

ORGANIC MARKET NEWS

MARCH 12 - MARCH 19, 2021

PEAK SEASON ORGANIC ASPARAGUS



Organic Asparagus has been so plentiful during February and March that there have been some incredible spot buys. As we approach Easter, prices are starting to rise somewhat, yet this will remain a very promotable item!

Quality on the peak season **Organic Asparagus** out of Mexico has been excellent.

Four Seasons will begin a Display Contest with Hippy Organics starting 3/21 that will run through Easter on this very popular holiday item.

Merchandising Tips:

- Display bunches standing upright
- Refrigeration is ideal, but it can be merchandised at room temp if the product will be sold quickly
- The cut end could be displayed in an inch of cool water (or utilize the box pads and make them damp), but do not mist, top with ice, or let the tips get wet.
- Cross merchandise with Sweet Peppers, Baby Potatoes, Garlic, and Lemons



OG TROPICALS

Organic Ataulfo Honey Mangos will be steady in supply through March. Quality should be excellent.

Organic Kent Mangos are very promotable as the Peruvian season winds down by the middle of March. Mexico continues to ramp up for their season and more **Organic Tommy Atkins Mangos** are crossing each week.

Organic Pineapple supplies, with good quality, remained strong on the east coast and will be promotable through much of March. Projections for Easter and the beginning of April are down just a bit.

ALERT! Organic Hass Avocados from Mexico are experiencing a volatile market situation, and prices are on the rise!

Growers are finding the cold weather and freezing conditions from February affected crops more than originally thought. This will affect pricing and availability through the end of March and into the beginning of April. Larger sized fruit will remain the tightest in volume.



OG TOMATOES

Organic Beefsteak and **Cluster Tomatoes** remain steady out of Canada. Quality has been excellent, and harvests are steady. Look for promotional opportunities in early to mid-April as the new spring crop begins to flush.

Organic Grape Tomatoes will be steady coming from Florida. Quality has been excellent, and harvests are expected to increase as we continue into April.

Organic Cherry and **Rainbow Cherry Tomatoes** from Lady Moon Farms continue to be available out of Florida. Quality has been excellent, and supplies are steady.

Organic Darkloom Tomatoes from Covilli remain promotable! Quality has been excellent. **NOTE: Organic Mixed Heirloom Tomatoes** are much more snug as crops have failed, leading to tighter availability.

Organic Roma Tomatoes are starting to come off in price as Mexico comes into their spring harvests. Availability is steady and quality has been excellent.



OG BERRIES

Organic Strawberry volumes were plentiful in the supply chain for the week of 3/8, allowing for current promotions extending into the week of 3/15.

However, this harvest flush will quickly level off in mid-March due to cool, rainy weather, preventing harvests in the new growing regions of Oxnard and Santa Maria, CA. April is when **Organic Strawberries** will come back into peak season.

Organic Blueberry supplies from Chile are coming to the end of the season. Most shippers have weak Chilean fruit (soft, mealy) available at a discount. We're avoiding that and preparing to transition to new crop Mexico and California product which has been arriving with excellent quality.

ALERT! Organic Blackberries remain in tight supply after some of the worst weather they have ever seen in the Mexico growing regions this past winter. **OUTLOOK:** Supplies should improve slightly week over week with improved quality and finally hit peak season towards the end of April.

Organic Raspberries should be ramping up weekly with prices starting to ease off in early April.



OG ONIONS

The **Organic Onion** market has continued to tighten up a bit from a product availability standpoint. With the increased demand pushing up to the Pacific Northwest, we will see **Organic Red Onions** tighten up quite a bit.

Expect Mexico to carry the brunt of the supply for the next couple of weeks on both **Organic Red** and **White Onions**. **Organic Yellow** and **Sweet Onions** should be in better supply in all regions than **Red** and **White**. Product should become rather tight towards the beginning of April and will remain that way through the start of California new crop towards the middle of April.



