

CALIFORNIA RAIN VS. ORGANIC CITRUS



March is peak of the season for **Organic Citrus**... and California **Organic Citrus** would be in excellent supply if it wasn't for this atmospheric river that will dump lots of rain on California's Central Valley between March 9 and March 11. Shippers have picked ahead to try to mitigate the impact, but this storm could be one of the more challenging of the season. Stay tuned for more info next week.

Here's an update on **Organic Citrus** that's already in the supply chain for mid-March:

Organic Navel and **Heirloom Navel Oranges** are plentiful in all sizes and bags. This is expected to continue until mid-May when supplies start winding down for the season. **Organic Cara Cara Oranges** are in their peak with excellent quality, size, and flavor through mid-April. **NOTE: Organic Blood Oranges** are limited and are expected to finish for the season before the end of March. Snag them while you can.

Organic Mandarins are in excellent supply and should be for all of March on the "Tango" variety. Then, supplies will transition to "Murcotts" to finish out the season in late April or early May. **Organic Golden Nugget Mandarins** have excellent quality and flavor but are a little smaller in size. Good supplies are expected until May.

Organic Lemons are in plentiful supply in all sizes and bags. This should continue until June.

Organic Minneola Tangelos are peaking on the small size, but the flavor and juiciness are fantastic. These are expected to finish for the season sometime in mid to late-April.

Organic Pummelos should be in good, steady supply until the end of March.

Organic Grapefruit out of District 1 is in excellent supply. Short-term, we will need to deal with the rain effects, but once the rain clears, we should continue to see excellent supplies into June.



OG BRUSSELS & ASPARAGUS

GOOD NEWS! **Organic Asparagus** will be very promotable for the entire month of March. We will also be able to hold this promotion through Easter.

Quality is outstanding, and availability will be steady. Plenty of **Organic Asparagus** is crossing, which is different than the conventional asparagus.

GOOD NEWS! **Organic Brussels Sprouts** from Mexico are in excellent supply volume and promotably priced to drive additional volume. Quality has been outstanding!

Organic Brussels Sprouts in 1lb high-graphic bags continue in season.



OG TOMATOES

GOOD NEWS! Lady Moon Farms **Organic Grape Tomatoes** will be a promotable through Easter. Quality has been great, and there is plenty of product to grab.

Organic Heirloom and **Darkloom Tomatoes** out of Mexico will be steady and promotable into the end of March.

Organic Campari Cocktail Tomatoes are available with consistent availability in the "Sunset" label. "Savoura Bio" brand **Organic Cocktail Tomatoes** will be priced for promotion during mid to late March. These are high-flavor varieties!

Organic Roma Tomato prices have fallen, and demand has dropped, which is keeping this a promotable item. Quality is outstanding and availability will be steady. This is expected to hold until at least the middle of March.



OG BERRIES

GOOD NEWS! **Organic Strawberries** are promotable out of Florida and Baja, Mexico. Baja production is strong with excellent quality coming. Florida production is down as fields start to finish up for the season. Quality has been nice. Once Florida finishes, Baja will continue to produce steady supplies.

Organic Raspberry prices continue to come down as supplies get better week by week. Quality has been excellent out of Baja, Mexico.

Organic Blackberry prices remain steady out of Mexico. There has been a slight rise in markets but very minimal. Quality has been excellent, and supplies are steady.

NOTE: Organic Blueberries will remain tight for the next few weeks at least. There are light volumes available from Peru, CA, and Mexico but harvests are very low this time of year. Expect higher prices to continue through March, but the good news is that quality has been excellent and the fruit tastes great.



OG PEPPERS

GOOD NEWS! **Organic Green Bell Peppers** and **Mini Mix Sweet Peppers** from Lady Moon Farms in Punta Gorda, Florida are in available with strong volume, outstanding quality, and great pricing. Mexican supply is available as a supplement.

Organic Color Bell Peppers are in steady availability from Mexico and Israel during March. Although we have seen price increases during the month, quality from both regions has remained excellent.



OG GRAPES

NOTE: **Organic Red Grapes** have gotten extremely tight and surged in price from Peru.

We are seeing more promotable pricing on **Organic Green Grapes**, but they will increase as well in the near future.

Organic Black Grapes from South Africa will be available in a limited way.



