

ORGANIC MARKET NEWS



JANUARY 10 - JANUARY 17, 2020

ORGANIC BRUSSELS SPROUTS & GREEN BEANS



There are two **Organic Cooking Vegetables** that are shaping up to be promotable for much of January for your shoppers to include in their winter meal recipes.

Organic Brussels Sprouts volumes from Mexico and Southern California are improving. Expect steady supplies, stellar quality, and competitive pricing during January. Most of the volume will be in 10 lb cases with some spot deals on 25 lb cases as well.

Organic Green Beans from Mexico continue to see steady volumes in early to mid-January, and Florida growers are also in season.

Quality will continue to stay excellent and pricing on Mexican 15 and 25 lb cases of **Organic Green Beans** will remain consistent for the early part of the month. Expect Florida 25 lb cases of **Organic Green Beans** to have an abundance of supplies as we move into mid to late January.



OG AVOCADOS

Organic Hass Avocados from Mexico are in tighter supply as growers were not picking over the holiday weeks. Fruit will remain snug in supply, particularly on 48ct, through the better part of the month as growers try to control fruit picking to keep pricing a little bit higher during the early part of 2020.

48ct **Organic Fair-Trade Equal Exchange Hass Avocados** should be in decent supply, but there isn't much extra to book. 60ct will be steadier.

Organic Smooth Skin Green Avocados will continue to be available from Florida.



OG TOMATOES

Organic "Darkloom" and Mixed Heirloom Tomatoes are back from Fair-Trade partner, Covilli, in promotable numbers. Quality is excellent.

ALERT! **Organic Beefsteak Tomato** supplies will be extremely short this week, with very little availability. Harvests are expected to improve but weather conditions have slowed yields. Expect gaps and shortages.

ALERT! **Organic Cluster Tomatoes** will be extremely strong this week. Mexico has very little supplies to offer and Canadian production is down. Expect some gaps and shortages. Quality has been very nice.

Organic Grape Tomatoes from Lady Moon Farms will be extremely promotable this week. Quality out of Florida has been excellent.

Organic Roma Tomato prices are improving this week but are staying strong. Mexico is ramping up production as Florida is finishing their season. Quality has looked very nice and product will be steady.



OG BERRIES

Organic Blueberries out of Peru and Chile are in excellent supply in both 6oz and pints. Look for opportunities to promote!

Driscoll's **Organic Blueberries** continue in lighter supply out of Mexico with excellent bloom, size, and flavor.

Organic Blackberries from Mexico have excellent supply and decent quality with promotional opportunities available. Driscoll's **Organic Blackberries** out of California and Mexico are much tighter and more expensive for January until the Baja region picks up later in the winter.

Organic Raspberries out of Mexico and California continue in firm supply. Prices are expected to rise.

ALERT! **Organic Strawberries** continue in extremely limited supply with high prices. The situation is expected to improve when new regions begin in Mexico closer to February.



OG TROPICALS

ALERT! Organic Young Thai Coconuts have tightened up unexpectedly as container delays and supplies have become problematic. Fruit could be tight until February.

Organic Passion Fruit is steady for next week.

Organic Feijoa (Pineapple Guava) will be available in limited supplies next week. They look beautiful!

Organic Curry Leaves, Mamey, Starfruit, Black Sapote, and Cactus Leaves (Nopales) will all be available for next week!



OG BROCCOLI

ALERT! Organic Broccoli from Arizona and Southern California is seeing limited harvesting in early to mid-January due to poor growing conditions and significant quality issues related to seed germination problems from a particular supplier.

As we move further into January, expect high pricing to continue for most of the month, but quality is already getting better as growers get into new plantings. There is some Organic Broccoli from the southeast to supplement the shortfall from out west.



OG CUCUMBERS

ALERT! Organic Cucumbers from Mexico continue to see extremely limited supplies in mid-January. Serious winter rains and cooler temperatures near New Year's Eve created quality issues and limited supplies.

Organic Cucumbers will remain expensive and lighter in volume until new regions begin in February.



OG CELERY

Organic Celery continues to see steady supplies and excellent quality. Demand is strong for Diet Season which is helping to scoop up some of the extra volume versus what was planted last year.



OG SALADS

ALERT! Organic Salads have been in huge demand for Diet Season, however, fill-rates from salad producers have been poor on some items, including Organic Baby Arugula and Baby Kale, which were severely damaged by frosts in the Arizona growing regions. Expect pro-rates or occasional out-of-stocks during January.



