

ORGANIC MARKET NEWS

JANUARY 14 - JANUARY 21, 2022

ORGANIC MANGO OUTLOOK



Organic Mangos are coming back into season!

For mid-January **Organic Kent Mangos** from Peru are finally available after container delays in the Panama Canal and East Coast ports. Quality on these arrivals is looking great. This Peruvian fruit will be in season to promote through mid-February on 9ct, 10ct, 12ct.

Since **Organic Mangos** have been in a gap it will take a week or so for the supply chain to refill.

New crop **Organic Mangos** from Mexico are set to begin around mid-February on the round varieties like Tommy Atkins.

New crop **Organic Honey Ataulfo Mangos** from Mexico will get started for the season around the beginning of February.



OG CITRUS

Organic Navel Orange supply is experiencing very strong demand which is keeping prices up and supplies a little sporadic. The overall crop is expected to be down around 30% so pricing may be higher this year than the past few even during peak season.

Organic Blood Oranges will be in through mid-January, with **Organic Cara Cara** supply improving week after week.

Expect **Organic Grapefruit** to be in firm but steady supply out of California and Mexico.

The first few **Organic Kumquats** are due in the end of January in very limited supply with strong prices.

ALERT! **Organic Mandarin** supplies are very limited as the rain finished off the **Organic Satsuma** and **Clementine** crop for the season. A small harvest of **Organic Page Mandarins** is now available. Organic Mandarins will not back into decent availability until early February when the **Tango** and **Murcott** varieties come into season.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms are coming in with excellent production for January out of Florida. Quality has been excellent.

Organic Cherry Tomatoes, Rainbow Cherry Tomatoes, and Golden Grape Tomatoes are also available from Lady Moon Farms in Punta Gorda, Florida. These USA Organic Tomatoes can add color pop to your set!

Organic Heirlooms and **Darkloom Tomatoes** are promotable for this time of winter. Pricing is reasonable on this fair trade product from Mexico.

NOTE: **Organic Tomato on the Vine** supplies are starting to tighten causing the price to increase slightly. There is very little product around and there is not one shipper that has steady product. However, quality has been excellent.



OG BERRIES

ALERT! **Organic Blueberry** volume will remain very limited through mid to late January. Late vessels from Chile and Peru due to Panama Canal issues, plus COVID labor shortages in the supply chain, continue to force extra sourcing towards Mexico and drive prices up. Supplies should improve drastically by the end of January once these containers begin to come into the ports and get unloaded.

Organic Blackberry pricing and volumes should be steady through early February out of Mexico.

Organic Raspberries continue to be somewhat limited in volume.

NOTE: **Organic Strawberry** prices will remain tight through mid-January with higher prices. California production remains limited as new harvests have not yet started. Production is expected to begin by the end of January. Mexico and Florida farms are expected to see steady supplies coming up in the next few weeks as well. Quality out of California has been very nice.



OG WATERMELONS

Organic Mini Watermelons will be available through mid-January from new crop Mexico fields.

Quality should be excellent, and availability will be limited to start. Expect better supplies in early February.

Organic Cantaloupe and **Honeydew** continue to be out of season during the winter months.



OG HERBS

ALERT! **Organic Herbs** will be a struggle in January.

Organic Cilantro is experiencing growth & sizing issues preventing harvests in California with many shippers completely gapping. **Organic Dill** and **Flat Leaf Parsley** have suffered quality issues in the Southeast too, on top of California problems.

Volumes should improve in late January from Lady Moon Farms. Expect price increases and gaps in supplies on all these Herbs during the month.



OG PEPPERS

Organic Colored Bell Peppers from Mexico are yielding strong supplies in January. Expect promotional pricing throughout the month presenting a great opportunity for a large display.

Florida **Organic Mini Sweet Peppers** remain strong in quality & supplies are improving from Lady Moon.

Mexican **Organic Mini Sweet Peppers** are experiencing strong yields in January, expect promotional pricing throughout January. Expect pricing & availability to improve in mid-January.

Organic Green Peppers from Lady Moon Farms in Florida remain in peak supply and quality.



OG LETTUCE

Organic Romaine Hearts and **Organic Iceberg Lettuce** from SoCal/Yuma growing regions remain steady in availability.

Pricing remains consistent even with strong supplies due to strong demand for "Diet Season". Quality & availability will remain consistent in January, while **Organic Romaine Hearts** may see some price increases due to cold weather limiting some harvest.