OG BOK CHOY

ALERT! The **Organic Bok Choy** and **Baby Bok Choy** season from Lady Moon Farms in Florida has drawn to a close in mid-March. Expect supplies to be limited or gapping through mid-month as California supplies has tighten as well.

Supply issues will only be temporary as late March will bring the start of Lady Moon Farms' Georgia crop.



OG MANGOS

Four Seasons has officially started the Mexican **Organic Mango** season by offering Tommy Atkins fruit. Prices to start are higher but will be dropping as more fruit is ready!

Larger sized **Organic Ataulfo Honey Mangos** from Mexico are in steady supply. 16ct and 18ct sizes have been limited but should rebound for the middle of March.



OG POTATOES

ALERT! Tasteful Selections has entered a seasonal supply gap on all of their 1-bite and 2-bite **Organic Color Mini Potatoes** effective immediately. This will out-of-stock situation will last until the middle of May when their new crop California **Organic Potato** season starts.

ALERT! We will be heading into a gap situation on **Organic Russet Potatoes** again through May.



OG HARD SQUASH

Organic Acorn and **Spaghetti Squash** continue to be in good shape on availability.

Organic Delicata and **Kabocha** Squash remain limited, but prices are steady.

NOTE: **Organic Butternut Squash** has increased in price due to limited availability.



OG CUCUMBERS & SQUASH

Organic Cucumbers, Zucchini, and Yellow Squash from Mexico are in steady supply. Mid-March has experienced improved cost on **Organic Cucumbers** and **Zucchini**, while **Organic Yellow Squash** has saw prices increase again.

Organic Zucchini for Lady Moon Farms in Florida will resume harvests in mid to late-March. Expect volumes to increase by the end of the month.



OG AVOCADOS

Organic Hass Avocado prices rose slightly for the third week in a row. Volume on fruit is down slightly especially on 48 size fruit and larger. Overall volume is still promotable, and fruit quality and oil content have been excellent.

Equal Exchange **Organic Fair Trade Hass Avocados** will be in good supply as we start March.



OG GREEN BEANS

ALERT! **Organic Green Beans** from Mexico remain limited in supply volume during March.

Colder temperatures in growing regions have slowed growth. Expect market conditions to continue through the remainder of the March.



OG COCONUTS

NOTE: **Organic Drink & Eat Coconuts** and **Young Thai Coconuts** from Thailand will be in light supply for early March, but return to better availability later in the month.



OG CABBAGE

Organic Green Cabbage will be in steady availability for the St. Patrick's Day holiday, but will not be promotable as in years past because higher prices. Expected costs to continue to increase following the holiday.



OG PINEAPPLES

GOOD NEWS! **Organic Pineapple** supplies from Costa Rica have been strong. Quality has been excellent and will continue to be promotable.



OG BROCCOLI & CAULIFLOWER

Imperial Valley of California is the main supply region for **Organic Broccoli** and **Cauliflower** during this part of March.

Organic Broccoli has experienced reliable supply volume, but costs have increased due to stronger demand in March and the desert season in its final month of production.

ALERT! **Organic Cauliflower** has remained in constant availability, but it has experienced elevated costs for a couple weeks. As March continues, the Imperial Valley season will wind down and growers will transition North. Expect volumes to tighten and prices increase as this time approaches.

ALERT! **Organic Sweet Baby Broccoli** from California continues to experience light volume in mid-March. Expect gaps in supply and extreme costs.

Organic Broccoli Rabe has increased volume and improved prices in early March. This will be an excellent substitute for **Organic Sweet Baby Broccoli** while supplies are limited.



OG GREENS & LETTUCES

Organic Greens and **Kales** from Lady Moon Farms remain in peak supply during mid-March. As the month continues, expect supply volume to diminish slightly before increasing once again when their Georgia crop ramps up during April.

Organic Romaine and **Leaf Lettuce** remain in plentiful supply from Florida. Promotable pricing and outstanding quality will make this Lady Moon product an easy sell. Much like the **Organic Greens** category, as March continues Lady Moon will transition North to Georgia with its **Organic Lettuce** crop.

Organic Romaine Hearts from Lady Moon has been a new addition during the winter months. Quality has been top-notch, and supplies are plentiful. Build displays and promote this new addition during mid-March to generate excitement around this excellent item.



OG BANANAS

We will start seeing **Equal Exchange Organic Fair Trade Bananas** in poly pack the week of 3/13. We will be using the Polypack to help the quality through the rainy season, which should last into May.

