

A NOTE FROM FOUR SEASONS

March 27, 2020

Coronavirus has challenged us all, but we're in this together and will get through it together.

THANK YOU!

To all of the you supermarket, natural food store, food co-op, and other grocery workers on the front lines, providing food to your communities during this difficult, changing time of coronavirus pandemic – We Solute You! We appreciate you and wish you all safety.



THANK YOU!

Kudos to our hard working teams here on site with shifts on 24/7 to keep fresh food moving, safely! THANK YOU to our drivers delivering, warehouse staff receiving and shipping, QC inspecting and ripening, sanitation and facilities crews cleaning and cleaning again, produce packers grading and making, and all other teams on site to support the safe shipment of food!



Let's Stop the Spread:

We're asking our direct-store-delivery customers to temporarily allow our Drivers to be able to Drop & Go, quickly sign with your own pen and help us maintain social distancing. In some regions we may ask you to keep your return cases (if any) and we'll handle any credit needs via phone/email with the sales team. Thank you!

General Update 3/27/20:

We're seeing the surge of demand from much of March begin to subside at retail in the produce department. Stores in some regions like greater NYC are limiting the amount of shoppers that can be in the store at one time, others have had to temporarily close for deep cleaning.

Many independent retailers are scrambling to implement even greater social distancing measures in their stores like plexiglass at the registers. Others are attempting to transition to as much "Curb-side Pick-up" order fulfillment as possible. To discuss ideas or success stories in these areas contact your Four Seasons Produce merchandisers.

With demand suddenly subsiding at retail in the Northeast and Mid-Atlantic, and with no demand from the heavily impacted foodservice industry – growers may be discounting on items. Four Seasons Produce has continued to honor existing ad quotes and write future ad promos. We are excited to offer spot buys and flash sales and in-store specials for late March and early April.

Stay safe everyone!

Four Seasons Produce, Inc.



Need help with a curb-side grab & go box that's **prepacked** for you and your consumer?

We're testing out "BOXED UP" by Four Seasons Produce, a new consumer produce box to-go program!

Talk to your rep or merchandiser to learn how you can test this out in your store.



FRUIT MIXED BOX

CODE: 224254

IN THIS BOX:

Blueberries, 6 oz
Lemons, 3
Navel Oranges, 4 lb
Ruby Frost Apples, 2 lb
Red Grapefruit, 3
Red Seedless Grapes, 1 bag



SALAD MIXED BOX

CODE: 224255

IN THIS BOX:

Spring Mix Salad Greens, 5 oz
Grape Tomatoes, 1 pint
Seedless Cucumber, 1
Rainbow Peppers, 3 pack
Baby Bella Mushrooms, 8 oz
Red Onion, 1
Celery, 1
Hass Avocados, 2 lb bag
Baby Peeled Carrots, 1 lb
Broccoli, 1 bunch



COOKING VEG/SOUP MIXED BOX

CODE: 224256

IN THIS BOX:

Baby Potatoes, 24 oz bag
Carrots, 2 lb bag
Yellow Cooking Onion, 2 lb
Celery, 1
Organic Whole Garlic, 1 sleeve
Brussels Sprouts, 1 lb
Sweet Potatoes, 1 lb
Herb Soup/Roast Mix, 1/2 oz



ORGANIC FRUIT MIXED BOX

CODE: 224251

IN THIS BOX:

Organic Blueberries, 6 oz
Organic Lemons, 3
Organic Navel Oranges, 4 lb
Organic Fuji Apples, 2 lb
Organic Bartlett Pears, 4
Organic Red Seedless Grapes, 1 bag



ORGANIC SALAD MIXED BOX

CODE: 224252

IN THIS BOX:

Organic Spring Mix Salad Greens, 5 oz
Organic Grape Tomatoes, 1 pint
Organic White Mushrooms, 8 oz
Organic Seedless Cucumber, 1
Organic Celery, 1
Organic Peeled Baby Carrots, 1 lb
Organic Broccoli, 1 bunch
Organic Yellow Onions, 3 lb
Organic Green Pepper, 1
Organic Red Pepper, 1



ORGANIC COOKING VEG/SOUP MIXED BOX

CODE: 224253

IN THIS BOX:

Organic Carrots, 2 lb bag
Organic Baby Potatoes, 24 oz bag
Organic Whole Garlic, 1 sleeve
Organic Yellow Onion, 3 lb bag
Organic Roasting Herb Mix, 1/2 oz
Organic Soup Herb, 1/2 oz
Organic Sweet Potatoes, 1 lb
Organic Green Beans, 12 oz



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



ORGANIC MARKET NEWS



MARCH 27 - APRIL 3, 2020



OG CITRUS

Organic Navel Orange continue in season. Supplies are tightening some so expect higher prices. **Organic Navel Oranges** do remain the most promotable of Citrus.