OG CAULIFLOWER

ALERT! Pricing is poised to jump up as demand is up and yields are struggling to keep up in the desert growing region on Organic Cauliflower.

Organic Romanesco is available.



OG SQUASH

ALERT! Organic Zucchini and Yellow Squash from Lady Moon Farms in Florida has concluded harvests for this part of their season, shifting all of our sourcing to Mexico.

During January, expect to see Mexican Organic Zucchini and Yellow Squash at elevated pricing due to high demand and lower yields.



OG LETTUCE

Organic Leaf Lettuces from Lady Moon Farms in Florida are in full swing. Expect steady availability and excellent quality for January. Take advantage of diet season and expand your leaf section to capitalize on extra foot traffic and higher demand for these items in the coming weeks.

Organic Romaine Hearts from Arizona are going up in price for the rest of January due to frost damage, limiting some harvests, along with strong Diet Season demand.



OG MANGOS

Organic Kent Mangos from Peru have arrived, with no disruption of supply. The transition from Ecuador fruit to Peru supplies was a smooth one. This Peruvian Kent fruit is arriving very clean!

Look for promotional opportunities right out of the gate on 12ct fruit this week! 10ct will be in great supply as well!



OG APPLES

Organic Apples are in excellent supply. There are promotional opportunities on 100ct **Gala**, **Fuji**, and **Pink Lady**, plus Washington XF#1 **Honeycrisp**.

There is still some promotable supply in stock for mid-January of the smash-hit **SugarBee** variety.



OG PEPPERS

Now in season from Mexico are **Organic Anaheim**, **Cherry Bomb**, **Jalapeno**, and **Serrano Chili Peppers**.

Organic Green Peppers, now harvesting in Florida and Mexico, are in steady supply. Prepare for pricing to remain steady in January, however promotional opportunities may arise if either area begins to see an increase in supplies.

Organic Colored Bell Peppers from Israel and Mexico are both currently in season. Availability from Israel has seen improvement as the season is ramping up, while Mexico remains rather limited.

Organic Mini Sweet Peppers will be in better supply for mid-January.

- **Organic Mini Watermelons** will be available this week from Mexico as their new season begins for the winter. Quality has looked very good so far on the early arrivals.

- **Organic Green and Red Cabbage** from Florida and California is in plentiful supplies during January. Ask about pre-book and promotions from Lady Moon Farms. **Organic Napa** and **Savoy Cabbage** are also increasing in supply from California.



OG GREENS

Organic Chards, Kales, and Collards from Lady Moon Farms in Florida continue to see excellent supplies in January. These are great items to expand in your wet veg section and capitalize on Diet Season demand.

Organic Lacinato Kale is the one item that is in lighter supply out of Florida and out west.



OG SPECIALTY CITRUS

Buck Brand Organic Specialty Citrus in stock or arriving for mid-January:

- Buddha's Hand
- Mellow Gold Grapefruit
- Oro Blanco Grapefruit
- Star Ruby Grapefruit
- T'Orange Lemons
- Algerian Clementines
- Heirloom Navels
- African Shaddock Pummelo
- Red Globe Pummelo
- Thai Sweet Pummelos
- Mango Valencia Oranges
- Lemonade Lemons
- Sweet Palestinian Limes
- Moro Blood Oranges
- Minneola Tangelos
- Wiekewa "Lavender Gem" Tangelos
- Mandarinquats

Learn more here: <http://ow.ly/e63n50xSgL2>

OTHER STORIES

- **Organic Hard Squash** has started to increase in price this week out of Mexico. Availability on **Organic Acorn**, **Delicata**, and **Spaghetti Squash** are particularly spotty this week and expected to be this way until mid-January.

- **Organic Pomegranates** are now finished for the season. **Organic Pom Arils** supplies will be done until at least February as supplies dwindled coming through the holiday!



OG BOK CHOY

Organic Baby Bok Choy and **Bok Choy** from Lady Moons Farms in Florida continue to see consistent supplies. As volumes continues to increase, quality remains stellar.



OG CALIFORNIA CITRUS

Organic Mandarins in the "Cutie" label are in season, but there will be sporadic out-of-stocks due to loading challenges during mid-January.

Organic Clementine Mandarins are available in 25 lb bulk and 12/2 lb Homegrown brand pouch bags.

Organic Satsuma Mandarins in bulk and "Candy Mandy" 12/2lb. bags continue to be promotable through mid-January.

Organic Pummelos continue with excellent quality and supply.

California **Organic Cara Cara** and **Navel Oranges** are now in excellent supply with steady prices.

