

# ORGANIC MARKET NEWS

MARCH 11 - MARCH 18, 2022

## ORGANIC PEPPER OUTLOOK



USA **Organic Mini Sweet Peppers** from Lady Moon Farms in Florida are yielding excellent supplies during March, and promotional opportunities will be available through the month. Mexican grown **Organic Mini Sweet Peppers** in 12/1lb pouches are also experiencing great supplies and promotional pricing during March.

**Organic Color Bell Peppers** remain in steady supply from Mexico and Israel in mid-March on 11lb cases and overwrap 2 packs. Quality and availability from both regions have been consistent. New crop Canadian and Holland supplies are right around the corner and will transition into these new growing regions in early to mid-April.

**Organic Green Bell Peppers** from Lady Moon Farms in Florida are beginning to wind down in mid-March as they have begun to harvest their final planting. Supplies will begin to decrease, and pricing will begin to increase as we approach April.



### OG CITRUS

California **Organic Navel Oranges** continue in peak season. There are some promo opportunities on 40ct and 48ct, along with 72ct and 88ct. Quality is excellent.

**Organic Cara Cara Oranges** have become more limited as growers are experiencing lower yields than expected. This season may end early or be in sporadic supply through April.

**Organic Blood Oranges** are available in modest supply. Color and quality is impressive!

**Organic Lemons** from California are abundant for March and early April. There are some nice promo opportunities on big fruit (75ct) and small fruit (140ct) since the steady demand is in the peak 95-115ct. Bags are also promotable.

Also in season for March and early April are **Organic Murcott Mandarins, Kumquats, Meyer Lemons, and Minneola Tangelos.**

**ALERT! Organic Limes** are extremely difficult to find, and any fruit that is available is quite expensive. The outlook is not much better for April.



### OG BERRIES

**Organic Strawberry** prices remain very promotable out of California and Fair-Trade Mexico. Florida will begin to finish up for the season as we look forward to the new crop California season. Fruit has looked excellent with nice size from California and Mexico.

**Organic Blackberry** prices will continue to ease off as the month goes on as production begins to pick up. Supplies are steady and quality has been excellent.

**Organic Raspberry** prices will rise after heavy promotions in the beginning of March. Supplies are steady after a good harvest flush, and quality has been excellent. Expect promotable prices to return in mid-April as California production begins to start.

**Organic Blueberry** prices continue to rise as imports are slowing down on inbounds. Quality has improved tremendously on imports as we move over to Peru and Mexico. Expect prices to jump up in mid-March as imports finish. Domestic production is slated to begin with volume in early April.



### OG TOMATOES

**Organic Heirloom and Dark Heirloom Tomatoes** continue to be available into the middle of March. Steady supplies will be available with volume out of Mexico, and quality has been outstanding. Prices are expected to increase slightly over the course of the month as we head toward the end of March as the plants are not offered as much upkeep.

**Organic Grape Tomatoes** from Lady Moon Farms will be in lighter supply for mid-March. Quality has been outstanding, but volumes are still impacted from earlier Florida frosts.

**Organic Beefsteak Tomatoes** out of Canada are coming on with stronger volume and more affordable pricing.

**Organic Cluster Tomatoes** are expected to remain steady through the middle of March. We could see the market continue to fall as we enter the end of March with better volume approaching. Quality has been great on all inbounds.

**Organic Roma Tomatoes** have had good quality from Mexico, and there will be steady availability here for promotional opportunities.





## OG CUCUMBERS

**Organic Cucumbers** remain in stable supplies from Mexico. Pricing is expected to rise slightly for late March, but promotional volumes are expected in early April!

**NOTE:** **Organic Seedless Mini Cucumber** market continues to be extremely tight. This market is still expected to drop once Canada is producing toward the middle/end March. Right now, there is not a lot of product out of Mexico but quality has been great for all inbounds.



## OG ASPARAGUS

**Organic Asparagus** prices are opening up, and we are seeing prices stair step downward. As we head toward the end of March there is expected to be more product available and 28lb cases will be getting packed.