Organic Mandarins in bulk and bags are in lighter volume and will wrap up for the season in early April.

Organic Golden Nugget Mandarins are in season. This variety has pebbly-skin and very sweet gold flesh.

Organic Cara Cara and **Blood Oranges** are in lighter supply. Smaller sizing is prevailing. Bloods will wrap up for the season in early April.

Organic Minneola Tangelos are expected to be in and out of stock due to strong demand and sporadic packing.

Organic Grapefruit is in very firm supplies with rising markets.



OG TOMATOES

NOTE: **Organic Beefsteak Tomatoes** will remain limited this week, however the Canadian season will start up in full force in early April. Look for more promotable pricing.

ALERT! **Organic Cluster Tomatoes** will be expensive and tight again for late March, and there could be gaps in supplies. New harvests and better supplies are expected to start up in early April. High demand, with limited availability, has led to tight markets.

Organic Roma Tomatoes will be back in stock this week from Mexico. After a brief shortage, new spring harvests are coming in. Quality is expected to be beautiful.

Organic Heirloom Mix and **Darkloom Tomatoes** will be back in stock for late March.



OG CARROTS

ALERT! Grimmway/Cal-O has made the decision to temporarily discontinue their **Organic Carrot** retail value added items (10oz Shredded Carrots, 1lb Crinkle Cuts, 1lb Carrot Chips, 12oz Carrot Sticks, 12oz Rainbow Chips, banded snack packs) until further notice.

They are converting these lines to run **Organic Baby Carrots** and **Organic Cello Carrots**. Fill-rates will continue to be iffy.

National demand has been so strong, growers picked ahead to fill orders which delayed the next production runs.

Furthermore, they are holding customers to only pulling their 12-week averaged amounts.



OG PEPPERS

ALERT! **Organic Colored Peppers** are in high demand due to the inbound flights from overseas stoppage, causing extra demand on Mexican product which is driving their prices up. Canadian product is not yet available.

The Holland **Organic Pepper** season has begun but in a limited way. Expensive air freight, lack of flights, and a new season beginning will cause import product to be very limited and high priced.



OG MANGOS

Organic Mangos from Mexico have remained in high demand, causing pricing to remain a bit higher for March. Look for pricing to drop over headed into mid-April.

Organic Honey (Ataulfo) Mangos continue in season through volumes will be lighter until mid-April.

OUTLOOK: **Organic Haitian Francique Mangos** are coming in just a few short weeks! (Pending any disruption) Four Seasons is excited to be a proud supporter of this meaningful Fair Trade effort in Haiti. Stay tuned for more details. Fruit should arrive the 2nd week of April!



OG ASPARAGUS

GOOD NEWS! **Organic Asparagus** remains very promotable this week. Harvests out of Mexico remain excellent and quality has been great all season. US product is now being harvested, adding even more supplies available.



OG SWEET POTATOES

Overall demand has been very strong on **Organic Sweet Potatoes**.

Shippers have started to limit the amount of SKUs they are packing in an attempt to focus on the larger moving items. We will see some out-of-stocks on the 12/2ct trays, 18/1 baby mix trays, and 48ct wrapped jewels for a short period of time – we should be back in stock by early April.



OG BERRIES

Driscoll's **Organic Raspberries** out of Mexico and California are in excellent supply for the next couple of weeks and then supplies are expected to tighten up. Other brands are gapping.

Organic Strawberry supplies are expected to ramp up over the next couple of weeks with pricing coming down for early April.

The Mexican **Organic Blackberry** situation remains volatile with weather, COVID-19, packing sheds, limiting hours, school closings for a month, etc, however, demand is now softer so keep an eye out for spot deals.

NOTE: **Organic Blueberries** are gapping some. Mexican fruit could become available over the next couple of weeks. Driscoll's **Organic Blueberries** continue in very firm supply with daily prorates.



OG ONIONS

Organic Red and **White Onions** will get started next week out of Mexico.