OG WATERMELONS

Organic Mini Watermelons will be available again from Mexico. After a slight gap, crews are harvesting new sets. Supplies will remain limited but should start to improve in early April as more growers start.

We will offer some **Organic Seeded Mini Watermelons** as well.



OG GRAPES

Organic Grapes will have a bumpy ride during the rest of March and April as the Peruvian crop ends and the smaller scale South African crop ramps up, but with in and out arrivals.

New crop **Organic Grapes** out of Mexico are expected to begin towards mid-May.



OG CUCUMBERS

Organic Seedless Cucumbers will be promotable again out of Mexico. Quality and harvests have been excellent.

Organic Mini Seedless Cucumber prices are starting to come down as more production comes on out of Mexico and Canada. Quality has been excellent.

NOTE: Field grown **Organic Cucumbers** from Mexico continue to experience limited yields during mid-March. **Organic Cucumbers** from Lady Moon in Georgia are set to start in late March or early April. Look for pricing to remain elevated throughout the remainder of the month.



OG ARTICHOKE

Organic Artichokes continue in peak season from Coachella, CA. The crop is yielding some jumbo 12ct, but now mostly XLG 18ct.

This is one of the best times of the year to promote!



OG PEARS

New crop Argentina **Organic Bartlett Pears** are available now with **Organic Red Bartlett Pears** due in the third week of March.

Organic Pear markets are up and down as we transition over in late March from the 2020 USA storage product to 2021 Argentinean fruit.



OG SQUASH

Organic Zucchini and **Yellow Squash** from Mexico have continued to see availability and pricing tighten again. Mexican product pricing is expected to remain elevated for the rest of March and supplies are expected to be limited.

The third week of March also will mark the start of Lady Moon Farms' Florida **Organic Zucchini** season! Expect supplies to start slow and volumes to grow as the month continues.



OG CAULIFLOWER

NOTE: Although it varies by grower, **Organic Cauliflower** from SoCal and Yuma, AZ are continuing to see supply volumes dwindle. Pricing is up particularly on 12ct.

Supplies are expected to be on the limited and expensive side for the remainder of March until new growing regions start further north in California.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts continue to be promotable! Keep large display intact and add pre-packaged options as an easy grab and go to help boost sales!

Quality remains strong on both **Organic Brussels Sprouts** and **Organic Purple Brussels Sprouts**.



OG SWEET POTATOES

#1-sized **Organic Sweet Potatoes** out of California have very nice looking quality.

At this point in the season, **Organic Garnets, Jewels, Orientals,** and **Hanna Sweet Potatoes** will all see a slight price increase.



OG BROCCOLI

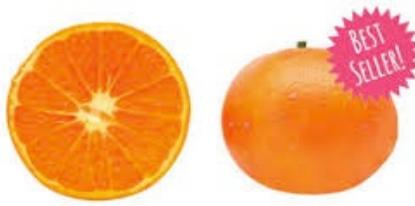
Organic Broccoli from SoCal and Yuma, AZ continue to trend down in harvest volumes during the second week of March, causing prices to go up somewhat. Expect similar trends for the remainder of March, especially with the transition to the Salinas Valley approaching in late March or early April.

NOTE: **Organic Sweet Baby Broccoli** has finally followed suite as volumes drastically fell and pricing quickly rose during the second week of March. Expect extremely limited supplies and potential gaps in supply during the remainder of March.

- **Organic Bok Choy** and **Baby Bok Choy** from Lady Moon Farms in Florida has finished for the season. Product will be sourced from California until the Lady Moon's Georgia crop is ready for harvest. **NOTE:** **Organic Red Baby Bok Choy** will be in a complete gap in supplies until the Georgia crop begins later this spring.

- **Organic Nectarines** and **Organic Red Plums** have finished for the season. **Organic Black Angelino Plums** are expected the third week of March.

- **ALERT!** **Organic Lime** prices are very tight. Expect a short gap for mid-March, then new crop is expected to start. Prices will remain high until supplies meet demand towards the end of March or early April.