There will be some ad opportunities here heading to the end of march. New inbounds have shown some outstanding quality. Steady availability on organic product right now out of Mexico.



## OG BRUSSELS & BEANS

**Organic Brussels Sprouts** and **Organic Green Bean** from Covilli Fair Trade remain in peak supplies during March. Availability is plentiful and quality has been outstanding, perfect to continue promotions in March.

**Organic Brussels Sprouts** in mesh bags remain in steady supplies as well.



## OG POTATOES

We will see out last arrival of Manitoba, Canada **Organic Red** and **Gold Potatoes** in mid-March as they are coming to an abrupt end.

Then, we will be cutting over to Idaho grown **Organic Red** and **Gold Potatoes**. Pricing will be up a bit out of Idaho with the higher FOB and freight pricing. These Idaho **Organic Color Potatoes** should last us through mid-April when we will finally see some new crop SoCal desert potatoes.



## OG WATERMELONS

**Organic Mini Watermelon** prices will ease off some as production picked up due to some warmer temperatures in Mexico. Quality has been excellent.

Full size **Organic Seedless Watermelons** will be available out of Mexico mid-April.



## OG BOK CHOY

**Organic Bok Choy** and **Baby Bok Choy** from Lady Moon Farms in Florida are finishing for the season during mid to late-March. Expect supplies to be sourced from California approaching April while Lady Moon is in a gap.



## OG SQUASH

**Organic Zucchini** and **Yellow Squash** continue to experience improving volumes and pricing during March, and pricing is expected to rapidly improve as we move towards April.

**Organic Zucchini** production from Lady Moon Farms in Punta Gorda, FL will begin again in late March and volumes will grow quickly! Expected top-notch quality as always.



## OG APPLES

Washington storage crop **Organic Fuji**, **Gala**, and **Pink Apple** supplies are getting much tighter, with the end of the season about 2-3 months away. Shippers are limiting pack outs and experiencing higher than expected losses on an already short crop. Expect some sporadic supplies and higher prices.

New crop **Organic Import Apples** may get started as early as May on varieties like Gala.



## OG CAULIFLOWER

**NOTE:** **Organic Cauliflower** is experiencing inconsistent production, which is creating limitations and price increases for the remainder of March. Supplies are expected to remain limited until the new crop northern production ramps up in April.





## OG PEARS

**Organic Pears** are beginning to transition from domestic fruit to new crop Argentinean imports, the first item to switch is the **Bartlett** which is now in good supply.



## OG GRAPES

**NOTE:** **Organic Red and Green Seedless Grapes** remain a challenge out of both Peru and South Africa due to port arrivals. Expect very high prices with sporadic supply heading into April.



## OG PEAS

Arriving the week of 3/14 are fresh crop **Organic Peas** from out west. Bulk **Organic Snap, Snow, and English Peas (not shelled)** are in season.

Earthbound **Organic Snap Peas (6/6oz)** are available as well in code 230599.



## OG LETTUCE

**Organic Leaf and Romaine Lettuce** from Lady Moon Farms in Florida remain in peak volumes. Promotional opportunities will remain available in March to drive additional sales. Take advantage of this beautiful east coast production while West Coast production continues to struggle.

**ALERT!** **Organic Romaine Hearts and Iceberg Lettuce** from SoCal/Yuma, AZ continue to experience limited supplies or gaps in production due to heavy aphids (insect) issues. Prices have skyrocketed.

Supplies will remain limited on **Organic Romaine Hearts and Iceberg Lettuce** through March, until the transition to new crop Salinas, CA fields, happens closer to April.



## OG TROPICALS

Four Seasons will have good supplies of **Organic Tommy Atkins Mangos** from Mexico. Expect pricing to continue to work its way down as the season progresses into spring and summer.