Organic Sweet Onions will get rolling this week out of Texas.

Organic Yellow Onions should continue to ship out of the Pacific Northwest for the next couple weeks.

We may see some sporadic out-of-stocks in the upcoming weeks as shippers attempt to get caught up from the huge demand that we have seen the last few weeks. The underlying tone of all packs, sizes, and colors is that pricing will be up on all colors and should continue to trend this way into the month of April – which is very common for this time of year anyway.



OG RHUBARB

Hothouse **Organic Rhubarb** will start from Oregon in early April. Washington will start field **Organic Rhubarb** by mid-April.



OG GREEN BEANS

Organic Green Beans continue to see good volumes in late March/early April.



OG CELERY

Organic Celery continues to be readily available, though at a slightly increased price.



OG SWEET BABY BROCCOLI

ALERT! **Organic Sweet Baby Broccoli** is extremely limited and very difficult to procure. Expect to see gaps in supplies.



OG APPLES

Organic Apple grower/shippers in Washington continue pushing up prices with many unknowns due to COVID-19. Expect sporadic outs and higher prices. Bags are selling very well.



OG BROCCOLI & CAULIFLOWER

NOTE: **Organic Broccoli** and **Cauliflower** are still difficult to source currently due to low harvesting yields during transition time. Look for pricing to improve somewhat in late March early April, but still remain elevated.



OG HASS AVOCADOS

Organic Hass Avocados are rather limited with California rains preventing successful harvests of CA fruit all this week. With light demand expected for late March, availability may improve.



OG CUCUMBERS

Organic Euro Cucumbers continue to be promotable. Look for aggressive pricing in early April to drive additional sales!

This is a great alternative as **Organic Cucumbers** are a bit light in volume but prices are poised to drop in April.



OG PEARS

Argentinean **Organic Bartlett Pears** continue in good supply.

New crop Argentinean **Organic Red Bartlett** and **Abate Fetal Pears** have arrived in good supply.



OG SALAD UPDATE

ALERT! **Organic Salads** may be behind in fill rate as growers and packers try to catch up to March's demand. We continue to see prorates from organicgirl and Earthbound. Olivia's brand has had a little bit better fill rate than others.



OG SQUASH

Organic Zucchini from Lady Moon Farms in Florida will be promotable and have good numbers as we begin April.

Organic Yellow Squash is seeing more production and price decreases.



OG GRAPES

South African 11lb **Organic Red, Black Seedless**, and **Black Seeded Grapes** are now available. South African **Organic Green Grapes** are finished for the season.

Organic Grapes out of Peru are winding down with sporadic supply of 18lb **Red Seedless Grapes**. **Organic Green** and **Red Globe Grapes** are finished for the season.



OG POTATOES

NOTE: Demand for **Organic Potatoes** remains very strong. We expect the supply chain to fill up more by the beginning of April.



OG BANANAS

NOTE: Mid-March was a difficult time for keeping **Organic Bananas** in stock due to incredible consumer demand, but we do anticipate better fill rates headed into April as demand is no longer quite as strong at stores.



OG LETTUCE

Organic Romaine Hearts are in decent supply. This is the best selling lettuce at stores right now, likely due to the packaging.

Bulk **Organic Red Leaf, Green Leaf**, and **Romaine Lettuce** remain in season from Lady Moon Farms in Florida.

CONVENTIONAL MARKET NEWS

MARCH 27 - APRIL 3, 2020



CV CARROTS

ALERT! Demand has been enormous on **Bagged Carrots**. Producers like Grimmway Farms (packs Dole too) have not been able to keep up with the national demand. Expect sporadic out-of-stocks on **Cello** and **Baby Carrots**.

Grimmway continues to not pack their specialty products like Matchstixx and Crinkle-cut so they can focus on the core items.



CV BERRIES

Blackberries and **Raspberries** will be in better supply this week from Mexico. Quality and sizing have been excellent on both. The **Raspberries** are promotable!

Strawberries will be in better supply this week in Oxnard from California as more growers begin to harvest. Look for pricing to remain steady if not lower, even as Florida is now finishing for the season. Quality on California product has been nice.

NOTE: **Blueberries** are finally starting in more volume from Florida. We will have both 6oz and pint Florida **Blueberries** beginning for the beginning of April. Quality is expected to be outstanding. April will be a good time to promote "new crop" **Blueberries**.



