



ORGANIC MARKET NEWS



MARCH 22 - MARCH 29, 2023

POSITIVE ORGANIC BERRY OUTLOOK



GOOD NEWS! **Organic Strawberries** continue to be promotable overall. We will begin to transition from Mexico to new crop Santa Maria, California product. That California fruit will be available for the end of March with pricing higher than Mexico but still quite reasonable with great quality expected.

GOOD NEWS! **Organic Blueberries** continue to be promotable from Chile and Peru. Quality has still been excellent this late into the season. California has started as well, but pricing will be significantly higher once the imports finish.

Organic Blackberries remain steady overall. Supply and pricing are good with very nice quality.

Organic Raspberry pricing has come down as supply becomes steady. Harvests are coming from Central Mexico and California. Quality has been nice.



OG BROCCOLI & CAULIFLOWER

GOOD NEWS! **Organic Broccoli** from California is still widely available, reasonably priced, and excellent quality. There will be promotions as Easter draws near.

On the West Coast, circumstances are predicted to rapidly shift in early April, but thankfully, additional **Organic Broccoli** from North Carolina is anticipated to enter the market in early April as their season begins.

NOTE: Although **Organic Cauliflower** is still accessible, the quantity is rapidly decreasing in late March as the end of the desert season draws near. These conditions will affect pricing and availability, but they should pass quickly as early April will see a return to typical volume levels.

OG APPLES & PEARS

Washington **Organic Apples** remain in excellent supply on these varieties: **Cosmic Crisp**, **Envy**, **Fuji**, **Gala**, **Gold Delicious**, **Granny Smith**, **Honeycrisp**, **Lady Alice**, **Opal**, **Pazazz**, **Pinata**, and **Pink Lady**.

Washington **Organic SugarBee Apples** will wind down for the season by late April or early May.

Import **Organic Abate Pears** are now available. Make sure to get this seasonal favorite while they are available!

Import **Organic Green Bartlett Pears** are in good supply. Some limited supplies of **Organic Red Bartlett Pears** are now available.

OG LETTUCE

Due in large part to our primary supply from Lady Moon Farms in Punta Gorda, Florida, **Organic Leaf** and **Romaine Lettuce** conditions are ideal in late March. Unlike the growing challenges in California, Florida **Organic Lettuce** is in good shape. Into early April, there should be a steady supply and excellent quality.

ALERT! California **Organic Iceberg Lettuce** and **Romaine Hearts** conditions will remain difficult in terms of quality, availability, and cost. These items are anticipated to remain scarce during the growing region transition from southern winter production to northern summer production, which is in late March and early April.



OG SQUASH

GOOD NEWS! **Organic Zucchini Squash** stays promotable as we head into the end of March with Mexico leading the charge. Quality is outstanding. We can expect prices to increase slightly as we head into April.

Organic Yellow Squash is finally starting to see some relief in pricing as we head into the end of March. Quality still remains outstanding.



OG MANGOS

Organic Round Mangos from Mexico are in good supply. Pricing will improve throughout the spring.

NOTE: The early flush of **Organic Ataulfo Honey Mangos** has slowed down and supplies are short for late March. This is only expected to be temporary and will likely go back to promotability later in April when the next harvests ramp back up.



OG CUCUMBERS

GOOD NEWS! **Organic Euro and Mini Seedless Cucumbers** will be promotable as we head into the end of March and into April. Product has been arriving with outstanding quality.

ALERT! **Organic Cucumbers** will remain extremely tight into April until Mexico starts up with volume.



OG PINEAPPLES

NOTE: **Organic Pineapples** will be limited starting now through Easter. 7ct sizing will be especially tight through the end of March. The quality has been nice.



OG CELERY

NOTE: Conditions never improved, despite expectations that **Organic Celery** from Mexico and the West Coast's desert regions would boost promotional volumes and pricing. Worse, as the transition draws near, conditions are predicted to get worse in April and become more challenging.



OG LADY MOON VEG

Organic Vegetables from Lady Moon Farms has started to transition from Florida to Georgia. **Organic Baby Bok Choy** will be the first veg item from Georgia by the end of March. More items to follow.



OG BRUSSELS SPROUTS

GOOD NEWS! As Easter draws near, **Organic Brussels Sprouts** are in high demand as the quality is good, costs are competitive, and supplies are robust. Mesh bags, high graphic microwave bags, and bulk cases will all be available in large quantities.