California and Mexican **Organic Grapefruit** supplies are looking good for the rest of January and into February.

- **Specialty Organic Radishes** available this week: Beauty Heart, Black, Daikon bulk, Daikon bunch, Purple Daikon, Red Daikon, Easter Egg bunch, and Watermelon.

- **Organic Eggplant** from Lady Moon Farms in Florida continues to see steady harvest yields during January. Later in January, prepare to see a volume drop out of Florida.

EQUAL EXCHANGE FAIR TRADE ORGANIC AVOCADO DISPLAY CONTEST



JANUARY 13 - FEBRUARY 3, 2020



What time is it? Time to share the love and help support the livelihoods for the small farmer co-ops that grow our food. Four Seasons Produce has teamed up with Equal Exchange to bring you a display contest worth telling the story about. Small farmer grown Equal Exchange avocados are primed and ready to show off on the counters of your departments. Avocados continue to be one of the highest volume commodities in the produce world today and we are in a perfect time to promote and highlight in your departments. Time to Rock the Guac on Game Day and Play Fair with small farmer grown Equal Exchange Avocados!



CONTEST CRITERIA

- Build an awesome display of Equal Exchange avocados using fruit purchased from Four Seasons Produce
- Utilize the Point of Sale material provided by Equal Exchange in your displays, which can be found here: <http://ow.ly/Rs0K50xRtey>. The Four Seasons Merchandising Team will also have hard copy signs for distribution.
- Keep your Equal Exchange avocado displays up for at least one week
- Promote Equal Exchange avocados in an ad or on instore specials for at least one week during the month

The use of social media is strongly encouraged. Use #gamedayplayfair in your posts! Displays will be judged on creativity and overall eye appeal.

PRIZES

1ST PLACE

Department "Victory Party" along with 5 Equal Exchange t-shirts



2ND PLACE

5 ballin' Equal Exchange Hoodies



3RD PLACE

5 stylin' Equal Exchange Ball Caps and 5 Equal Exchange Mugs



Contest photos should be sent to Stephanie Mayer (stephf@fsproduce.com) by February 6, 2020.



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IT'S A WIN WIN!

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BEYONDTHEPEEL.COM

ORGANIC & FAIR TRADE
AVOCADOS



PHONE: 1.800.422.8384 FAX: 1.717.721.2597 www.fsproduce.com





Wonderful

Four Seasons Produce teamed up with the Wonderful Company for a display contest for the month of December!

DECEMBER 2 - DECEMBER 30, 2019



2ND place: The Butcher Shoppe - Chambersburg, PA



3RD place: Honest Weight Coop - Albany, NY



4TH place:
Durham Coop - Durham, NC



5TH place:
Brattleboro Food Coop - Brattleboro, VT

HONORABLE MENTIONS:

- GreenStar Co-op - Ithaca, NY
- Pennington Quality Market - Pennington, NJ
- Dawson's Market - Rockville, MD
- Aqui Market - Califon, NJ
- Healthy Living - Saratoga Springs, NY
- Crop's Market - Downingtown, PA
- Martin's Country Market - Ephrata, PA



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ORGANIC ENVY & OPAL APPLE DISPLAY CONTEST WINNERS!



envy™



DECEMBER 2 - DECEMBER 30, 2019

LARGEST DISPLAYS



1ST PLACE: HENNING'S MARKET - HARLEYSVILLE, PA



2ND PLACE:

Healthy Living Market - Saratoga Springs, NY



3RD PLACE:

Healthy Living Market - South Burlington, VT



4TH PLACE:

Yoder's Country Market - New Holland, PA



5TH PLACE:

Honest Weight Coop - Albany, NY



6TH PLACE:

Dawson's Market - Rockville, MD



HONORABLE MENTIONS

Greenbelt Co-op
Greenbelt, MD

The Butcher Shoppe
Chambersburg, PA

Jerry's Great Valu
Red Lion, PA



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ORGANIC ENVY & OPAL APPLE DISPLAY CONTEST WINNERS!



DECEMBER 2 - DECEMBER 30, 2019

MOST CREATIVE



1ST PLACE: BERKSHIRE CO-OP - GREAT BARRINGTON, MA



2ND PLACE:

Weaver Street Hillsborough - Hillsborough, NC



3RD PLACE:

Weaver Street Southern Village - Chapel Hill, NC



4TH PLACE:

Organnons Natural Market - Newtown, PA



5TH PLACE:

Weavers Market - Denver, PA



6TH PLACE:

Morton Williams Amber - New York, NY



HONORABLE MENTIONS

Newark Natural
Newark, DE

East End Co-op
Pittsburgh, PA

Sunflower Woodstock
Woodstock, NY



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CONVENTIONAL MARKET NEWS

JANUARY 10 - JANUARY 17, 2020

SUMO CITRUS SEASON OUTLOOK



SUMO Citrus is coming!