Polypack helps to keep moisture in the fruit in transit because it has more of a tendency to dehydrate in transit during the rainy season, and it also helps to keep mold spores from landing on the crown of the fruit which has a much higher probability of happening during the rainy season.

The biggest thing for customers to remember if they get a case that is tied at the top is to open the plastic – and fold down along side of the case and the color will “pop” once they get a fresh shot of oxygen.

OTHER STORIES

• **ALERT!** **Organic Red Bunched Beets** continue to struggle with availability. Expect supplies to remain limited throughout the entirety of March and into early April. Substitute **Organic Gold Bunched Beets** as supplies are steady.

• **Organic Turmeric**, from our growing partner Secret Beach Organics in Hawaii, is back for the start of March. Four Seasons will offer full 30lb cases and 5lb smaller cases for added convenience.

• **Organic Pomegranate Arils** in cups are now back in stock with some imported fruit.

• **ALERT!** Mexican **Organic Lime** prices are still expensive for mid-March.

The outlook though, is that prices should come down and product should flush towards the end of March and into April. When we will see significant volume and promotions, then start to tighten up for the rainy season in May and June.



Sunkist Growers Citrus Display Contest Extravaganza

March 6th - April 2nd, 2023

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

CONTEST RULES:

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



PRIZES:



1ST PLACE
MOUNTAIN BIKE



2ND PLACE
GOLF CLUBS



3RD PLACE
CAMPING PACKAGE



4TH PLACE
HIKING PACKAGE



5TH PLACE
ADIRONDACK CHAIRS

MERCHANDISING TIPS:

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

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



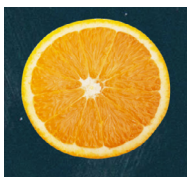
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AVAILABLE AT FOUR SEASONS

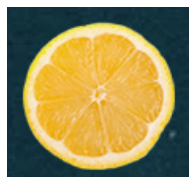
Sunkist is a not-for-profit marketing cooperative entirely owned by and operated for the California and Arizona citrus growers who make up its membership. For more information visit: www.sunkist.com

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



NAVEL ORANGES

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



LEMONS

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



GRAPEFRUIT

12811 - CV Grapefruit Rio Star TX 40 ct Sunkist



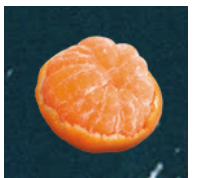
MINNEOLA TANGELOS

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



BLOOD ORANGES

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



MANDARINS

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



CARA CARA ORANGES

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



AVAILABLE SUNKIST BINS

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



ASPARAGUS AND BRUSSELS SPROUTS DISPLAY CONTEST

MARCH 13TH - APRIL 9TH, 2023

Ready to "spear" head your asparagus sales and watch your Brussels movement "sprout"! Four Seasons Produce has teamed up with Alpine Fresh (Hippie Organics) to bring you a display contest and promotion that is sure to drive volume and put the green into your registers. BEAUTIFUL Hippie label asparagus is in season with OUTSTANDING quality and sales potential, and when coupled with now a customer favorite in Brussels Sprouts, you have a display surely built for success! Beautiful organic product plus razor sharp packaging is great math for great sales. Lets get creative and build some awesome displays of Hippie label Organic Asparagus and Brussels Sprouts!

CONTEST RULES

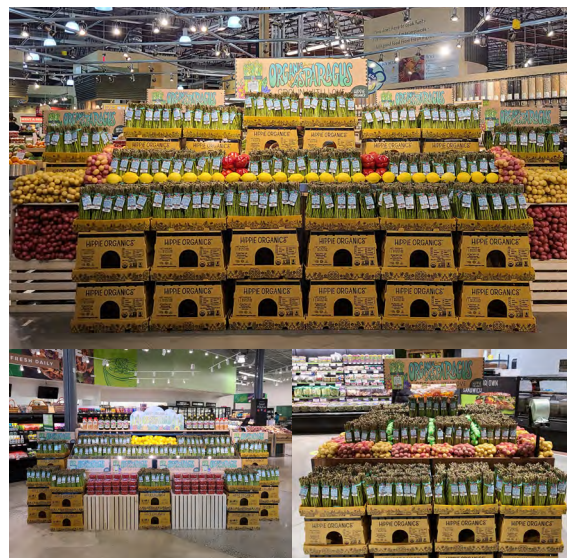
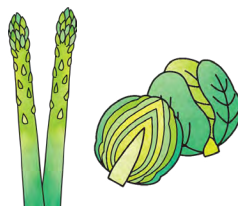
- Build an amazing display of Hippie Organics Asparagus and Brussels Sprouts in your department. All product **MUST** be purchased from Four Seasons Produce.
- Must purchase at least 15 cases of product over the contest period to qualify. This can be a combination of Asparagus and Brussels Sprouts.
- All stores must cross merchandise at least two (2) items within your display to add color and some flair. Some great tie ins and codes are listed below.
- All displays must include Hippie Organics signage or utilize the Asparagus or Brussels Sprout boxes to show off the Hippie brand. Point of sale can be gotten through your Four Seasons Sales Rep or Merchandiser
- All displays must remain up for at least one week.
- Send all contest entries to contests@fsproduce.com by Friday April 14th 2023.