OG ASPARAGUS

NOTE: **Organic Asparagus** is limited in volume and quality has been unreliable. New crop will be starting in Ecuador. Prices will remain steady, and availability is expected to continue to be short until the new crop starts.

Once the new crop starts, we should see prices come off a bit as there will be more availability.



OG SALADS

ALERT! **Organic Salads** have been a challenge over the past few weeks. Cooler weather in the growing regions has been causing slowed growth rates, COVID is posing many labor challenges for suppliers, and transportation dilemmas are causing many delays on raw product for packing. Suppliers have modified their packing schedules to efficient assortments to provide customers with items in highest demand.



OG CARROTS

ALERT! Due to COVID labor issues and strong demand California Organic Carrot shippers are not able to fill **Organic Baby Carrot** orders in full. Pro-rates and out of stocks can be expected in January during the Omicron surge.

ALERT! **Organic Rainbow Baby Carrots** will temporarily gapping until later in Winter at Cal-O.



OG CELERY

Organic Celery continues to experience consistent yields as shippers have transitioned South for the desert season & Mexican production is getting stronger; quality will remain outstanding. Pricing is slightly elevated due to the much higher freight rate costs to truck product to the East Coast.



OG LIMES

ALERT! Mexican **Organic Lime** prices have tripled in the last few weeks. Expect very strong pricing for a month or so and occasional out of stocks as growers have lost much fruit due to storms.



OG APPLES

NOTE: It has been a challenge refilling the **Organic Apple** supply chain following the snows that have blocked highways in Washington near the growing regions along with COVID labor issues.

Back in stock for late January promotion: **Organic Envy, Opal, Cosmic Crisp, and Sugarbee.**



OG EGGPLANT

Organic Eggplant from Lady Moon in Florida has returned to strong availability and quality in mid-January.

Mexican **Organic Eggplant** will remain available and strong supplies are expected through the month. Supply volume and quality from both areas will be consistent, while Mexican supplies will be available at a price friendly cost.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico remain in consistent supply & quality will remain outstanding during January. Pricing will remain steady in mid-January, with possible decreases as the month continues.

Organic Brussels Sprout Mesh Bags will be available once again in late January.



OG SPECIALTY

Organic Premium Florida Grown Turmeric will be in stock from our growing partner Phoenix Rising Farms in Florida into February. This Turmeric is some of the nicest, most premium turmeric you will see all year long!

Organic Pomegranates from California will be finishing in the next several weeks.

Organic Pomegranate Aril supplies will be steady for now but will wind down in early February.

Organic Drink and Eat Cocos and **Coconut Chunks** are in stock to start the year, but with inconsistent container arrivals, there may be some gaps in the weeks to come.

Organic Eggfruit, Organic Starfruit (Carambola) and **Organic Sapodilla** and **Organic Yuca** will be available through the end of January in Florida

Organic Pitahaya Dragon Fruit from Ecuador will gap during January before becoming available again around the beginning of February. This variety has a yellow-skinned/white flesh and is regarded as the sweetest of Dragon fruit varieties.

Organic Kiwi has transitioned into Italy and California grown fruit for the start of December. Four Seasons will primarily carry organic domestically grown fruit. California fruit will be steady.



OG SQUASH

NOTE: **Organic Zucchini** from Mexico is experiencing a rapid price increase in January. Harvest yields have been affected from weather causing limited supplies. Conditions are expected to remain consistent for the remainder of the month creating limited supplies and continued price increase.

Organic Yellow Squash has not yet seen supplies dwindle; however similar conditions are expected to effect supplies and pricing as January continues.



OG AVOCADOS & PINEAPPLES

Organic Hass Avocado prices have stabilized during mid-January out of Mexico.

Fruit availability is down slightly from last year at this time. Demand has been very high. Organic Hass Avocado prices are expected to stay elevated as we approach the NFL Playoffs and the Big Game.

Organic Pineapple supplies were down over mid-January due to extra demand across the country and COVID related issues. Larger fruit has been especially hard to come by.

OTHER STORIES

Organic Seedless Cucumber prices continue to increase but we should see a market cap soon. The price is tight, and it is very hard to find consistent availability. Quality has been excellent.

Organic Green Beans from Mexico are in steady supplies & quality is strong. However, as January continues expect supplies to become limited due to weather conditions & subsequently price increases will follow.