For citrus connoisseurs, this is an exciting piece of news - the 2020 **SUMO Citrus** season is about to begin. The first arrivals to the east coast will be in stock for the week of 1/19. These first bookings will be 33ct in an 18 lb high-graphic display box.

This is a premium piece of fruit that commands a premium price, but shoppers that care about high-flavor, clamor over the item. Retailers can sell by the pound or the each.

ABOUT SUMO CITRUS (info from producegeek.com):

SUMO Citrus is a special variety developed in Japan with large mandarin and some orange parentage. The fruit has a distinctive knob at the top and pebbly orange skin that is easy to peel. Inside, the flesh is seedless, extremely sweet and full of delightful mandarin taste, and it sections nicely.

SUMO Citrus, aka SUMO Mandarins or SUMO Oranges, have outstanding flavor and the juiciness is greater than a Clementine but not as juicy as a typical Navel Orange – so they're perfect for snacking without the need for a knife.



CV CITRUS

Vintage Sweet Heirlooms Navel Oranges are a great item to promote. Fruit is eating amazingly, and packaging is very eye-catching.

Navel Oranges have great color and flavor. Smaller fruit is tightening up, so deals on 48sz, 56sz, bagged, and bins will be available.

Cara Cara Oranges are beautiful, flavorful fruit and a great item to promote for Valentine's Day. 12/3lb packs are available.

Clementine Mandarins are winding down and we will see lighter supplies until the Tango Mandarins start at the end of the month. Until then, we will keep inventories on hand smaller with more frequent deliveries to ensure good quality. We could see some temporary gaps.

Minneola Tangelos are shipping from the desert and Arizona, but will start in Central California in February.

Lemons are great quality with beautiful color. **Meyer Lemons** are still available with very aggressive pricing.



CV BERRIES

Blueberries from Peru are winding down for the season, but Chilean imports have certainly ramped up. Quality has been very nice on all pint Blueberries. Look for excellent opportunities to promote 6 oz clamshells this week. Driscoll's Limited Edition Blueberries are winding down for the season out of Mexico by the end of January.

Blackberries will be extremely promotable over the next couple weeks. Mexican growers are currently experiencing higher than usual yields, and they're getting very aggressive with pricing. Look for promotable opportunities with week on all 6 oz. clamshells.

NOTE: Strawberry harvest volume has turned right around and cannot keep up with mid-January demand. The lower pricing seen at the beginning of the month is on its way back up and may not be promotable again until the end of the month when more volume comes on in Mexico and Florida.

Raspberries are in steady supply this week from Mexico, and this should continue over the next couple weeks. Sizing and overall quality has been very nice.



CV PEPPERS

15lb **Red Pepper** prices continue will be steady this week. Quality and availability have been great. This could be a great alternative to offer as green peppers continue to rise in price.

11lb **Red, Orange, and Yellow Pepper** prices remain stable this week. Mexico has steady numbers coming across the border and quality has looked great.

ALERT! Green Bell Peppers prices become extremely high this week. Cold, rainy weather in Florida and Mexico has led to poor harvest numbers. Both regions are struggling to harvest fields.

ALERT! Mini Mix Sweet Pepper supplies have become very short as well this week. Expect gaps in product and rising prices.



CV CUCUMBERS

NOTE: Super Cucumber prices will be extremely high this week. Cold weather in both Florida and Mexico has kept harvest numbers down. Quality on what is available has been very nice out of Mexico.

Seedless Euro Cucumber prices are steady this week, but we could see a rise as demand switches due to the active **Super Cucumber** prices. Quality from Mexico has been very nice.



CV POTATOES

Idaho Potatoes are expected to increase in price as we head into the later part of the month.

Washington **Potatoes** are also started to get a little tighter in supply this week which will bring some slightly higher pricing on **Red, Gold, and White Potatoes** (size A, B, C) out of the Pacific Northwest. **White Potatoes** are seeing the highest increases as remaining inventory levels indicate that they will get very tight by the end of this month.



CV HASS AVOCADOS

NOTE: Hass Avocados from Mexico have really tightened up in supply as growers' extended Christmas and New Year holidays prevented fruit from being harvested.