**Organic Ataulfo Honey Mangos** are in good supply right now out of Mexico in several sizes.

**Organic Pineapples** will be in steady supply and prices with Dole label 6ct and Purity label 8ct for sale for March.

**Organic Drink & Eat Coconuts** are back for March! We also have **Organic Coconut Chunks** available as well!



## OG AVOCADOS

**Organic Hass Avocados** continued to garner high demand and growers are not flexing on price. Volumes have been slightly up, but overall, not enough to affect significant market change. Fruit quality has been very good.

**Organic Fair Trade Hass Avocado** supplies are limited. Due to unforeseen circumstances, the Equal Exchange Fair Trade program will be ending sooner this year. Challenges with delays in grower certifications are limiting the volume that they can sell as Fair Trade.



## OG BROCCOLI

**NOTE:** **Organic Broccoli** supplies have begun to tighten in mid-March. Supplies are down and pricing is on the rise, however quality should not suffer.

Warmer temperatures in the southern growing regions will speed up the conclusion of the season earlier than expected, while colder temperatures have slowed the start of the season back

in Salinas, CA. Swift price increase should be expected and as late March approaches limitations or gaps in supplies may occur.

**Organic Sweet Baby Broccoli** is following the same trend and will see a sharp decrease in supplies during mid-March.



# SUNKIST CITRUS DISPLAY CONTEST

Sunkist



**FEBRUARY 28 - MARCH 27, 2022**

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 category, 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 5 varieties of conventional fruit OR 4 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**
- Use of social media is not required, but strongly encouraged.
- Pictures of displays must be submitted to [contests@fsproduce.com](mailto:contests@fsproduce.com) by April 1.



## PRIZES:

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



**GRAND PRIZE**  
Golf Clubs



**2ND PLACE**  
Breville  
Espresso Maker



**4TH PLACE**  
Breville Juicer



**3RD PLACE**  
Grill & Grill Set



**5TH PLACE**  
YETI Cooler

**\*\*Every entry will receive a Sunkist hat!\*\***



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# 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)

## NAVEL ORANGES

CODE	DESCRIPTION
13615	CV Navels 10/4 lb. Bag
13563	CV Navels Fancy 56's
13567	CV Navel Fancy 88's
42175	OG Oranges Navel CA FCY 40 ct
44092	OG Oranges Navel CA FCY 48 ct
44121	OG Oranges Navel CA FCY 56 ct
44096	OG Oranges Navel CA FCY 72 ct
44100	OG Oranges Navel CA FCY 88 ct
44099	OG Oranges Navel CA 10/4 lb Bag

## CARA CARA ORANGES

CODE	DESCRIPTION
13818	CV Cara Cara Fancy 56's
13774	CV Cara Cara 12/3 lb. Bag
43571	OG Oranges Cara Cara CA 56 ct

## BLOOD ORANGES

CODE	DESCRIPTION
14004	CV Bloods 88 size/44 ct
13912	CV Bloods 18/2 lb. Bag
44125	OG Oranges Blood Moro 40 lb 72/88 ct

## MANDARINS

CODE	DESCRIPTION
14678	CV Mandarins 10/3 lb. Bag
44302	OG Mandarins USA 60-90 ct 25 lb
44503	OG Mandarins 15/2 lb Bagged

## LEMONS

CODE	DESCRIPTION
13005	CV Lemons Fancy 95's
13080	CV Lemons Choice 95's
13085	CV Lemons Choice 115's
13090	CV Lemons Choice 140's
13040	CV Lemons Bag 18/2 lb
44079	OG Lemons FCY 75 ct
44057	OG Lemons FCY 95 ct
44019	OG Lemons FCY 115 ct
44012	OG Lemons FCY 140 ct
44020	OG Lemons FCY 18/2 lb Bag