2 GREAT BRANDS COMING SOON TO FOUR SEASONS FOR PRE-ORDER!



Catsmo Artisan Smokehouse smokes fresh sustainably-raised Atlantic salmon onsite everyday. All of their smoked salmon varieties are all-natural, use no preservatives, and are never frozen before or after smoking.



Candied Smoked Salmon



Bourbon & Pepper Smoked Salmon



Gravlax



Pastrami Spices Smoked Salmon



Tequila & Cilantro Smoked Salmon



Vodka & Oil Smoked Salmon



Tanqueray Gin Smoked Salmon



12-Year-Old Single Malt Scotch Whisky



100% PASTURE-RAISED MEAT

PASTURE-RAISED | HERITAGE BIRDS
NON-GMO | NO ANTIBIOTICS EVER



ORGANIC ENVY & OPAL APPLE DISPLAY CONTEST



January 3 - 30, 2022



Four Seasons Produce has teamed up with First Fruits Marketing and The Oppenheimer Group to bring you some apple fun to kick off the New Year and get your customers off to a healthy start. Organic Opal and Envy apples are two of the most recent apples now appearing on every customers shopping lists, and its prime time to promote these now customer favorites. The color contrast between these two beautiful apples alone will allow for that sharp color visual that consumers will sure not be able to pass up. There will be a lot of focus on eating healthier as we start the New Year, so it's a great time to promote the healthy benefits. Traffic is sure to be in stores, so capitalize on this with bold displays of Opals and Envy's and have a chance to win some cool prizes!

CONTEST CRITERIA

- Build an awesome apple display with Organic Opal and Envy Apples in your departments.
- ALL fruit must be purchased from Four Seasons Produce and you must purchase a minimum of 5 cases of fruit over the duration of the contest.
- Displays must highlight the Organic Opal and Envy varieties using the displays bins or high graphic boxes
- All displays MUST contain BOTH apples and remain up for at least one week
- Submit your display photos by emailing them to contests@fsproduce.com by Friday, February 4

**Social Media is not required but is an excellent way to promote and educate your customers on the many uses of these versatile apples

CONTEST CATEGORIES AND PRIZES

BEST OVERALL DISPLAY

****\$750 Gift Card****

LARGEST DISPLAY

Display will be judged on overall size/eye appeal/bin and POS usage

- 1st Place - **55" Flat Screen TV**
- 2nd Place - **Mountain Bike with Trunk Rack**
- 3rd Place - **Smart Watch (Apple or Samsung)**

MOST CREATIVE DISPLAY

Display will be judged on the displays creativity

- 1st Place - **55" Flat Screen TV**
- 2nd Place - **Mountain Bike with Trunk Rack**
- 3rd Place - **Smart Watch (Apple or Samsung)**

3 HONORABLE MENTIONS in both categories will receive a **\$75 Gift Card**



For more information on Opal and Envy Apples and recipe ideas, visit
Opal Apple - opalapples.com
Envy Apple - envyapple.com

For contest display tips, and merchandising best practices, talk with your Four Seasons Sales Rep or Merchandiser!



PHONE: 1.800.422.8384 FAX: 1.717.721.2597 www.fsproduce.com





FOUR SEASONS FLORAL ORDER SCHEDULE

(please provide your customer # when ordering)

TUESDAY:

Call or email Evelin with your cut product pre-order for delivery Friday/Saturday of the same week.

PHONE: 202-331-1130 ext. 106 **FAX:** 202-529-3870 **EMAIL:** eescobar@floronation.com

THURSDAY:

Email Adrienne or **call your Four Seasons rep** with a potted plant order for delivery the following Friday.

EMAIL: adrienne@fsproduce.com

FRIDAY:

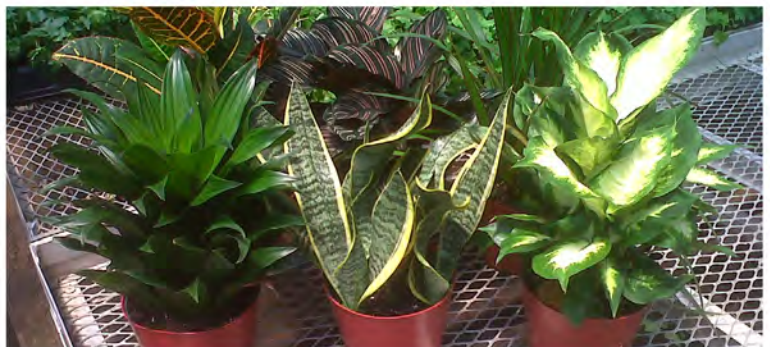
Call or email Evelin with you cut product pre-order for delivery the following Tuesday/Wednesday.