TDE TRIPLE CROSS MANDARIN

OG CITRUS

Buck Brand **Organic TDE Tangerines** are coming into season for late March and early April!

This flavorful piece of fruit is definitely a customer favorite.



OG GREENS

Organic Green and **Red Kale** yields are flourishing with great quality Lady Moon Farms in Florida! **Organic Lacinato Kale** supplies continue in steady production from Lady Moon and should have enough supplies, so supplement product from California should not be needed during the remainder of March.

In addition to Kales, Lady Moon has plentiful supplies of **Organic Collards, Rainbow Chard,** and **Green & Red Dandelion Greens** with great quality from Florida as well.

Look for **Green** and **Red Chard** to be sourced from California only during March.

OTHER STORIES

- **NOTE:** **Organic Cosmic Crisp Apples** are done for the season.

- **Organic Young Thai Coconuts** and **Raw Drink & Eat Coconuts** will be available through March.

- **Organic Formosa Papayas** will be in good supply through the middle of March with great promotional pricing available. Quality has been excellent!

- **Organic Pomegranate Arils** will be available through the month of March.

- **Organic Green Kiwifruit** will be available for mid-March from Italy. Prices are starting to creep up just a bit as supplies have tightened in



OG CELERY

Organic Celery remains promotable as mid-March approaches with great quality. Expect supplies to remain plentiful throughout the remainder of March!



OG PEPPERS

Organic Green Peppers from Lady Moon Farms in Florida continue to see strong quality, high yields, and are expected to continue throughout March.

Organic Red, Yellow, and Orange Bell Peppers from both Mexico and Israel continue to see steady volumes. Pricing remains steady for both, while **Organic Peppers** out of Israel are at a high price due to import costs. Quality remains outstanding!

Organic Mini Sweet Peppers from Mexico once again remain promotable in pricing and volumes.

various sizes. Greece and Italy will be finishing in a few weeks. Chile will be the next country that begins to ship higher volume to the United States.

- **Organic Jumbo Green Kiwifruit** will be winding down the week of 3/14 as our partner, Homegrown Organics, has finished picking for the season.

- **Organic Ginger** prices are relatively stable overall. Peru quality has been good.

- **NOTE:** The week of 3/15 will be the last chance to get premium **Organic Turmeric** from our growing partner, Phoenix Rising Farms, in Florida. After that, we'll transition to Fiji and Hawaii grown product.



ORGANIC LIVING SPRING MIX LETTUCE NOW ADDED TO OUR PETE'S LIVING LINE OFFERINGS!



CODE	DESCRIPTION	PK/SZ	UPC
227470	OG Spring Mix Living	12/1 ct Clamshell	7-16582-01660-4
41127	OG Lettuce Butter Living	12/1 ct Clamshell	7-16582-01770-0
42274	OG Lettuce Butter Red Living	12/1 ct Clamshell	7-16582-01801-1



Organic A2 Milk.
 ✓ A2: Easier to digest ✓ Low temperature pasteurization
 ✓ Cream top: Non-homogenized



Pure. Healthy. Natural.



FamilyFarmsteadDairy.com

Bottled at Family Farm in Hudson Valley, NY • Organic • A2 • Grassfed
 Cream Top: Non Homogenized • Low Temperature Pasteurization • Kosher

WHAT IS A2 MILK?

Milk has several types of proteins, and one of those proteins is beta casein. There are two main variants of beta casein: A1 and A2. The variant is determined by the genetics of the cow.

A1 is the most common variant today, and is found in virtually all milk on store shelves today. A2 is less common, and sources of A2-only milk can be hard to find. Originally all cows milk contained only A2 protein, it's believed that a genetic mutation occurred that resulted in A1 protein.

At Family Farmstead, all of their cows have been genetically tested and laboratory-confirmed to be A2, which means their milk contains only the A2 variant of beta casein.





NOW AVAILABLE!

