlic will be sourced from Argentina, and Organic Peeled Garlic will be from California and Spain. Expect higher pricing until at least April.



OG ARTICHOKE

Organic Artichokes continue in season from California with nice quality. There may be some supply gaps in mid to late March before the season fully ramps up.



OG GRAPES

18lb Organic Red Seedless, Green Seedless, and Red Seeded Grapes are available out of Peru. The Peruvian season is expected to wrap up before April.

New crop South African Organic Green, Red, and Black Grapes will continue in season in 10lb cases.



OG APPLES & PEARS

In general, Organic Apple prices out of Washington are finally poised to go up as growers are pacing out their controlled atmosphere storage fruit to last as long as possible. The first new crop imports are expected to start towards the end of March or early April.

Washington Organic Gala Apples markets will rise as some of the smaller shippers are finishing up for the season, and the shippers with fruit locked up in storage are not packing to tighten markets and attempt to open a year-round domestic program.

Organic Honeycrisp Apple prices continue to head higher as supplies are on the way down.

Washington Organic Anjou, Red Anjou, and Bosc Pears are in firm but steady supply as the domestic crop continues winding down. Argentinian Organic Bartlett Pears will continue in good supply for the rest of the season.



OG TROPICALS

Brand new items from Glaser Farms in Florida for early March including Organic Tainung (Mara-dol Style) Papayas and Caimito (Star Apples) will be available in limited supplies.

NOTE: Organic Hass Avocado supplies were low this week. Pricing has stayed elevated and 60ct fruit in particular has been very tight. 48ct and 60ct Organic Fair-Trade Avocados will be available in limited supplies.

ALERT! Organic Pineapple volume will be tight next week from Dole. Expect prices to rise as fruit is limited.

Organic Kent Mangos have abruptly finished for the season from Peru. We are now transitioning to Mexican Tommy Atkins fruit by mid-March.

Organic Honey Ataulfo Mangos are in steady supply from Mexico. This is the first fruit coming out of Mexico and quality has been nice!



OG TOMATOES

Organic Roma Tomatoes are available again this week as Mexican growers harvest new crops. Quality has looked very nice on the fresh arrivals.

Organic Beefsteak and Cluster Tomatoes are steady this week. Quality out of Canada has looked nice.

Organic Mixed Heirloom and Darkloom Tomatoes from Covilli will be limited this week. The winter weather and the continuing colder than normal temps are leaving harvests extremely limited. Expect gaps in supplies.

NOTE: Organic Grape Tomato prices are rising some this week. Demand has been strong, and supplies are somewhat limited. Quality has looked good from Mexico and Florida. Lady Moon Farms has finished their Florida season early due to unforeseen circumstances, so expect a gap in supplies until Georgia starts in June.

ALERT! Organic Cherry Tomatoes remain very limited out of Florida and Mexico as both regions experienced harsh weather this winter damaging the plants. Expect limited to no supplies available this week.

OTHER STORIES

- Organic Green Beans are seeing steady supplies from both Florida and Mexico in early March. 12/12oz retail-ready pouch bags are also available from our Florida grower.

- Lady Moon Farms has concluded harvesting Organic Bok Choy, Baby Bok Choy, and Red Baby Bok Choy for the season. Look for California product to supplement in the absence of Lady Moon product, however, expect to see inconsistent supplies as California is not yielding strong numbers.

- ALERT!** Organic Lime supplies out of Mexico are sporadic with seasonal quality. Expect lighter fruit with some blanching and yellowing. Prices are rising fast.

- Organic Eggplant from Lady Moon Farms in Florida will see steady supplies in mid-March. Mexican product will supplement Lady Moon during March if they should see any limited supplies, with Mexican product being at a better price point.

- Organic Rhubarb will come into season at the beginning of April

- Organic Cantaloupes and Honeydews are likely to gap until new crop Mexico starts mid-May.

- Organic English Peas continue in season. Organic Snow and Snap Peas will have better availability for mid-March.