## GRAPEFRUIT

CODE	DESCRIPTION
12811	CV Grapefruit Fancy 40's
12556	CV Grapefruit Choice 8/5's

## SUNKIST DISPLAY BINS

CODE	DESCRIPTION
32250	POS Display Blood CV 1 ea Sunkist Rectangle
32247	POS Display Blood CV 1 ea Sunkist Square
218197	POS Display Multi Variety CV 1 ea Sunkist Rectangle
223541	POS Display Multi Variety CV 1 ea Sunkist Square
32244	POS Display Cara CV 1 ea Sunkist Rectangle
32246	POS Display Cara CV 1 ea Sunkist Square
32245	POS Display Navel CV 1 ea Sunkist Rectangle
218922	POS Display Navel CV 1 ea Sunkist Square
222963	POS Display Minneola CV 1 ea Sunkist Rectangle
223539	POS Display Minneola CV 1 ea Sunkist Square
223540	POS Display Mandarin CV 1 ea Sunkist Rectangle
223542	POS Display Mandarin CV 1 ea Sunkist Square
223543	POS Display Pummelo CV 1 ea Sunkist Rectangle
223544	POS Display Pummelo CV 1 ea Sunkist Square
223545	POS Display Lemon CV 1 ea Sunkist Rectangle
223671	POS Display Lemon CV 1 ea Sunkist Square
227240	POS Display Meyer CV 1 ea Sunkist Rectangle
32243	POS Display Meyer CV 1 ea Sunkist Square
230186	POS Box Empty Formed OG 1 ea
218196	POS Display Multi Variety OG 1 ea Sunkist Rectangle
223679	POS Display Multi Variety OG 1 ea Sunkist Square





# f'fth season

## NEW!

# Ready-to-Eat Salad Bowls

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Fifth Season is a Pennsylvania vertical farm pioneer that grows long-lasting leafy greens utilizing cutting-edge robotics and artificial intelligence. We source high quality and unique ingredients and tasty organic dressings to create their delicious and nutritious salad bowls.

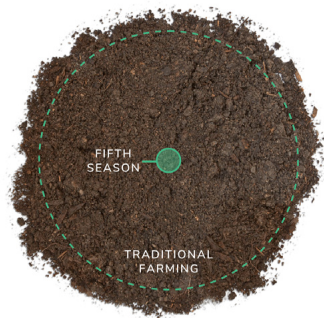
Fifth Season believes that solving the world's most pressing problems requires bold vision and thoughtful action. They embrace technology to make lasting changes in our world.

So, they reimagined the food system with a simple first step: growing healthy, good-for-the-planet produce — in Pittsburgh. Fifth Season created a different kind of world for their greens; the plants grow up in a happy home, made so by robotics and cutting-edge AI to deliver less waste and more freshness. This is a forward-thinking farm: a space that nourishes people and bolsters communities. Leafy greens are just the beginning as we move forward in revolutionizing farm to plate.



[youtu.be/SMo0du7QorM](https://youtu.be/SMo0du7QorM)

Check out this video for more info on their growing practices!



WE USE

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WE USE UP TO

95% Less Water

CODE	DESCRIPTION	PK/SZ	UPC
228937	CV Salad Crunchy Sesame 5th Season Bowl	4/5.9 oz	852070008147
228938	CV Salad Spicy Southwest 5th Season Bowl	4/5.8 oz	852070008123
230443	CV Salad Avocado Ranch Sabra 5th Season Bowl	4/7.2 oz	852070008314
*Coming in April* 230444	CV Salad Mediterr Hummus Sabra 5th Season Bowl	4/6.7 oz	852070008116

**TALK TO YOUR REP TO PRE-ORDER!**



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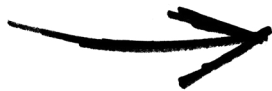
# THAT'S TASTY IS REBRANDING IT'S ORGANIC PRODUCT LINES!

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## They do it by Bringing Nature Indoors™

It starts with their biofarms. These proprietary growing facilities use the methods Mother Nature intended... INDOORS.