OG ASPARAGUS

GOOD NEWS! **Organic Asparagus** continues to be promotable out of Mexico for Easter week. Quality has been excellent. Pricing will begin to rise after the holiday as harvests slow down.



OG PEPPERS

NOTE: **Organic Red, Orange, and Yellow Bell Peppers** are going to be a struggle for the duration of March until Canada starts in April. Mexico will continue to have very little volume. We will still be sourcing from Israel until about mid-April.



OG MELONS

OUTLOOK: We can expect to see **Organic Cantaloupes** and **Honeydew** around mid/late April from Mexico. **Organic Cantaloupe** and **Honeydew** will be available in May from California.



OG TURMERIC

Premium USA **Organic Turmeric** is available from Hawaii. Quality is very nice, and is air flown directly for optimal freshness.



OG TOMATOES

GOOD NEWS! **Organic Grape Tomatoes** are promotable as we head into the end of March, particularly on product from Mexico. Lady Moon Farms USA product will be available in better volume but trading at a premium over the imports.

NOTE: **Organic Medley, Cherry,** and other **Snacking Tomato** varieties still remain snug.



OG CITRUS

GOOD NEWS! Continue to push and promote **Organic Mandarins** through April. "Murcott" and "Tango" are the current varieties, and are showing top notch quality!

Late March and early April will be a good time to promote **Organic Cara Cara** and **Blood Oranges** while they're still in peak season.

Organic Navel Oranges are sizing very large right now with 56's, 72's, and anything smaller being difficult to procure.

Organic Lemons have consistent pricing and solid demand. It's a great time to push **Organic Lemons** because shippers/growers are in peak season.



OG AVOCADOS

Organic Hass Avocado prices are inching up as lower volumes are expected around Easter due to growers in Mexico shutting down picking for the Easter Holy Week.

Equal Exchange **Organic Fair Trade Hass Avocados** have been building momentum with some promotable pricing on their Ready-Cycle 8/4ct pack! This option features slightly smaller fruit, enabling their Fair-Trade growing partners to use the "whole tree" when packing.



OG ONIONS

The **Organic Onion** market has gotten a bit tighter with Texas and Mexican supplies becoming more limited with rain impacting their ability to harvest. Both Mexico and Texas are expected to be in better shape on supply by the first week of April with the full complement of **Organic Yellow, Red, White,** and **Sweet Onions**.

Peri & Sons is now done with their **Organic Red Onions** for the season. They are expecting to go at least one more week on **Organic Yellow, White,** and **Sweet Onions**, and then they will gap on supply until the new crop El Centro "short day" **Organic Onion** program in early May.

- **Organic Acorn, Butternut, Spaghetti,** and **Kabocha Squash** are expected to be in decent supply with steady pricing.

- We are now in a gap on the **Organic Delicata Squash** until late April.

OTHER STORIES

- **Organic Red Grapes** are showing better supply on the East Coast with **Organic Green Grapes** becoming very limited.

- **Organic Yellow Pitahaya Dragon Fruit** are in stock now!

- **NOTE:** **Organic Green Kiwifruit** supplies are very tight. Pricing will be higher for March and into April as volumes from Italy have decreased.

CONVENTIONAL MARKET NEWS

MARCH 22 - MARCH 29, 2023

PROMOTABLE CITRUS FOR EARLY SPRING



GOOD NEWS! **Mandarins** are in great supply from California (Halos) and Moroccan (shipper brand bags and gift boxes). Quality and flavor are top-notch for both regions, so continue to promote and push through Easter!

California **Lemons** are sizing large with 95s and 115s being promotable. **NOTE:** Smaller **Lemons** are becoming extremely tight with prices increasing weekly.

Navel Oranges are abundant with promotable prices for the month of April, especially on 56ct and larger sizing. **Vintage Sweets Heirloom Navel Oranges** are selling great on both 10/3lb bags and jumbo 36ct. Promote **Cara Cara** and **Blood Oranges** while they're in peak season during April.

High-flavor Citrus varieties for late March and early April promotion include: **Ojai Pixie Tangerines**, **Gold Nugget Mandarins**, and **SUMO Citrus** (Dekopan Mandarins). **SUMO Citrus 12/2lb bags** will wind down for the season since the fruit is all sizing large, which is not ideal for the bags.

Florida and Texas **Grapefruit** are ending with inconsistent sizing. We will transition into California **Star Ruby Grapefruit** to cover all needs.