CV TOMATOES

Beefsteak Tomato prices have drastically fallen as Mexico comes in with their spring harvests. We continue to promote US and Canadian product, however there are more supplies available.

NOTE: **Cluster Tomato** prices remain on the higher side; however, they are starting come off as more supplies are starting to become available out of Mexico. We continue to promote Canadian and US product and quality remains excellent.

Grape Tomatoes are very promotable this week. Lack of foodservice demand has created more availability for retailers. Watch for spot deals as long as Covid-19 keeps foodservice restrictions.

Vine Ripe Round Tomatoes will be very promotable on all sizes this week. Lack of Foodservice business is leading to more supplies. Look for great promotions from Florida next week.



CV GRAPES

NOTE: As expected, end of Chile crop **Green Grape** prices are much higher, up ten dollars or more, and will be up another five to ten dollars by the beginning of April. It looks like the Chilean season will end early by the second or third week in April and we may see a gap on **Green Grapes** as we wait for the Mexican season to start in late April or early May.

So far, there are plenty of **Red Seedless Grapes** from Chile. Prices have remained steady, but as demand wains on **Green Grapes** that may change.



CV CITRUS

Navel Orange supplies are coming back around after some rain delays. Prices are up but this remains the most promotable citrus item.

Minneola Tangelos will return to better availability in early April.

Lemon supplies are good with no rain delays and prices are steady.

Next week we will switch over to California from Texas **Grapefruit**.



CV MANDARINS

NOTE: **Halos Mandarins** have finally recovered from rain delays from last week and early this week and should be available for the beginning of April.

Going forward the sizing on Halos will be smaller, mostly 36s, 40s, and some 32s. Prices will be higher. We may have to fill in with other brands to stay in stock.



CV SQUASH

Green and Yellow Squash out of Florida will be promotable this week! Quality has looked very nice on this new harvest. Hot weather is bringing in harvests with huge numbers and lack of food-service business is leading to promotable markets.



CV ASPARAGUS

Asparagus remains promotable ahead of Easter! Quality continues to be nice out of Mexico.



CV CAULIFLOWER

NOTE: Cauliflower is the one thing that remains rather tight. Santa Maria and Salinas, CA areas started in their fields but with the rains, quality has not been good enough to ship. There is hope this will clear up by this Friday and there will hopefully be enough volume to bring down the price.

- **Gold Delicious** and **Pink Lady Apples** will finish this week.

- Fresh Florida new crop **Watermelons** have started! Quality looks nice with great sugar.

- **Celery** remains very tight and expensive. **Celery Hearts** are almost nonexistent.



CV SALADS

ALERT! Fresh Express has temporarily discontinued select items so that they can focus on core high-volume products and increase their fill rates on those.

Dole has not trimmed their offerings however, they are having some daily prorates or out-of-stocks on some items due to high demand and labor challenges.



CV GREEN BEANS

Green Bean prices are promotable this week! New spring crops are coming on with excellent picks. Quality has looked great.



CV LETTUCE

Romaine Hearts are becoming more available and pricing may drop to help move extra from the West Coast.

Iceberg Lettuce is coming down in price as the supply chain is a little backed up at retail.

Red Leaf, Green Leaf, and Romaine Lettuce are readily available and are being pushed at discount out West.

OTHER STORIES

- **Hass Avocado** supplies and pricing have remained steady.

- **Green Bell Pepper** prices will start falling this week as better supplies are coming in. New crop Florida **Peppers** are beginning and leading to very large fruit available. Quality will be excellent.



CV CUCUMBERS

Super Cucumber prices are weakening as both Florida and Mexico have now begun their spring crops. Better supplies are coming in.

Euro Seedless Cucumbers are promotable as well this week. Canadian shippers are harvesting good numbers and have caught back up with demand.



CV BROCCOLI

Broccoli Crowns are in better availability for late March and early April with continued harvests out of Georgia and Mexico. Pricing is lower.



CV POTATOES

We are starting to see some light at the end of the tunnel on the shortage of **Bagged Potatoes**. We are in much better shape on 10/5lb PA grown White Potatoes this week, as well as Canadian product. Green Giant **Potatoes** out of Idaho however are still in extreme short supply.

- Fresh **Black Mission Figs** are promotable. Quality has been good on fruit out of Mexico!

- We have seen pricing increase by a couple dollars on the **Bagged Onions** this week but at this point it seems to have leveled out and should remain pretty steady into the middle of April.