PHONE: 202-331-1130 ext. 106 **FAX:** 202-529-3870 **EMAIL:** eescobar@floronation.com

ASK YOUR REP ABOUT OUR MONTHLY POTTED PLANT PROGRAM FROM



Dan Schantz Farm & Greenhouses, LLC



LITTLE POTATO COMPANY DISPLAY CONTEST

January 23 - February 26, 2022

Are you ready for some football? This year Four Seasons Produce will be "kicking off" a display contest with Little Potato Company to support "The Big Game" sales. This will provide each of you with an opportunity to gain additional sales for the Big Game and beyond. The contest is geared to support the 1.5lb and 3lb bags and will entice your customers to think of creative side dishes. The contest will also run through Valentine's Day and Presidents weekend which will provide plenty of chances to help your customers plan their parties and special dinners. So let's "drop back" and aim for the end zone to score some additional points (Sales). Please contact your Sales Rep or Merchandiser to come up with a game plan.

CRITERIA:

- Build an inviting display using Little Potato's 1.5lb and 3lb bags either in the Produce Department or in a strategic location in the store.
- All product must be purchased from Four Seasons Produce with a minimum purchase of five cases
- Displays must be kept in place for at least 1 week
- Use of Social media is recommended
- Send all display pictures to contests@fsproduce.com no later than Monday, 2/28



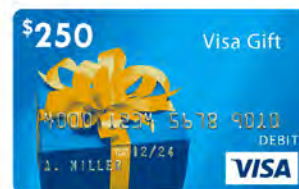
PRIZES:

1ST PLACE
\$250 VISA GIFT CARD!

2ND PLACE
\$200 VISA GIFT CARD!

3RD PLACE
\$150 VISA GIFT CARD!

4TH PLACE
\$100 VISA GIFT CARD!



CODES:

213073 - LPC Blushing Belle 16/ 1.5 lb bags
213062 - LPC Boomer Gold 16/1.5 lb bags
213075 - LPC Dynamic Duo 16/ 1.5 lb bags
213076 - LPC Fingerlings 16/ 1.5 lb bags
226693 - LPC Morning Pearl 16/ 1.5 lb bags
213074 - LPC Terrific Trio 16/ 1.5 lb bags

218907 - LPC Blushing Belle 8/ 3 lb bags
218906 - LPC Boomer Gold 8/ 3 lb bags
218908 - LPC Terrific Trio 8/ 3 lb bags
218909 - LPC Dynamic Duo 8/3 lb bags
218975 - LPC POS Display Bin 1ct



CONVENTIONAL MARKET NEWS

JANUARY 14 - JANUARY 21, 2021

CALIFORNIA NAVEL SEASON



December rains got 2022 off to a rocky start with California citrus, but headed into late January **California Navels** are in peak season and in good demand from consumers!

Navel Oranges from California are now in steady supply across the board.

We have the full spectrum of sizes from carton 40ct through 113ct fancy, as well as loose packed jumbo **Navels** in bins. 10/4 lb bags plus 12/3 lb **Heirloom Navel** bags are selling well!

Overall, pricing will remain steady heading into the end of the month, but we will see shorter supplies on smaller fruit, especially 113ct. Quality has been very nice on all navels.

Blood and **Cara Cara Oranges** are in good supply heading into the end of the month from Sunkist. We have all options from bulk to bags, and the quality has been phenomenal. Now is a great time to add this specialty citrus to the set.



CV PEPPERS

Hothouse Color Bell Peppers prices stay promotable for all color peppers as the market is flooded with product right now. We may see rise in the price of **Yellow** and **Orange** due to the harvest coming on earlier for those two colors out of Mexico. Quality has been excellent for all three colors.

Green Pepper prices start to rise through mid-January. Growers had let greens grow longer to turn to colored bells causing prices to tighten and colored bells to flush. Florida has excellent quality and strong supplies. California is also harvesting steady supplies. There is a lot of products available from Mexico as well which is flooding the market.



CV GRAPES

ALERT! **Grapes** from Peru are extremely tight across the board. This shortage in supply is an industry wide challenge impacting all importers. Vessels have been delayed as they travel through the Panama Canal, and once containers are unloaded, it's taking a significant amount of time for the containers to be released. Some gaps can be expected.