CV APPLES

GOOD NEWS! Washington **Cosmic Crisp Apples** quality and supplies are exceptional. Consider display build opportunities themed around the April 8th Total Solar Eclipse!

GOOD NEWS! Washington **Envy, Fuji, Granny Smith, and Honeycrisp Apples** remain very promotable.

Eastern premium varieties still available to promote include: **Ruby Frost, Snap Dragon, and Wild Twist.**

Gala Apple prices are increasing a little bit. There is still plenty of volume left, but the fact that we have shipped so many more this season to date, shippers are behind 3 year averages of storage fruit, so they are pulling back packing and driving prices up.



CV BERRIES

Strawberry pricing is beginning to firm back up. There is a potential rain event that could shut down most Florida production for the season, moving all orders out to California.

We will be offering new crop California **Strawberries** for the end of March to ensure having some strong quality for Easter. Quality has been very nice from both regions, and if there are some more good Florida berries to load, we certainly will.

Blackberries remain steady overall. Supplies and pricing have been steady with nice quality coming in.

Blueberries are caught in a few different markets overall. Florida has limited volume available, Mexico has limited volume, but there are still some lingering offshore programs available from Chile and Peru. Quality remains very nice from all locations. Prices in general are rising.

NOTE: **Raspberry** supplies continue to be very tight. Growers are not getting the numbers they anticipate, causing short markets to continue with higher pricing. Quality has been nice out of Mexico.



CV TOMATOES

GOOD NEWS! **Cluster Tomatoes** are starting to see a bit of an increase in pricing from mid-March's rock bottom deals, with major retailers going on national ad. Still, pricing is reasonable and supplies are plentiful headed into April. We will continue to see product out of Mexico, USA, and Canada.

GOOD NEWS! Greenhouse **Beefsteak Slicers** and **Heirloom Tomatoes** are plentiful and affordable for late March and early April.

GOOD NEWS! **Grape Tomatoes** are promotable as we head into the end of March.

NOTE: **Medley, Cherry, and other Snacking Tomato** varieties are still not in optimal supply. Fill rates from **NatureSweet** are improving but not at 100%.



CV LETTUCE

ALERT! March still presents challenges for **Lettuce** availability and pricing, with little signs of improvement for a few weeks. Elevated pricing is the result of poor quality and size difficulties, along with transition from southern to northern growing regions.

ALERT! Availability has drastically decreased for **Romaine**, **Iceberg**, and **Romaine Hearts**, driving prices higher. **Leaf** and **Butter Lettuces** are higher too, but not as much.



CV ASPARAGUS

Asparagus prices did turn around and are rising from unsustainable lows heading into Easter week. There will be product available but it won't be so cheap.

Due to such low returns, **Asparagus** growers have stopped or slowed harvesting to force pricing to go back up ahead of Easter. Expect supplies to continue to slow down and price to rise weekly.

LOCAL Asparagus production is expected in mid to end of April depending on weather in Delaware and New Jersey.



CV MELONS

GOOD NEWS! **Cantaloupes** are showing premium quality (internally and externally) in a promotable market.

Honeydews are sizing smaller from Honduras and Guatemala, making 6ct abundant and promotable for late March, while 5ct Jumbos are around but in lighter volumes than the 6ct.

Dino Melons and **Galia Melons** are back in season. These varieties can add color and flavor options to your spring melon sets.



CV SWEET CORN

GOOD NEWS! **Sweet Corn** prices have eased off as Florida growers gear up for the spring season. Pricing has come off to much more promotable prices, and quality looks outstanding. Florida is expecting an excellent crop this spring as of now.



CV CELERY

With plenty of supply and competitive pricing, **Celery** is still a promotional commodity in March.

Conditions are projected to change in April.



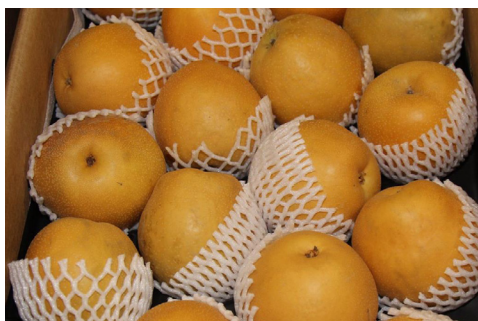
CV BRUSSELS SPROUTS

As Easter draws near, **Brussels Sprouts** costs and production remain favorable, but things are about to change. After the holiday period finishes, supply volume is predicted to start declining and costs to start rising, which will significantly alter April's production picture.