- ALERT!** Organic Acorn Squash is very limited and expensive



SUNKIST CITRUS BONANZA DISPLAY CONTEST

MARCH 2 - MARCH 30, 2019

Four Seasons Produce has again partnered with Sunkist Growers to offer up a contest with massive sales potential! We are in full swing with the citrus season and some of the best tasting fruit will come in March! Time to create your own "March Madness" and grow your sales in the citrus category!

CONTEST CRITERIA:

- Build a BEAUTIFUL display of Sunkist citrus using fruit purchased from Four Seasons Produce
- Displays must contain at least **4 varieties of conventional fruit** OR **3 varieties of organic fruit** to qualify
- Displays must contain Sunkist POS signage or bins which are available through your Four Seasons sales rep or merchandiser.
- All displays must remain up for at least one week.
- Pictures of displays must be submitted to Stephanie Mayer (stephf@fsproduce.com) by April 3rd.



Now is a great time to get consumers to try something new, and sampling is the easiest way to do that! While not criteria to qualify, it is a great way to sell fruit and create impulse sales!

PRIZES:

(DISPLAYS WILL BE JUDGED OFF OF CREATIVITY, USE OF SUNKIST SIGNAGE/BINS, AND OVERALL EYE APPEAL)



1ST PLACE
MOUNTAIN BIKE



2ND PLACE
DRONE PACKAGE



3RD PLACE
YETI COOLER



4TH PLACE
GOLF CLUBS



5TH PLACE
BREVILLE JUICER



BEST ORGANIC DISPLAY
1ST PLACE
CAMPING PACKAGE



BEST ORGANIC DISPLAY
2ND PLACE
BOSE SOUNDLINK & ECHO DOT



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

NAVEL ORANGES

CODE	DESCRIPTION
13555	CV Oranges Navel CA 48 ct
13560	CV Oranges Navel CA 56 ct
13565	CV Oranges Navel CA 72 ct
13570	CV Oranges Navel CA 88ct
13611	CV Oranges Navel CA 8/4lb
13601	CV Oranges Navel CA 760ct Bin 40 sz
44121	OG Oranges Navel CA FCY 56 ct
44100	OG Oranges Navel CA FCY 88 ct
44099	OG Oranges Navel CA 10/4 lb

CARA CARA ORANGES

CODE	DESCRIPTION
13818	CV Oranges Cara Cara 56 ct
13747	CV Oranges Cara Cara Choice 12/3lb SK bag
43571	OG Oranges Cara Cara CA 56 ct

BLOOD ORANGES

CODE	DESCRIPTION
14015	CV Oranges Blood 36 ct 72 sz 1/2 Case
13912	CV Oranges Blood 18/2 lb
44125	OG Oranges Blood Moro 40 lb 72/88 ct

MANDARINS

CODE	DESCRIPTION
14678	CV Mandarins CA10/3 lb Delite
14641	CV Mandarins Gold Nugget 10/3 lb bag
44503	OG Mandarins 15/2 lb Bag
44302	OG Mandarins USA 60-90ct 25 lb

LEMONS

CODE	DESCRIPTION
13080	CV Lemons Choice 95 ct SK
13085	CV Lemons Choice 115 ct SK
13040	CV Lemons Choice 18/2 lb SK Pouch Bag
13053	CV Lemons Meyer 18/1 lb Pouch Bag
44019	OG Lemons FCY 115 ct

MINNEOLA TANGELOS

CODE	DESCRIPTION
14348	CV Tangelos Minneola CA FCY 80 ct
14345	CV Tangelos Minneola Choice 12/3 lb

GRAPEFRUIT

CODE	DESCRIPTION
12811	CV Grapefruit Rio Star TX 40 ct
12556	CV Grapefruit Rio Star TX 8/5lb Choice