PRODUCT CODES:

40325 - OG Hippie Asparagus 11lb

40511 - OG Hippie Brussels Sprouts 10 lb

231119 - OG Hippie Brussels Sprouts 16/11lb



BUILD YOUR BASKET!

Asparagus and Brussels Sprouts are great bases for building a shoppers basket, both in and out of the produce department! Tying in the following will add color to your display and create meal suggestions and ideas for your customers!

- 41971 - OG Potatoes Honey Gold One-Bite 12/24oz
- 41970 - OG Potatoes Ruby Sensations One-Bite 12/24oz
- 41972 - OG Potatoes Sun Medley One-Bite 12/24oz
- 44019 - OG Lemons FCY 115 ct
- 44020 - OG Lemons FCY 18/2 lb Bag
- 40802 - OG Peppers Red Import 11 lb
- 40267 - OG Peppers Red MEX 11 lb
- 40803 - OG Peppers Yellow Import 11 lb
- 40778 - OG Peppers Yellow MEX 11 lb
- 43381 - OG Peppers Orange Import 11 lb
- 40791 - OG Peppers Orange MEX 11 lb
- 231688 - OG Peppers Mini Mix Sweet 18/10oz
- 220958 - OG Garlic Colossal 30 lb



Every qualifying entry will receive a cool Hippie Organics t-shirt!



CONTEST PRIZES

Top five (5) displays will receive a \$150 gift card. Display will be judged on creativity, overall eye appeal and use of Hippie signage

Also, don't forget to tie in olive oil, bread crumbs, pasta and sauce from grocery to round out an awesome looking display!



PHONE: 1.800.422.8384

www.fsproduce.com

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CONVENTIONAL MARKET NEWS

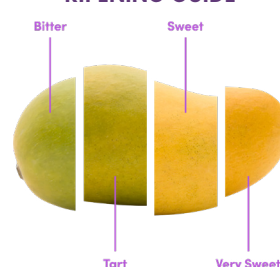
MARCH 10 - MARCH 17, 2023

CHAMPAGNE MANGO SEASON IS HERE!



GOOD NEWS! Ciruli Brothers "Champagne" brand Ataulfo Honey Mangos are now in season out of Mexico! The season will start with a 14ct premium box. April is traditionally the peak season for Champagne Mangos, known for their silky smooth texture and exceptionally sweet taste when ripe. This fruit will carry through into late spring/early summer.

RIPENING GUIDE



On Round Mangos, availability is on the great eating "Kent" variety in 9ct and 10ct sizing for early to mid-March. New crop "Tommy Atkins" Mangos from Mexico are coming into season for late March.



CV GRAPES

GOOD NEWS! There will be lots of opportunities to promote Grapes for the rest of March and into early April, both for price play options and for high-quality/high-flavor options.

With both Chile and Peru shipping fruit to North America, plus with a little bit from Brazil, volumes are heavy. Chile has ramped up in a very aggressive way, offering value on all sizes/colors and varieties.

Movement continues to be the name of the game on Red and Green Grapes- get super aggressive ads rolling for March, particularly on the MD/LG sizing!

We will continue to carry MD/LG, LG, XL, and Jumbo sizes. The XL and Jumbo on Red and Green Grapes are where you'll find the premium texture and flavor varieties, like "Autumn Crisp" and "Sweet Globe" Greens and "Sweet Celebration," "Alison," and "Timco" Reds.