Pricing has jumped significantly, and this higher price is expected to last into February. Chilean fruit is on the way, but the volumes aren't enough to cover the demand domestically.

As we wait for supplies to improve on **Green** and **Red Grapes**, we have been receiving some specialty varieties such as **Cotton Candy** and **Sweet Sapphire**.



CV VALUE ADDED ITEMS

ALERT! The COVID surge impacting staffing levels and other supply chain issues has disrupted many items:

Eat Smart French Beans 6/8oz and 3/2lb experiencing sporadic short ship due to port delays.

Del Monte Jarred Fruit continues to experience temporary supply disruption on all refrigerated **Citrus** items due to supply constraints, logistic delays, and production capabilities. Fill rate is expected to improve in February.

Hampton Farms Peanuts is still recovering from the recent holiday pulls and increased demand, with some deliveries running a week behind schedule.

Naked Juice is experiencing some allocations due to growing demand and production capabilities.

FM Browns Birdseed fill rate is improving, but we are seeing orders still delayed by a few days along with some cuts due to raw product being delayed at the ports.



CV WASHINGTON APPLES

NOTE: While some of the snow has cleared and some of the roads are clear the shipper's lots are backed up with a weeks' worth of Washington Apples to load, so things are very backed up and multiple days of delays should be expected.

The potential for more snow remains so additional delays could be in the forecast. Combined with the overall crop being down ~10 million cases, COVID employee crisis and truck rate almost double last year, expect prices to continue climbing.



CV CARROTS

ALERT! Due to COVID labor issues and strong demand California Carrot shippers are not able to fill **Baby Carrot** orders in full. Prorates and out of stocks can be expected in January during the Omicron surge.



CV WATERMELONS

Mini Watermelon prices will be limited through mid-January coming out of Mexico and Honduras. Offshore programs are transferring from Guatemala to Honduras causing a slight gap. Quality has been very nice from Mexico, but prices are higher due to the added demand.

Seedless Watermelons remain steady through mid-January. Off-Shore programs are expected to begin by end of January leading to more availability. New Crops have started out of Mexico and quality has been excellent. Sizing is on the larger size as farms are in the 'Crown' picks.



CV ASPARAGUS

Asparagus prices are tight. Mexico is starting back up and the Caborca, Mexico deal starts in the beginning of February. Quality has been hit or miss as we transition from Peru back to Mexico as it just is not holding.



CV SALADS

ALERT! The conventional **Packaged Salad** category continues to experience difficulty during January.

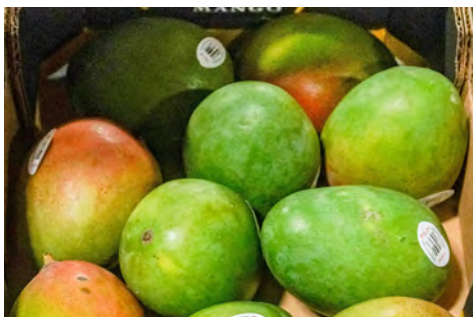
Following December recalls, Fresh Express and Dole shut down production facilities for deep cleaning. Getting back up and running and re-filling shelves has been a major struggle for these companies.

Fresh Express anticipates very heavy prorates the rest of the month. Dole is still trying to restart their production on the East Coast. Complicating matters further, continues to be attendance challenges due to surging COVID cases.



CV AVOCADOS

Avocado prices remained higher as demand soared since the beginning of the year. Supplies have been steady on fruit 48ct size and smaller, while large fruit continues to command higher prices and has been sparse in availability.



CV MANGOS

Mangos from Peru are in full swing. Prices have elevated as container delays have caused fruit to tighten in supply a bit.

Honey Ataulfo Mangos from Peru have been very limited. The good news is the Mexican season has just started, and we will see a small amount of fruit cross from there for the end of January already!



CV SQUASH

Green Squash from Mexico has had cooler weather which caused the price to increase. Volumes will be more limited through the end of January.

Yellow Squash prices have increased slightly and will continue to do so over the remainder of January and quality has also been excellent.



CV LIMES

ALERT! Limes are extremely active, and in major short supply currently. Pricing has more than doubled in the past week alone, and it seems that the price will head higher into the end of the month.

Growers are stating that high winds moving through the Yucatan and Vera Cruz regions of Mexico knocked a large portion of the fruit off the trees creating this significant gap.