CV AVOCADOS

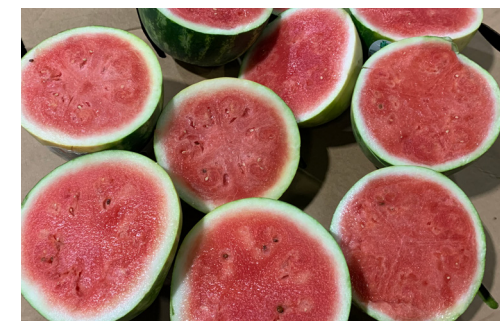
Pricing continued its jump up on **Hass Avocados** before the Easter holiday. Mexico celebrated a holiday in mid-March, and with Holy Week approaching, volumes are projected to be tighter. Overall supplies should be good but expect to see higher prices for the rest of March.



CV PEARS

This week we welcome the first import **Asian Pears** to the mix, make sure you make room for this added sale on your shelves.

We will transition here in late March from domestic **Bartlett** to import **Bartlett Pears**. Good supplies should be expected.



CV WATERMELONS

ALERT! **Watermelons** continue to be extremely tight. Both Mexico and Florida are anticipating mid-April harvest starts, expect things to continue to be tight and expensive until then.

NOTE: **Mini Watermelons** are also tight due to all the added demand.



CV BANANAS

NOTE: The **Banana** market remains hot. Spot market pricing remains strong and a good bit above contracted pricing. Availability is very limited again for late March and this snug supply situation will continue through mid-April.



CV PEPPERS

ALERT! Red, Yellow, and Orange Bell Peppers are going to be a struggle for the duration of March until Canada starts. Mexico will continue to have very little volume.



CV SQUASH

GOOD NEWS! Zucchini and Yellow Squash stays promotable as we head into the end of March with Mexico leading the charge. Quality is outstanding.



CV MANGOS

GOOD NEWS! "Champagne" Ataulfo Honey Mangos are in season and available in the 14ct size. 18ct Ataulfos will also be available at a value from other brands.

GOOD NEWS! Round Mango prices held a bit this week, but the supply line is ramping up and promotable levels are coming. This will drive pricing down.

For the **Round Mango** program, Four Seasons will be trying a new brand from Continental Fresh called "Water for All". A percent of proceeds from every box of mangos sold is donated to connect families with clean running water in rural communities. POS signs are available.



CV STONE FRUIT

Imported Chilean **Nectarines**, **Peaches**, **Plums**, and **Pluots** are in firm but available supply. With a day gap here and there, they should continue this way until the first very early California fruit arrives. **Peaches** and **Nectarines** are expected to begin around the 4th week of April. A great crop is expected out of California this year.

Import **Cherries** are all but done for the season.

New crop California **Cherries** are expected to begin around early to mid-April depending on weather. If the weather cooperates, growers are expecting an excellent crop.



CV CUCUMBERS

GOOD NEWS! Euro Seedless Cucumbers will be promotable as we head into the end of March and into April. Product has been arriving with outstanding quality.

GOOD NEWS! Mini Seedless Cucumbers will be promotable as we head into the end of March and into April.

Select Cucumbers will remain tight into April until Mexico starts. Florida cannot support all the demand at this time.



OTHER STORIES

- **Pomegranates** are expected to return to stock a few days before the Easter holiday from Peru. Pomegranate Arils will be steady for the holiday as well.
- **NOTE:** Pineapples will be tight for the upcoming Easter holiday. Quality has been good.
- **NOTE:** Green Kiwi supplies from Italy and Greece are limited. Pricing has increased quite a bit over the past few weeks.
- **Onion** pricing has come down as more onions are becoming available out of Texas and Mexico. Quality has been looking very nice. **NOTE:** Gourmet Specialties is out of **Boiler White Onions** but is expected to be back in stock by in late March.



COSMIC CRISP APPLE PROMOTION

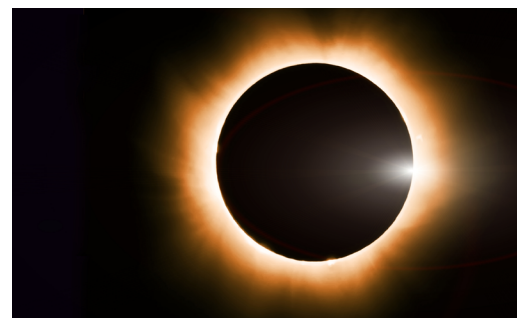
MARCH 11 - APRIL 8, 2024

TO INFINITY AND BEYOND!