AQUAPONIC ORGANIC SALAD GREENS

Learn more here: youtu.be/g45o3az-6a0

Superior Fresh's farm in Hixton, WI, is an aquaponic ecosystem, each organism playing an important role in the balance of life. Their fish thrive in the water that feeds their organic leafy greens, their greens purify the water that is then returned to their fish. And their people nurture this ecosystem, maintaining the delicate balance.

With their ecosystem, they work in harmony with nature by recirculating 99.9% of their water with zero runoff, harness the sun for the bulk of the growing, and do it on a fraction of the land using a fraction of the water required to sustain a conventional farm. They can grow as much food on the farm as it would take a traditional farm to produce on 300 acres.



Sunkist



SUNKIST DISPLAY CONTEST

MARCH 1 - MARCH 29, 2021

Talk to your rep for information on entering the contest!



UPCOMING PRODUCE MERCHANDISING THEMES BY WEEK:

MARCH 2021

DISPLAY PROMOS

- SUNKIST CITRUS
- ORGANIC ASPRAGUS

AD FEATURES

- CALIFORNIA MANDARINS
- ASPRAGUS
- NAVEL ORANGES

BEST OF SEASON

- BLACKBERRIES
- RASPBERRIES
- HONEYWATULFO MANGOS
- MARIOTT MANDARINS
- GOLDEN NUGGET MANDARINS
- SUNKIST CITRUS
- CARA CARA ORANGES
- BLOOD ORANGES
- MANDARIN FRANGES
- HERLDOM NAVEL ORANGES
- GRAPEFRUIT
- ASPRAGUS
- ARTICHOKES
- BRUSSELS SPROUTS
- BROCCOLI RAPE
- FRANCO CABBAGES
- CAMPARI TOMATOES
- NEW ZEALAND POTATOES, FL

MARCH 2021						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 12	1	2	3	4	5	6
SPECIALTY CITRUS SEASON / HEALTHY COMFORT FOOD						
WEEK 13	8	9	10	11	12	13
ST. PATRICK'S DAY THEMED DISPLAY / SPECIALTY CITRUS SEASON						
WEEK 14	14	15	16	17	18	19
ST. PATRICK'S DAY THEMED DISPLAY / SPECIALTY CITRUS SEASON						
WEEK 15	21	22	23	24	25	26
PASSOVER MEALS / THINK SPRING!						
WEEK 16	28	29	30	31		
EASTER MEALS / PASSOVER MEALS / THINK SPRING!						

12 ST. PATRICK'S DAY THEMED DISPLAY, SPECIALTY CITRUS SEASON

13 PASSOVER MEALS, THINK SPRING!

14 EASTER MEALS, PASSOVER MEALS, THINK SPRING!

AVAILABLE ON THE FOUR SEASONS PORTAL:
 • HOW TO PRODUCE MERCHANDISING OPS
 • HOW TO COOK AN ARTICHOKE RECIPE CARD
 FOR MORE CONSUMER CONTENTS: [PRODUCE4U.COM](https://www.produce4u.com)

2021 Easter & Passover Notes

EASTER IS APRIL 4

A good plan for this special holiday needs to take shape now to make sure that we are set up for success. Four Seasons will have great quality produce for you to meet all of your customers' special variety and traditional holiday needs.

Traditional "Must-Haves" Checklist

VEGETABLES

- Acorn & Butternut Squash
- Artichokes
- Asparagus & Asparagus Tips
- Baby Peeled Carrots
- Beets
- Broccoli
- Broccoli Rabe
- Brussels Sprouts
- Cabbage (red, green, savoy)
- Cauliflower
- Celery & Celery Root
- Cole Slaw Kits
- Cucumbers (field grown & euro)
- Eggplant
- Endive
- Escarole
- Fennel (Anise)
- Fresh Cooking Greens Garlic
- Green Beans
- Herbs (especially parsleys)
- Leeks
- Lettuce (Romaine & Leaf)
- Mushrooms
- Parsley Root
- Peas (Snow & Sugar Snap)
- Peppers (all colors) Radishes (bunched)
- Salad Mixes
- Shallots