Additional offerings include Cotton Candy (Imports), clamshells and bagged, Pink Muscatel, Black Grapes, and Seeded Red Globes!



CV TOMATOES

GOOD NEWS! Roma Tomato prices are at the minimum out of Mexico and continue to be promotable. There is product out of Mexico and Florida, and quality is fantastic.

GOOD NEWS! Vine Ripe Round Tomato prices have dropped and will be promotable into the end of March. Smaller sizes are still pricing at a premium.

Cluster and Beefsteak Tomato prices will remain steady. Quality has been excellent and there is still product out of Mexico, Canada, and US. It is expected that we could see prices fall slightly after Easter.

Heirloom Tomatoes out of Mexico will remain steady and promotable as we head into the end of March. Availability is increasing.

NatureSweet Cherubs Tomatoes will be available during mid-March.

GOOD NEWS! Check with your rep about spot buys on various Cocktail and Snacking Tomato packs. There will be deals almost every week that come and go, but create value price opportunities for retailers.



CV BERRIES

GOOD NEWS! Raspberries are beginning to become promotable! Harvests are looking strong, and pricing continues to come down. Quality out of Mexico has been excellent. Expect promotable volumes through the month.

GOOD NEWS! Strawberries will be very promotable for mid-March from some growers. Promote while the deals last since prices are beginning to rise from other growers as they clean up their harvests in Florida. This is the tail end of the FL season, and it has been hot.

NOTE: California Strawberry fields are in rough shape from rainy, cold weather, and are now expecting floods from the snow caps melting and heavy rain. Once Florida ends, expect extremely high prices very quickly as Central Mexico will be the only region able to bridge the gap from FL to CA.

NOTE: Blueberry prices are really tightening up as harvests are not ready to pick yet. Imported fruit is lightly available. Expect tight supplies and high prices until the end of March until Florida production begins. Quality out of Mexico has been excellent.

Blackberries are tightening up somewhat as harvests begin to gap. Supplies are expected to be lighter until the end of March and then begin to open up.



CV MELONS

Supply has finally caught up with demand on the East Coast on both **Honeydews** and **Cantaloupes**. New plantings from Guatemala, Honduras, and Costa Rica are showing excellent yields!

We will continue to carry **Dino Melons**, **MAGS**, and **Galia Melons** while available.

Mexico/Texas will tentatively start at the beginning of May.



CV APPLES

Eastern **Wild Twist Apples** are here now in good supply for winter and early spring promotion. Variety has Pink Lady and Honeycrisp parentage.

Washington **Fuji Apples** are in excellent supply with promotional opportunities.

Washington **Granny Smith** and **Honeycrisp Apples** are tightening by the day. Expect prices to rise and supplies to get short.

Eastern **Honeycrisp Apples** will most likely wrap up for the season before the end of March.



CV LETTUCES

Iceberg, Leaf, and Romaine Lettuces continue to be readily available. Lower demand has been holding prices steady through mid-March. **NOTE:** When the Yuma, AZ season ends, the transition back to rain-soaked California growing regions will be problematic. Stay tuned.



CV SPECIALTY CITRUS

Golden Nuggets are in stock and peaking on larger sizes, even the fruit for 10/3lb bags. Look for **Pixie Tangerines** to start in mid-March.

Mandarosa Red Flesh Mandarins will be available in 15/2lb bags starting 3/14 and then finish for the season by the end of the month.

SUMO Citrus continues to peak with 25ct sizing, with supreme quality and unmatched flavor.



CV BROCCOLI

Demand for **Broccoli Crowns** has been strong. FL is seeing some gaps, Yuma, AZ and CA have been more limited, and Mexico has been bumping up pricing to keep up with rising prices.

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



CV WATERMELONS

New crop **Seedless Watermelons** from Florida are expected to be available by end of March! The heat wave in Florida has brought crops on early and we should see light availability with excellent quality and sugar.



CV ASPARAGUS

GOOD NEWS! **Asparagus** prices are starting to come down fast. 28lb cases will come back into the mix starting around 3/16, and offer a nice value per lb.

There should be plenty of product available as we head into Easter, but it is highly recommended to plan pre-books for your holiday lead up.

Shippers do predict that their season in Caborca, Mexico will be winding down right around the second week of April, so things may get more expensive and limited right after Easter.