OLD CODE	NEW CODE	OLD DESCRIPTION	NEW DESCRIPTION	SIZE	OLD UPC	NEW UPC
42232	230647	OG Herb Basil Living That's Tasty	OG Herb Basil Living Soli Organics	6/6 ct	768573808019	768573810012
42234	230648	OG Herb Cilantro Living That's Tasty	OG Herb Cilantro Living Soli Organics	6/6 ct	768573808033	768573810029
42235	230649	OG Herb Dill Living That's Tasty	OG Herb Dill Living Soli Organics	6/6 ct	768573808057	768573810036
42237	230650	OG Herb Mint Living That's Tasty	OG Herb Mint Living Soli Organics	6/6 ct	768573808064	768573810050
42238	230651	OG Herb Oregano Living That's Tasty	OG Herb Oregano Living Soli Organics	6/6 ct	768573808071	768573810067
42236	230652	OG Herb Parsley Italian Living That's Tasty	OG Herb Parsley Italian Living Soli Organics	6/6 ct	768573808057	768573810043
42239	230653	OG Herb Rosemary Living That's Tasty	OG Herb Rosemary Living Soli Organics	6/6 ct	768573808095	768573810074
42240	230654	OG Herb Sage Living That's Tasty	OG Herb Sage Living Soli Organics	6/6 ct	768573808101	768573810081
42241	230655	OG Herb Thyme Living That's Tasty	OG Herb Thyme Living Soli Organics	6/6 ct	768573808125	768573810104

CONTACT YOUR SALES REP OR MERCHANDISER TO ADD THEM TO YOUR NEXT ORDER!



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# CONVENTIONAL MARKET NEWS

MARCH 11 - MARCH 18, 2022

## CHAMPAGNE MANGO SEASON



Now through July should be one of the best times of the year to promote the **Mango** category!

**Ataulfo Honey Mangos** from Mexico are in peak season. We'll be promoting the "**Champagne**" brand of **Ataulfo Honey Mangos** in the next few months. 14ct will be the primary size in the Champagnes. The quality of this fruit has been outstanding. Look for opportunities to promote, including discounts on 18ct non branded fruit!

**Ataulfo Honey Mangos** ripen at room temperature from a light lime green to yellow to gold. The flesh is very creamy in texture, and has a delicious sweet, tangy taste.

**Round Mangos** from Peru are still available in the "Kent" variety, along with new Guatemala and Mexico "Tommy Atkins" fruit beginning as well. Pricing is expected to move downward as more fruit from Mexico enters the marketplace.



### CV CITRUS

**Import Mandarins** are very promotable, and growers expect this to continue through the end of the month. "Halos" brand has switched over to imports too. Volumes will begin to drop back as we kick off April, and pricing will move higher. California supplies, along with the decline from Morocco, will cause this market to react. Until then, promote all 10/3lb and 15/2 lb bags.

**Navel Oranges** quality from California has been very nice. We expect solid supplies on sizes ranges from 40's through 113's, along with 10/4 lb bags through the end of the month. Pricing is expected to remain steady going forward.

Continue to promote the 10/3 lb **Vintage Sweets Heirloom Navel Oranges**. The quality and flavor are exceptional!

**Grapefruit** are in steady supply heading into mid-March. We will continue to stock all Rio variety **Grapefruit** in 27's, 40's, and 8/5 lb bags from Riverside, California. Quality has been very nice.



### CV MELONS

**Cantaloupes** are in tighter supply again in mid-March, but volumes are expected to improve as we head into April. This holds true for both 9ct and 12ct from Central America. Supplies from the Philadelphia area ports are limited, and we may need to shift to loading more fruit from ports in Florida. This will add additional freight to the cost in the near term. Quality has been nice on fruit from Guatemala and Honduras.

**Honeydew** will be mostly packed as 6ct for the remainder of the month. All of the large fruit (5 ct) has been arriving to the states with more discoloration, and the product isn't able to be shipped into the market. Quality on the 6 ct **Honeydews** has been very nice.

**Watermelon** prices are high as Mexico transitions from winter to spring crops. Florida is expected to harvest very soon, but sugar has not yet fully developed. A few more days of 90-degree weather and fruit will be ready to go. Expect fresh Florida **Watermelons** to be available closer to April to start the season.