Four Seasons Produce has partnered with Stemilt and their World Famous Fruit to bring you an “out of this world” promotion that is sure to send your apple sales into orbit! The Cosmic Crisp has quickly become a household favorite and the marketing centered around this apple over the past couple of years is second to none. It has a great flavor profile, tremendous crunch and is overall just a picture perfect looking piece of fruit. A definite show stopper for sure!



As we head towards the solar eclipse on Monday April 8, 2024, let's take this opportunity to send your customers taste buds into outer space, and create some “sun”-sational excitement for the Cosmic Crisp apple!



COSMIC CRISP CODES:

Conventional

- 221614 - CV Apples Cosmic Crisp 72/88ct 40lb
- 230228 - CV Apples Cosmic Crisp 12/2lb pouch

Organic

- 233983 - OG Apples Cosmic Crisp 72/88ct 40lb
- 230244 - OG Apples Cosmic Crisp 12/2lb pouch

Display Boxes

- 229657 - Cosmic Euro Display Box 1ct
- 229658 - Cosmic Tray Pack Box 1ct



POS signage will be available through your Four Seasons sales rep or merchandiser.

For more information on Cosmic Crisp, as well as some super cool recipe ideas, please visit:

<https://cosmiccrisp.com>

For pricing information, as well as display tips and ideas, talk with your Four Seasons Sales Rep or Merchandiser and plan a display build and promotion sure to be seen from across the galaxy.

Keep it fun and keep it fresh!



PHONE: 1.800.422.8384

www.fsproduce.com





ASPARAGUS AND BRUSSELS SPROUTS DISPLAY CONTEST

MARCH 18 - APRIL 7, 2024

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. Let’s 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 Sprouts boxes to show off the Hippie brand. Point of sale can be gotten through your Sales Rep or Merchandiser.
- All displays must remain up for at least one week.
- Send all contest entries to contests@fsproduce.com by Thursday, April 11, 2024.



PRODUCT CODES

40325 - OG Hippie Asparagus 11lb

231119 - OG Hippie Brussels Sprouts 16/1lb



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!

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

- 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 115ct
- 44020 - OG Lemons FCY 18/2lb Bag
- 40802 - OG Peppers Red Import 11lb
- 40803 - OG Peppers Yellow Import 11lb
- 43381 - OG Peppers Orange Import 11lb
- 40788 - OG Peppers Mini Mix Sweet 12/1lb
- 40964 - OG Garlic Colossal 30lb

CONTEST PRIZES



Top six (6) displays will receive a \$150 gift card. Displays will be judged on creativity, overall eye appeal, and use of Hippie Organics signage.



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

2024 Easter Notes

EASTER IS MARCH 31

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
- ☐ Mandarins
- ☐ Navel Oranges (CA)
- ☐ Pineapples
- ☐ Watermelons (regular, mini seedless, cuts)

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

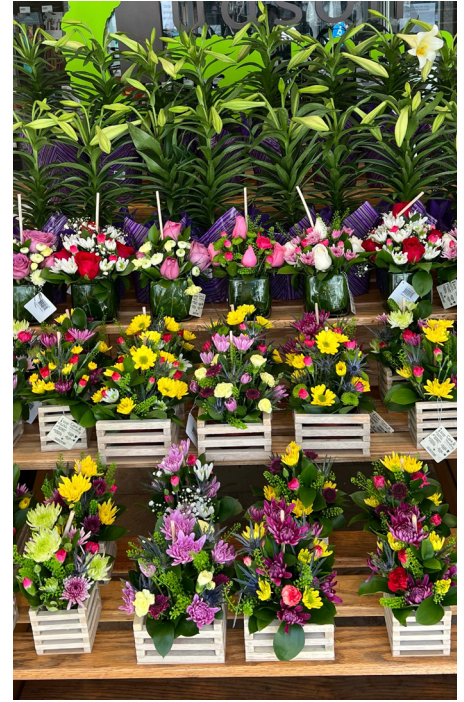
DECORATIVE

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



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.**



2024 Easter Schedule



FRIDAY 3/29: Normal office and delivery schedule.

SATURDAY 3/30: Normal office and delivery schedule. Taking orders for approved Sunday and Monday deliveries.

SUNDAY 3/31: Office **CLOSED**. Modified delivery schedule.

MONDAY 4/1: Normal office and delivery schedule.