FRUIT

- Berries (all varieties)
- Cantaloupes
- Grapes (red & green seedless)
- Honeydew
- Kiwifruit
- Lemons & Limes (essential for all seafood dishes that will be consumed through Easter)
- Mandarins
- Navel Oranges (CA)
- Pineapples
- Watermelons (regular & mini seedless)

DECORATIVE

- Potted Bulbs & Flowers
 - Fresh-Cut Flowers
 - Palm Crosses
- **all of these items had to be pre-ordered*



HARD GOODS

- New crop bulk Red & Yellow Potatoes
- White & Russet Potatoes
- Sweet Potatoes

BAKING

- In-shell Nuts & Nut Meats
- Pine-nuts
- Dates
- Figs
- Raisins
- Prunes
- Coconuts



Planning Tips



- Plan out your ordering and delivery timelines with your rep. See next page for the Four Seasons Easter schedule.
- If you are not waiting on trucks and have the product on hand, your department operations will run as smoothly and efficiently as possible. Your time will be more productive working on the sales floor, engaging with your customers.
- If you bring in your holiday tonnage items early, it will take enough pressure off of our warehouse selectors and loaders and trucks to help minimize late deliveries on those crucial last few days before the holiday weekend. This will help your department's efficiency and organization.
- Order holiday semi-perishable and hard tonnage items early. Plan on getting your tonnage items into your stores by the Tuesday before Easter.
- Develop an off-hour or evening fill schedule for your hard goods**
- Stay ahead with tomato and banana color on hand in order to have ready-to-eat, mature fruit on display. Consumers will want to consume this product immediately.
- Easter business can come late. Historically, Friday and Saturday are busy days.



Passover



Passover will begin the evening of Saturday March 27th and runs through Sunday April 4th.

***Foods consumed during this period should be Kosher.*

IMPORTANT PASSOVER HOLIDAY ITEMS:

Bitter Herbs are very important for the **Sedar Plate** - Horseradish, Dill, Endive, Escarole, Romaine Lettuce, Leeks, Onions, Ginger, and Soup Mix.

Book orders now for 50lb Horseradish, 25 lb Turnips, Beets & Parsnips, Full Case Dill, Root Parsley & Leeks.

VEGETABLES:

Beets, Carrots, Parsley Root, Kirby & Euro Cucumbers, Green & Colored Peppers, Celery & Celery Root, Scallions, Spinach, Green Vegetables (No Beans), Red Cabbage, Turnips, Parsnips, Fennel, Garlic, Rosemary, Basil, Thyme, and Oregano.

FRUITS:

Pineapple, Peaches, Apricots, Nectarines, Apples, Oranges, All Berries, Melons, and Grapes

OTHER GOODS:

Sweet Potatoes & Yams, White, Gold, and Red Potatoes, Walnuts (in-shell & meats) Kosher for Pass-over dried fruits & honey

CERTIFIED KOSHER FOR PASSOVER ON SELECT ITEMS?

- | | | |
|----------------------------|--|---------------------------|
| Dole - YES | Attitude/Veg Pro - NO | Taylor Farms - YES |
| Fresh Express - YES | Olivia's Salads - NO | organicgirl - YES |
| | Olivia's Butternut Squash - YES | Earthbound - NO |



2021 Easter Schedule



FRIDAY 4/2: Normal office and delivery schedule.

SATURDAY 4/3: Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 4/4: Office **CLOSED**. Normal delivery schedule.

MONDAY 4/5: Normal office and delivery schedule.



ORGANIC ASPARAGUS

HiPPIE ORGANICS®

DISPLAY CONTEST • MARCH 21 - APRIL 4, 2021

Four Seasons Produce has partnered with HippiE 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 HippiE 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 HippiE 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 HippiE 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 8th.