SUNKIST BINS - CONVENTIONAL

CODE	DESCRIPTION	
32247	POS Display Blood Orange	1 ea Sunkist
32246	POS Display Bin Cara Cara	1 ea Sunkist
23376	POS Display Bin	1 ea Delite
32244	POS Display Meyer 1/4 Bin	1 ea Sunkist
32245	POS Display Tangelo 1/4 Bin	1 ea Sunkist
32250	POS Display Variety Bin	1 ea Sunkist
32243	POS Display Lemon 1/4 Bin	1 ea Sunkist
218922	POS Display Bin Orange 24"	1 ea Sunkist

SUNKIST BINS - ORGANIC

CODE	DESCRIPTION	
223680	POS Display Pop Up Square	1 ea Organic Sunkist Blood
223679	POS Display Pop Up Square	1 ea Organic Sunkist Multi Var
223671	POS Display Pop Up Square	1 ea Organic Sunkist Cara Cara
223673	POS Display Pop Up Square	1 ea Organic Sunkist Lemon
223675	POS Display Pop Up Square	1 ea Organic Sunkist Lemon
223681	POS Display Pop Up Square	1 ea Organic Sunkist Navel
223674	POS Display Pop Up Square	1 ea Organic Sunkist Star Ruby
218196	POS Display OG Variety Bin	1 ea Sunkist



ORGANIC ASPARAGUS

HIPPIE ORGANICS®

DISPLAY CONTEST • MARCH 16 - 31, 2020

Four Seasons Produce has partnered with Hippiie Organics to bring you a display contest sure to “spear”-head produce sales! Beautiful organic green asparagus is in season and primed for center stage in your produce departments! March is a great time to promote this vegetable favorite and bragging rights are on the line for this first time contest. Let’s get creative, build some awesome displays and put some green asparagus into your customers carts while putting green into your registers!

CONTEST RULES

- Build a super creative display of Hippiie label Organic Asparagus (code 40324) in your produce departments. Asparagus must be purchased from Four Seasons Produce.
- Must purchase a minimum of 6 cases of Hippiie OG Asparagus to qualify for entry.
- All displays must be kept up for at least one week.
- Stores must cross merchandise at least two items in your displays. Great tie ins for asparagus include Hollandaise sauce, lemons, olive oil, parmesan cheese and pasta.
- Stores must utilize Point of Sale signs provided by Hippiie Organics. Graphic boxes can also be used. Signs are available through your Four Seasons Merchandiser or Sales Rep.
- All pictures must be sent to Stephanie Mayer (stephf@fsproduce.com) by Thursday April 2nd.



PRIZES

Largest Display- (Asparagus Abundance)

1st--\$250
2nd--\$125
3rd--\$75

Most Creative Display- (Asparagus Artists)

1st--\$250
2nd--\$125
3rd--\$75



There will also be one honorable mention in each category worth \$50!

Every entry will receive a Hippiie Organics tote bag and cool pop socket!!

Talk to your Four Seasons Sales Rep or Merchandiser for Organic Asparagus display tips and ideas!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com





NEW PLANT BASED ITEMS!

PLANT POWER

No preservatives, no added sugars, gluten free, dairy free, vegan and vegetarian; what more could you want? This line of PLANT BASED DIPS is something to write home about, with only the good stuff!



CODE	DESCRIPTION	UPC	SIZE
223936	CV Guacamole Chunky	736798903116	8/13 oz
223938	CV Avocado Salsa	736798902577	8/12 oz
223937	CV Guacamole Chunky	736798903727	6/4-2 oz
223939	CV Avocado Mash	736798903604	6/4-2 oz
223940	CV Tzatziki Plant Based Dip	736798903703	8/8 oz
223941	CV Cilantro Plant Based Dip	736798903697	8/8 oz
223942	CV Queso Plant Based Dip	736798903666	8/8 oz
223943	CV Buffalo Dried Shiitake	736798903673	8/8 oz
223945	CV Avocado Goodness Dressing	736798903864	8/4.3 oz
223946	CV Harvest Apple Dressing	736798903840	8/4.3 oz
223947	CV Asian Ginger Dressing	736798903857	8/4.3 oz

CONTACT YOUR SALES REP TO ADD THIS NEW ITEM TO YOUR NEXT ORDER!
AVAILABLE FOR DELIVERY THE WEEK OF MARCH 16TH



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com



CONVENTIONAL MARKET NEWS

MARCH 6 - MARCH 13, 2020

PEAK SEASON ASPARAGUS



Asparagus production in Mexico is ramping up and seeing good volumes on new crop harvests!