### CV BERRIES

**Strawberries** are still promotable to kick off the week of 3/14, but prices are expected to rise very quickly as Florida begins to slow down from peak.

Florida did get rain and a lot of hot weather, so we will begin to transition out to California and get new fruit. This will start immediately by Driscoll's brand, then be followed by our value line later this month. California prices will be a little higher due to added freight costs, but quality and size will be exceptional.

**Blackberry** prices will continue to ease off week by week as production begins to pick up. Quality has been very nice, and supplies are steady. Expect very promotable prices mid-April.

**Raspberry** prices are going to rise to more normal levels as production slows down for a short period. Supplies are steady, and quality has been excellent. Another harvest flush is expected later in April.

**Blueberry** prices are trying to rise as imports begin to slow down from Chile, Peru, and Mexico. Once imports stop coming in, prices will spike very quickly as domestic production is just not ready to take on all the added demand. Quality out of Mexico and Peru has been excellent. Chile quality has improved and has looked good.





## CV GRAPES

**Red Grapes** are very promotable and should remain this way through March. Pricing will be very promotable on both XL and LG options, and the quality has been very nice on all Chilean fruit.

**Green Grapes** are in better supplies, but pricing will remain higher than Red for this same time period. Peruvian fruit is close to finished for the season, and we'll be in mostly Chilean fruit going forward.

Fresh crop **Seedless Grapes** from Mexico will start in a small way during April, and ramp up for a May/June peak.



## CV ONIONS

We officially have a start date for **Vidalia Sweet Onions** – in stock around Easter weekend! Currently, we are still rolling along with Peruvian **Sweet Onions**, but we will have a smooth transition over to **Vidalias**.

**Red, Yellow, and White Onions** are steady on price and availability in mid-March. There are some **Onions** crossing from Mexico into Texas in mid-March, so that should give us a little relief on price pressure on Washington **Onions**, but they are very expensive, so we will keep rolling with Washington while the quality holds out.



## CV CABBAGE

**Green Cabbage** market remains steady, quality is outstanding, and there are no concerns with availability. With St. Patrick's Day time here, we're a one-stop shop for green cabbage.



## CV SQUASH

**Green Squash** from Mexico will continue to arrive with outstanding quality with steady availability here through the end of March. Product out of Mexico is expected to continue until the Florida crop improves.

**Yellow Squash** prices are coming off as there is more product available out of Mexico.



## CV POTATOES

Florida **"New" Potatoes** will be in stock starting in mid-March – **Gold, Red, and Whites** in the A, B, C sizes in 50lb cases. With the start of Florida **Potatoes**, we should see some pricing relief as freight is much lower from Florida vs the west coast.

**NOTE: Tasteful Selections** will be gapping on **Yellow 1-Bite Potatoes** from in mid-March through 4/15. This will NOT affect any medleys but will affect code 4340 (12/24 oz **Honey Gold**).



## CV BROCCOLI

There's plenty of availability on **Broccoli Crowns** from all growing regions. Pricing is now promotable, especially out of Florida and Mexico.



## CV LEMONS & LIMES

**Lemons** are plentiful from California with promotable pricing on both choice and fancy fruit. Now is a great time to promote loose and bagged Lemons, and the quality has been excellent.

**ALERT! Limes** continue to be extremely tight from Mexico. All growers are saying that they expect this market to remain high priced, and in shorter supply through the end of March. Little to no relief is expected in April. We will continue to source **Limes** from Colombia and Peru in the meantime to help with additional supplies.



## CV PINEAPPLES

**Pineapple** supplies are good. Larger fruit is plentiful, while smaller sizes, like 8ct, are less abundant. Get ready to promote 6ct and 5ct!

Del Monte's **HoneyGlow Pineapple** variety is back into improved availability. This high-color, super sweet variety has really caught on to some consumers. 5ct and 7ct are in stock at Four Seasons Produce.