DISPLAY CONTEST PRIZES

Largest Display- (Asparagus Abundance)

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

Most Creative Display- (Asparagus Artists)

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



Every entry will receive a HippiE Organics neck gaiter mask!

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



CONVENTIONAL MARKET NEWS

MARCH 12 - MARCH 19, 2021

MEXICO MANGO SEASON



Ataulfo Honey Mangos from Mexico will be in steady supply for March. This variety ripens from light lime green (tangy) to golden yellow (sweet), and has a creamy textured flesh.

We will be promoting the “Champagne Brand” **Ataulfo Honey Mango** for the remainder of the season in a premium 14ct box.



On **Round Mangos**, prices continue to be trading at a deep discount on the old crop from Peru. Headed into the week of 3/22, Four Seasons will be switching over to new crop **Tommy Atkins Mangos** from Mexico. While not as cheap as the end of the season Peruvian product, the fresher Mexican **Tommys** will be affordable and promotable.

For all things **Mango**, check out the National Mango Marketing Board’s website: mango.org



CV STRAWBERRIES

After 2 weeks of super low prices and big volumes from Florida, **Strawberries** will begin to show some strength and pricing will be back to more normal levels as we head into the week of 3/15.

The Florida season is finally winding down, and the majority of the acreage is now finished. Our next area to transition to is Santa Maria, CA, but they’re experiencing some cooler than normal weather, which will slow production for mid-March.

Look for more normal pricing and then it will climb slightly headed into the Easter holiday. Quality on California fruit is outstanding.



CV BLUEBERRIES

Blueberries will remain steady as we head into Easter. We will continue to support the new crop Mexican product as that quality is absolutely beautiful, with firm texture too.

Growers are struggling to sell the last of the season fruit from Chile, and that’s been weighing on the market. We’re avoiding the Chilean fruit since it has been showing soft and mealy condition.

Florida **Blueberry** production has started with the majority of the fruit being packed as 12/6 oz and sold locally down there. We will wait a few more weeks until we get started with domestic **Blues**.



CV RASPBERRIES & BLACKBERRIES

Raspberries are in better supply out of Mexico. Look for promotional opportunities starting the week of 3/15 and right on through the Easter holiday. Quality has been excellent.

NOTE: Blackberries are still in tighter supply. The expectation was for this market to improve with better supplies, but that just wasn’t the case. Pricing is beginning to slide down, so better volumes should be right around the corner later in the month.

April and May should be a better time to promote both **Raspberries** and **Blackberries**.



CV PEPPERS

Green Pepper prices continue to stay steady out of Florida. Mexico has limited supplies right now, but quality has been very nice, and supplies have been steady.

11lb **Red, Orange, and Yellow Peppers** continue to be steady. Mexico's spring crop continues to come in light, and Canadian's spring season hasn't begun. It looks like both areas will come on with a harvest flush in early April, leading to very promotable prices.

Mini Sweet Peppers will be promotable out of Mexico. Harvests continue to come on, and supplies and quality are excellent.



CV FIELD GROWN TOMATOES

Roma Tomato prices are slightly rising up some as the harvest flush starts to finish up. Supplies are steady, and prices and quality remain promotable despite the slight rise in prices. Product from Mexico and Florida has been excellent.

Grape Tomato prices have come back up after early March deal pricing. Florida product is in heavy demand and crops have slowed down. Product out of Mexico remains light, creating the spike in price. Quality out of Florida has been very nice.



CV HOthouse TOMATOES

Cluster and Beefsteak Tomatoes will be promotable for the rest of March! Product from Canada, US, and Mexico all remain available. Quality has been excellent, including from NY at Integrow Greenhouses.

Campari Cocktail Tomato prices are finally coming down as more product becomes available each week. Look for very promotable prices and volumes for the end of March or early April!

NatureSweet Snacking Tomato line is increasing in availability each week as they are coming back into production.