The increased demand has also encouraged growers to hold out workers in efforts to influence price increases through the end of the month into Big Game Sunday. Still further, higher transportation costs have also contributed to higher pricing!



CV APPLES

New Apple varieties available for January:

- **Cosmic Crisp** (Honeycrisp + Enterprise cross) from Washington in limited volumes primarily on big sizing.
- **Juici Apples**, a very tasty variety from Washington with Honeycrisp parentage.
- Eastern **Ruby Frost** (Braeburn + Autumn Crisp cross)
- Eastern **Evercrisp Apples** (Honeycrisp + Fuji cross)



CV BROCCOLI

ALERT! Western **Broccoli** and **Broccoli Crowns** are extremely limited in volume and becoming less available. Prices will continue to climb due to this lack of supply and high demand.

Beautiful Eastern **Broccoli Crowns** have been coming out of GA and FL, but they're commanding top dollar due to such light national supply.



CV HARD SQUASH

Hard Squash is tight in supply out of Mexico this week and pricing is expected to increase steadily for the next couple of weeks. Demand is strong and the product crossing from Mexico is unable to keep up with it.



CV SOFT SQUASH

NOTE: Green and Yellow Squash have become short, causing a spike in price. Cold and rainy weather continue to delay production in Florida and Mexico. Quality out of Mexico has been nice.



CV ONIONS

The **Onion** market has seen some pricing increase this week. Many shippers are getting into the last bins of storage and supply is starting to get a little tighter.



CV ARTICHOKE

ALERT! 12ct **Artichokes** continue to be limited and expensive. 24ct are starting to become more available. Prices are not letting off quite yet.



CV SCALLIONS

ALERT! Labor is still limited, making **Scallions** harvesting a struggle. They're are starting to trickle in more and more each week but this one is still a tricky one to load.



CV POMEGRANATES

Pomegranates will be in limited supplies for the week of 1/13 as the crop winds down for the season. **Pom Arils** should be in decent supplies through most of January.



CV MANGOS

Mango supplies from Ecuador to Peru have been smooth with no gap in supply. The Peruvian fruit is arriving in excellent condition.

Honey Ataulfo Mangos will also be available.



CV CAULIFLOWER

ALERT! Western **Cauliflower** is getting harder to get - few have it and those who do are limited. Pricing will start to climb as cooler weather lingers.



CV SALADS

ALERT! **Salad** producers continue to struggle to fill Diet Season demand due to weather issues in Arizona, particularly on **Iceberg**. **Attitude (VegPro)** has had crop failures on **Baby Spinach** and **Arugula** in their Florida growing regions.



CV GREEN BEANS

Green Bean prices will be rising some this week. Cold, rainy weather in Florida has hurt production and Mexico has seen quality issues due to unfavorable weather. Demand remains fairly light, and quality has been very nice.



CV LETTUCE

ALERT! Western **Iceberg Lettuce** is extremely limited. Expect to see inconsistency in sizing and epidermal peeling. Prices continue to creep higher as it is becoming more uncertain when supply will be available again.

NOTE: **Leaf Lettuces** and **Romaine Hearts** prices are starting to increase day by day. This one is driven by the extreme Iceberg prices.

NOTE: **Red Leaf** and **Green Leaf Lettuces** are starting to show some of the cold weather effects and have less availability. Expect to see some troubled quality.



CV TOMATOES

Grape Tomatoes remain extremely promotable this week out of Florida. Quality has been excellent, so continue to push for "Diet Season."

Roma Tomato prices are improving as Mexico is now harvesting strong numbers and Florida is improving. Quality has been very nice from both regions. Demand remains very strong but look for more promotable prices in the coming weeks.

ALERT! **Cluster Tomatoes** also became very short out of Mexico this week causing markets to spike. Quality out of Ohio and New York is excellent but prices remain extremely tight this week.

ALERT! **Beefsteak Tomatoes** remain extremely short and prices are high and could continue into



February. Mexican product is extremely short due to weather, lack of plantings, and very strong demand. Expect gaps and shortages.

ALERT! **Round Tomato** prices remain extremely limited. Although Florida is beginning to rebound on availability, but pricing remains extremely high. More product will be available this week but still expect some gaps and shortages until the pipeline begins to improve.

ALERT! **Campari Tomatoes** will remain extremely limited for the duration of the winter season. Canadian crops had to be pulled due to quality issues. They're also battling cloudy weather which is limiting yields. Expect shortages and gaps.