This product will be very promotable for mid-March. So far quality has been excellent.

Ask your sales rep about opportunities on 11lb and 28lb cases.



CV BERRIES

Blackberries are in peak season supply from Mexico. Keep an eye out for promo deals on 6oz and 1 2oz packs on non-Driscoll's brands for mid-March!

Driscoll's **Blackberries** are in steady supply. Their "Limited Edition Sweetest Batch" pack is expected to become available closer to April.

Raspberries will be in good supply this week from Mexico.

NOTE: **Blueberry** volumes are down significantly as the Chilean season is coming to an end. New crop Mexican fruit is not fully ready and Florida won't start until late March. Expect higher pricing and a shift to 6oz.



CV STRAWBERRIES

ALERT! After two weeks of a huge harvest flush of volume at deal pricing from Florida berry growers, the **Strawberry** promo deals are completely finished. There is no more product to load following 2 days of over 90F heat in Florida that has zapped quality.

Meanwhile, new crop California **Strawberries** are not ramping up quickly enough to fill the national supply and rain is in the forecast multiple times for the week of 3/9. Baja, Mexico is hit or miss by grower depending on where they're located as many have dealt with quality issues.

The weeks of 3/9 and 3/16 may prove to be a challenge for growers to fill their ad commitments and keep the US supplied with **Strawberries**.

The new crop peak season is expected to be in better shape by late March.



CV PEPPERS

11lb **Red, Orange, and Yellow Bell Peppers** remain very promotable this week out of Mexico. Quality has been outstanding. Canadian harvests are expected to start in by mid-March.

15lb **Red Peppers** will be promotable this week. Quality has looked great.

NOTE: **Green Pepper** prices are up this week. Florida and Mexican shippers remain in a skip as they transition from winter to spring crops. Quality has looked good even though less quantities are available.



CV CUCUMBERS

Seedless Euro Cucumbers are very promotable this week as Mexican and Canadian harvests are coming in strong. Quality has been excellent from both regions.

Super Select Cucumber prices are starting to fall as Mexican supplies start to get better. The Honduran import deal will begin to slow down as Florida is expected to start harvests in the next few weeks. Quality from Mexico continues to be excellent.



CV GRAPES

Prices seemed to bottom out, the premium fruit is showing a little strength and firming up, and **Green Grapes** are poised to rise for mid-March.

Red Grapes should hold steady through the end of the month, so keep pushing **Reds**. There will be spot deals on lots that need to move because of age and or quality. Be aware of what you are buying, there are good grape values but expect a few defects on the cheaper boxes.

Mexican new crop **Grapes** are expected to start by the second week of May, which is still a long way off.



CV LETTUCE

Iceberg Lettuce is readily available with promotable pricing, but quality is hit or miss. You can expect some light discoloration and some inconsistency in sizing.

Leaf Lettuces and **Romaine Hearts** are available in good volumes. Pricing remains on the low end and is expected to stay promotable through mid-March.



CV CITRUS

The last arrival of the season of “**MandaRosa**” **Red Mandarins** arrives the week of 3/9. This was a great seller for 2020.

Continuing in peak season:

- **Navel & Heirloom Navel Oranges**
- **Blood & Cara Cara Oranges**
- **Tango & Murcott Mandarins (Delites/Halos)**
- **Minneola Tangelos & Meyer Lemons**
- **SUMO Citrus**



CV MANGOS

Honey (Ataulfo) Mangos will be in steady supply from Mexico for next week.

Round **Mango** supplies from Peru have quickly finished. We will begin to load new crop Tommy Atkins fruit from Mexico for mid-March and fill in any gaps with product from Brazil.