CV BERRIES

Strawberry pricing will remain steady through mid-January. Demand has been strong out of Florida, as harvests have been limited.

Production is expected to pick up by end of January leading to better availability. California is also expected to begin lightly harvesting new areas at the end of January which will lead to more availability overall in the marketplace. Quality has been very nice and tasting excellent out of Florida.

Blackberry prices remain steady out of Mexico. Driscoll's is into some of their best tasting fruit, especially on the Sweetest Batch pack.

ALERT! Blueberries remain extremely tight through mid-January. Some Vessels are beginning to be unloaded but ports continue to be back logged and shippers continue to see delays on arrivals. Expect high prices with extremely limited product into the end of January. Quality on what is available has been nice.

NOTE: Raspberry prices remain strong through mid-January. Volume has been limited out of Mexico and demand is extremely strong. Harvests are expected to increase into early February leading to better availability. Quality has been excellent.

Black Mission Figs from Mexico will be available well into January. There should be steady supplies barring any weather events.

NOTE: The Pineapple market has been very active, and supplies have dipped slightly as we settle into the new year. Supplies will continue to tighten in the coming weeks.

The **Pomegranate** season from Pom Wonderful is winding down quickly. 22ct fruit will be available in very limited quantities but will be done in the next few weeks.

Sharon Fruit from Spain is limited, and pricing is expensive. Four Seasons will have a small amount of fruit to offer.



CV MANDARINS & TANGELOS

ALERT! Mandarins packed as 10/3 lb. or 15/2 lb. bags are in a small gap from California. All growers are shifting away from the "Clementine" variety and moving into the fresh crop "Tango" or "Murcott" varieties due to quality. The new varieties will be significantly better in quality, but we could see a few days where we'll be out of stock on fruit.

5 lb. gift boxes from Morocco will also be in a small gap as we head into the end of January, but we'll have the **Orri Mandarin** packed in the "Jaffa" label from Israel. This is a premium pack, and these 5 lb. gift boxes should bridge the gap nicely.

ALERT! Sumo Mandarins were just about to get started, but the shipper is now delaying the launch of the season till later in January or early February. This is due to the Sumo Mandarins having quality problems show up post harvest.

Minneola Tangelos are in limited supply from California at the current time, but more volume is expected to build heading into the last week of January. Quality has been very nice on all 56's and 80's, but supplies will be sporadic. Our current inventory is from the Southern California desert growing regions of District 3, and this dry weather is ideal for producing beautiful fruit.

OTHER STORIES

Cantaloupes are in excellent supply heading into the middle of January. We will continue to have solid supplies on 9's and 12's, and the quality has been very nice. **Honeydews** are also in solid supplies with plenty of 5's and 6's available.

Super Cucumber prices have increased through mid-January with the cooler temperatures in Nogales and Mexico. Not expecting to have much change in the price over the the end of January. Quality out of Mexico has been excellent.

Seedless Cucumber prices continue to rise as availability is minimal. Cool weather has also played a factor and really slowed production. As customer look to eat healthier and shippers seeing larger pulls of product, there is not the availability right now to supply all the demand. Quality has been excellent out of USA and Mexico.



CV TOMATOES

Beefsteak Tomato prices remain steady. Supplies are excellent out of Mexico and United States. Quality has been excellent.

Tomatoes on the Vine price rose a bit more into this week but now should remain steady into the end of January holding where they are. Quality has been excellent on Canadian and Ohio tomatoes.

Grape Tomato pricing remains steady. Florida and Mexico have strong supplies. We continue to support mostly Florida product and quality has been excellent.

Campari Tomatoes are back in stock in a small way but should be back to fill orders by the end of January. Quality has been outstanding.

Field Grown Round Tomato prices have remained steady. Quality has been very nice from both Florida and Mexico and there is plenty organic product available.

Roma Tomato prices came down through mid-January and are promotable again into the end of January. Quality has been nice and strong from Florida and Mexico.

Mini Seedless Cucumber prices are tight and continue to rise due to availability. Quality has been excellent with what is available.

Lemon demand has increased for the first two weeks of the year, and overall availability is declining. Pricing will begin to edge higher, but the quality across the board will remain solid into the end of the month. Large sizes are in better supplies currently, while smaller sizes such as 140's, 165's, and 200's are much tighter.

Grapefruit supplies remain steady from Texas, but Florida continues to be in limited supply. Going forward, we'll be carrying all Texas fruit through the end of the month. Quality has been very nice.