## CV CELERY

**NOTE: Celery** continues to become more limited during the transition from southern regions to northern regions. Some shippers are charging a bigger premium than others during this time, but overall pricing is higher.





## CV ASPARAGUS

**Asparagus** prices will continue to drop now as Mexico is finally coming into to heavier production for the middle of March.

Quality has still been excellent, and availability should be good moving forward. Most of the volume at Four Seasons will be shifted toward 28lb vs 11lb.



## CV PEPPERS

11lb Hothouse **Color Pepper** prices will drop as we head into the middle of March. Mexico is expected to flush and Canadian growers are poised to ramp up their spring crop plantings. Quality is excellent, and supplies will increase, causing a promotable market here.

**Mini Mix Sweet Peppers** are a very promotable item for the rest of March!

We are starting to see better volumes come out of Mexico on 15lb **Elongated Red Sweet Peppers**. Now through early April could be a good time to build out some displays on this line.

**NOTE: Green Peppers** tightened up fast as we head into the middle of March with higher pricing. The Florida crop will not be back on track until mid-April due to earlier frost damage.

In Mexico, some growers are expected to continue to pick **Green Bells** from color bell plants to capitalize on this market.

- Eastern **Honeycrisp Apples** will finish for the season in mid-March. There will be Washington fruit to fill these displays for now.

- **Bartlett Pears** have made the transition from domestic fruit to new crop import from South America. Good supplies of high quality fruit is expected.



## CV CUCUMBERS

**Super Select Cucumbers** remain steady at slightly elevated prices, and quality has been excellent out of Mexico.

Supplies out of Mexico are expected to hold the market heading into the end of March until the Florida crop really has a chance to take off and Mexico comes into their new crop as well.



## CV SPECIALTY CITRUS

Continue to promote all **Specialty Citrus** in March!

We will continue to have steady supplies on both loose and bagged California **Blood** and **Cara Cara Oranges**, as well as **SUMO Citrus** (Dekopon variety).

We're seeing a shift in sizing on the **SUMO Citrus**. As size begins to drop on this crop, we'll begin to see less 22's and 25's, with more volume being in 28's. Due to the shift in size, we will also see a drop in pricing. Quality has been nice.

**Minneola Tangelos** continue in peak season.

**Meyer Lemon** pouch bags are back in stock and ready to go through the remainder of the month.

Wonderful brand **Seedless Lemons** in 12/2lb bags are selling well. Consumers seem to be attracted to the packaging. Display bins are available.

## OTHER STORIES

- **Hass Avocados** continued to ride a wave of good demand despite elevated pricing. Supplies have been steady with excellent quality fruit. High oil content and delicious creaminess abound in the fruit coming out of Mexico.



## CV LETTUCE

**ALERT! Iceberg, Romaine, and Romaine Hearts** will remain limited from Arizona due to quality and yield issues, and the Salinas, CA crop will not start until April. Mexican supplies have been an option, but there is not enough to go around.

Prices have skyrocketed to the top with no protection from shippers due to quality. Be cautious on these items and favor greenhouses lettuces for now.



## CV TOMATOES

**Roma Tomato** prices continue to be promotable from Mexico as we head into the end of March. Quality has been excellent, and supplies will remain steady.

**Cluster** and **Beefsteak Tomato** prices will stay steady as we head toward the end of March. Prices are expected to stay at the bottom as there is plenty of product from Mexico, and Canada has production in large volumes. Quality has been outstanding, and availability is plentiful.

**Vine Ripe Tomatoes** are steady now, but prices are expected to rise as we head towards the end of March. The cause of the market going up is because of the frost that hit Florida. There will be less product in Florida, and Mexico is not expected to have enough product to keep market prices steady. Quality has been excellent for all inbounds.

NatureSweet brand is coming into steadier supplies on their **Snacking Tomatoes**. March and April could be a good time to increase display size on this premium line.

- **NOTE: Cauliflower** supplies have lightened up due to the cooler temperatures. Demand remains strong, and vendors have been selling out daily. Pricing has firmed.