CV SQUASH

Green Squash prices are up some this week as Mexico continues with cooler weather and rain. Also, harvests are in transition into new areas from winter to spring crops. Florida is also transitioning into spring crops, leaving less availability.

NOTE: Yellow Squash prices remain high as availability remains very tight.



CV BROCCOLI

Broccoli Crowns are coming in with great quality from Mexico and Florida. Pricing is starting to slowly creep up as we come into the last month of Mexican supply, and Yuma will soon start their transition back into CA.



CV ARTICHOKE

Baby Artichokes in 12/2lb clamshells (code 1110) will be making their debut for the spring season.

Jumbo 12ct Artichokes continue in peak season!



CV BROCCOLI RABE

20 ct **Broccoli Rabe** is coming in very nice in the Andy Boy label. Supplies are tightening slightly as it begins its transition from Arizona harvests to new crop California fields, but we have plenty available.



CV BRUSSELS SPROUTS

25lb **Brussels Sprouts** are coming in beautiful. As the overproduction of February is finishing, pricing will trade at more normal levels.



CV CAULIFLOWER

NOTE: Cauliflower remains tight as most growers are selling out daily, but quality is still coming in great. There is potential for a spike in price as some growers expect to be tight on supplies through a transition at end of March.



CV GARLIC

ALERT! Garlic and **Peeled Garlic Cloves** will be in shorter supply due to the global supply chain disruption from China. Most of our **Bulk Garlic** will be sourced from Argentina, and most of the **Peeled Garlic** will be from California and Spain. Expect higher pricing until at least April.



CV CABBAGE

Green Cabbage will continue to be very promotable. Prices are coming up some ahead of the St Paddy's day pulls. Quality has looked nice.



CV PEARS

We are now shipping new crop Argentina **Bartlett Pears** as the Washington crop is finished. There are still plenty of **Anjou** and **Bosc Pears** shipping from Washington and prices are steady.



CV CELERY

Celery is coming in nice and is expected to remain promotable for the next few weeks. Multiple options are available: 24ct naked, 30ct sleeved, and 18ct hearts.



CV TROPICALS

White Dragon Fruit and **Yellow Pitahaya** continue to be available from Ecuador right now. Fruit quality has been very nice.

Young Thai Coconuts will be in great supply and are promotable for the next few weeks.

Black Mission Figs from Mexico will be in steady supply and price will be lower for early March. Quality has been nice! These are offered in a 12/8oz clamshell.

NOTE: Hass Avocado prices continue to stay elevated despite supplies starting to rebound. Pricing should drop a little over the next few weeks.

NOTE: Pineapples will be less abundant with Dole shipping much less from Costa Rica for March.



CV TOMATOES

Roma Tomato markets have crashed. Mexican harvests came on strong with good quality. We continue to ship Florida product as quality has been excellent all year.

Vine Ripe Tomato prices have come off as more product becomes available from Florida and Mexico. Quality has looked great.

Beefsteak Tomato prices will be steady this week. Canadian production could come on strong very soon, leaving to more promotable markets.

Cluster Tomato prices are very high this week. Mexican shippers are struggling with any kind of volume, leading to higher prices. Quality has been excellent all season from US greenhouses.

Grape Tomatoes prices have come off some this week as more production from Mexico and Florida come on. We continue to ship Florida product and quality has been excellent.



CV CALIFORNIA CHERRIES

OUTLOOK FROM OUR GROWER/SHIPPER: **Cherries** are not far off. Orchards are blooming in California, letting us know spring is around the corner. The blooms on early **Cherries** are uniform and even indicating a healthy crop.

With a uniform bloom, it optimizes the potential for the bees to do their work. It's crucial the weather stays mild, above 45 degrees (if it's lower than that, the bees don't work) and below 85 degrees (so the pollen doesn't dry out).

Forecasts for now look favorable for pollination. Growers are encouraged and are looking for a healthy crop starting at the end of April.