CV PINEAPPLES

Pineapple supplies will be steady to start the month of March. Pricing is expected to rise slightly as we get closer to Easter and higher demand. Quality has been good.

NOTE: Del Monte **PinkGlow Pineapples** will be gapping during much of March.



CV CELERY

Celery prices are on the rise. This is expected to be a tighter market through the month of March.



CV CUCUMBERS

Euro and **Mini Seedless Cucumber** prices are increasing with crops transitioning in Mexico and Canada not starting to ramp up until the end of March.



CV CITRUS

Blood Oranges remain in excellent supply with great quality. It's a great time to promote! A lot of fruit is stored for this variety so will be good through the California rains.

Navel Oranges are peaking on smaller fruit with large fruit remaining tight. This remains an excellent time to promote 10/4lb Sunkist **Bagged Navels**. **Vintage Sweets Heirloom Navel Oranges** continue with the finest flavor and quality.

Cara Cara Oranges are in good supply on smaller fruit, so this is a great time to promote bags.

Grapefruit is peaking heavy on smaller fruit in from both Florida and Texas. Florida is finishing up in the next few weeks, while California is ramping up with desert **Grapefruit**. **Pummelos** are finished for the season.

Lemons continue to show marvelous quality and supply is outpacing the demand offering promotable pricing on almost all sizes with the Central Valley and the Coastal Region of California in full swing.

Minneola Tangelos remain in firm supply with smaller fruit from the Central Valley of California. Large fruit remains on the sparse side, but we will remain covered for our Sunkist Contest with more promotable pricing on the bagged fruit.

Mandarins from CA are showing good quality as we are pushing the Tango variety (24-28ct peaking). We will continue to offer "Halos" in 10/3lb and 15/2lb bags. Import **Mandarins** remain in stock and are super promotable through mid-March.



CV CABBAGE

Cabbage prices are expected to stay steady right into St. Patrick's Day. We will continue to look for the best quality and price to supply our customers.



CV STONE FRUIT

GOOD NEWS! Chilean **Nectarines** should be in excellent supply with value pricing for the rest of March and into April.

Chilean **Peaches** and **Black Plums** are much tighter than **Nectarines**, but some sporadic supplies should continue with higher prices.

Chilean **Lemon Plums** are back in stock for a short time.

Chilean **Puots** will be in sporadic supply through March.

Import **Cherries** have finished for the season.

OUTLOOK: Early reports on California **Cherries** are that there will most likely be a good size crop 1-2 weeks late. But another round of rain for the next 7-10 days could make things worse. Stay tuned for new information.



CV GREEN BEANS

GOOD NEWS! **Green Beans** prices really fell off and are very promotable. The warmer weather that has hit Florida brought on a lot of beans very fast. Quality has been excellent out of Florida and availability is steady.



CV PEPPERS

11lb **Hothouse Color Bell Pepper** prices have increased across the board. Mexico is in a gap on all three colors and Canada will not start until mid-March. Canada and Mexico will start to ramp up again about the same time causing some very promotable pricing **Red, Yellow, and Orange Peppers**.

25lb **Choice Color Peppers** are expected to be a sought-after item throughout this year. Many food-service and processors are looking to lock in volume this year, which is expected to be a sign that people could be planning for concerns with California again for this upcoming year.

15lb **Red Elongated Sweet Peppers** will remain steady heading into the end of March out of Mexico. Quality has been excellent, and this could be a great alternative to an 11lb **Red Pepper**, even being cheaper during different parts of the upcoming season.

Jumbo Green Bell Peppers will start to increase due to low volume crossing from Mexico. This market will be tighter until the end of the month when Mexico ramps back up. Quality is good both out of Mexico and Florida.

OTHER STORIES

- **Butternut Squash** has increased in price due to limited availability. Spaghetti and Acorn Squash remain in good shape with steady availability.

- **Hass Avocado** pricing continues to rise after the first full week in March. 48ct sizing and larger have risen the most because of lower yields for growers in those sizes. Supplies are still ample.

- **ALERT! Lime** pricing is still expensive, but has shown signs of peaking.

- Israeli **Pomegranates** will be available for mid-March, then will transition into Peru single layer import fruit. Imported **Pom Arils** will be available in the popular "I Love Pomegranates" label for March.

- **ALERT! Cauliflower** prices skyrocketed, and then mellowed back out. Pricing remains higher but product is available.