CV ORANGES

Navel Oranges continue in peak season volume and quality. All sizes are available from 36/40's through 113's. All arrivals have been hitting very nice, including the 10/3lb Heirloom "Vintage Sweets".



CV LEMONS

Lemon pricing has firmed up and will probably inch a little higher due to very strong demand during Lent and lighter harvests at the moment in California. Quality remains outstanding.



CV PINEAPPLES

Pineapples continue to be highly promotable through most of March! Things will start to tighten up a bit as we approach Easter.



CV KIWIFRUIT

Green Kiwifruit from Italy is available for mid-March, but Greece and Italy will be finishing in a few weeks.

Chile will be the next country that begins to ship with high volume to the United States.



CV MELONS

Honeydews are in good supply and prices are steady. 5ct and 6ct are available, but mostly.

Better **Cantaloupe** supplies are finally arriving at the Eastern piers. Fruit is peaking on the 12 ct, with 9 ct getting a four to five-dollar premium. Quality continues to be nice.

With warmer weather coming, be sure to increase your cut **Watermelon** display, and add **Mini Watermelons** into the set.



CV GREEN BEANS

Green Bean prices firmed up some out of Florida. Some cool weather stalled harvests and demand has picked up some.

Quality remains excellent. Prices are expected to stay steady until the end of March.



CV ASPARAGUS

Asparagus will remain promotable from Mexico! Prices are likely to firm up by end of March but remain promotable even as we get into the Easter pulls.



CV SWEET CORN

Steady supplies of new crop **Sweet Corn** out of Florida are available and quality has been nice. Florida is expected to hit peak production later than usual (in mid-April 2021) as freezes in early February set things back.



CV CABBAGE

Green Cabbage remains steady out of Florida for St. Patrick's Day pulls. Quality has been excellent, and supplies are steady.



CV STONE FRUIT

Peaches, Plums, Nectarines, and even late crop **Cherries** are all available with good quality out of Chile. **Cherries** have been very nice with excellent size (jumbo and extra-large).



CV SQUASH

Green and Yellow Squash markets will be steady from Florida and Mexico. Spring harvests are going to come on strong by the end of March, leading very promotable prices. Quality has been very nice.



CV ONIONS

Bagged Onion pricing continues to inch up, with a lot of medium size product being used for USDA Farms to Family box programs, coupled with the damage to the Texas crop. It's not extreme, just be aware.



CV GRAPES

The **Green Grape** market is strong with the best varieties (**Sugar Crisp & Sweet Globe**) trading at much higher pricing than the regular Thompsons.

There is a very good supply on **Red Seedless Grapes** with a wide range of prices. The best varieties are the **Jack Salute** and **Sweet Celebration** which are getting a higher price. There will be deals on **Crimsons**.

Cotton Candy Grape supplies will wind down on the Southern Hemisphere fruit and we'll transition right into new crop **Cotton Candy Grapes** from Mexico by late March.



CV MANDARINS

It has been an excellent season on **Mandarins!**

On the "regular" **Mandarin** varieties, we are in the last major ones of the season: **Tango** and **Murcott**. This is what will be in the popular brands like Halos and Delites. The color and flavor have been great. Arrivals have all been hitting nice and the fruit is firm.

Specialty Mandarins available for late March and April promotion:

- **Gold Nugget** - a pebbly skin and deep oranges flavorful sweet flesh
- **Pixie Tangerines** - a late season easy-peel variety grown in the Ojai Valley, a unique micro climate that is north of Ventura and east of Santa Barbara, CA



CV CUCUMBERS

Euro Seedless Cucumbers will remain promotable out of Canada. Quality has been excellent, and crops continue to peak.

Mini Seedless Cucumbers will be promotable as new crop Canadian product starts with a harvest flush. Quality should be excellent from the first picks of the season.

Super Select Cucumber prices are starting to ease up some. There are some deals available on the Honduran end of season product (we're avoiding due to quality), but spring crops out of Florida and Mexico are still coming in with light volume.