

ORGANIC MARKET NEWS

JANUARY 21 - JANUARY 28, 2022

WINTER CROP ORGANIC PEPPERS



Mexican **Organic Color Bell Peppers** remain in strong supplies for January. Keep large displays and continue promotions throughout the rest of the month as pricing is expected to remain promotable.

Israeli **Organic Color Bell Peppers** remain available at stable pricing. Quality from both growing regions is outstanding.

Organic Mini Sweet Peppers are also flush in supplies from Mexico in the 12/11b pouches. Expect affordable pricing and promotional opportunities. Florida **Organic Mini Peppers** from Lady Moon Farms 18/12 oz clamshells are experiencing stronger volumes in January. Expect great quality and steady supplies from both regions.

Organic Padron and **Shishito Peppers** from Mexico are returning to stock in late January. These varieties are excellent for winter appetizers.

Organic Green Bell Peppers from Lady Moon Farms in Florida remain in steady supplies. Expect stable supplies, pricing, and quality in late January as demand remains strong. Mexican production is currently available at fair prices and stable volumes.



CV CITRUS

This has been a difficult January for California Citrus.

Headed into late January, improved supplies of Organic Citrus out of California are trickling in after very little harvesting following the December rains. Organic Grapefruit, Lemons, Blood Oranges, Cara Cara Oranges, and Navel Oranges will start to make their way back to store shelves, but pricing remains high.

ALERT! Organic Mandarins out of California are a sore spot with the total crop down somewhere between 30-50%. Prices are very high and availability is spotty at best. We should see this improve a little as we move into the "Murcott" and "Tango" varieties in February.

ALERT! The Mexican **Organic Lime** market is on fire due to extremely low production. We should see this improve towards the end of February or early March.



CV BERRIES

Organic Raspberry prices remain steady heading into February. Demand remains strong, quality has been nice, and supplies are overall snug out of Mexico.

Organic Blackberry prices and supplies will remain steady heading into February out of Mexico.

Organic Blueberry prices remain on the higher side for late January. Then in early February, supplies will get much better, leading to promotable pricing with the fruit arriving out of Chile. A lot of this is due to late containers arriving to the ports as they are backed logged. Quality is expected to be nice once it makes its way through the supply chain.

NOTE: Organic Strawberries remain fairly snug. Florida and Mexico have begun with more harvests but are still inconsistent with their numbers. California production will remain very limited until after Valentine's Day, and then prices are expected to come off as volume should ramp way up.



CV LETTUCE

Organic Green Leaf, Red Leaf, and **Romaine Lettuces** are in peak production from Lady Moon Farms in Florida. Late January will bring promotional opportunities with significant price decreases, strong availability, and top-notch quality!

Organic Romaine Hearts continue to be in stable supply, but pricing remains elevated out of Arizona and SoCal. Colder weather in mid-January tightened supplies, but they should strengthen slightly, and pricing should improve as the month continues. Although pricing will improve, it is not expected to be promotable.

Organic Iceberg Lettuce is yielding better harvests, and pricing continues to improve in January.

NOTE: Pete's Organic Living Lettuce line will see some out-of-stocks for the week of 1/24 until they can refill the supply chain following some slower growth in the greenhouses and covid labor issues.



OG BRUSSELS SPROUTS

UPC'd mesh-bag **Organic Brussels Sprouts** will make their return in late January. Expect good quality and stable pricing throughout their season.

Bulk **Organic Brussels Sprouts** continue to experience stable supplies in January from Mexico. Supplies, pricing, and quality have remained consistent throughout the month. Late January will see a slight price decrease as supply volumes begin to strengthen from seasonal shippers.



OG CAULIFLOWER

NOTE: Organic Cauliflower from SoCal/Yuma growing regions continues to experience limited supplies in late January. Strong demand and lighter harvests due to growing conditions have created a shortage of product, driving cost significantly higher. Improvement is not expected until February.

Limited volumes of **Organic Romanesco** is available out of SoCal.



OG BROCCOLI

Organic Broccoli supplies remain steady, but pricing continues to be elevated. Mexican production is due to strengthen in the final week of January, which will create additional supplies and may eventually drive some pricing relief. Quality from SoCal/Yuma growing regions has been superb.

Organic Broccoli Rabe harvests are improving and prices are coming down to a more normal level.



OG HERBS

Organic Dill and **Organic Italian (Flat) Parsley** will begin to see supplies improve in late January, but pricing is expected to remain elevated.

ALERT! Organic Cilantro remains a struggle from California. Limited to no supplies continue to drive price increases. Expect product gaps and expensive pricing when available. Conditions are not expected to improve until mid-February.



OG ONIONS

Organic Onions out of Nevada continue to tighten up on supply. **Organic Red** and **Yellow** out of Nevada will wind down in February, and supplies will be tight throughout this time.

Organic Onions will get started out of Mexico in late January and should be in full swing on all colors and sizes in early February. Expect a seamless transition between the two growing regions.



OG MANGOS

Peruvian **Organic Mangos** will be in good supply for the middle of January. This supply will dry up quickly as container arrivals cannot keep up due to the lingering port delays and covid labor issues. Prices will likely increase as we approach February.

We will soon see the first organic fruit from Mexico! **Organic Ataulfo Honey Mangos** are expected to arrive at the very end of January.



OG CABBAGE

Organic Green and **Red Cabbage** from Lady Moon Farms in Florida are in peak production from the last week of January through Valentine's Day.

Strong supplies, excellent quality, and price reduction in January create a prefect promotional opportunity.



OG ARTICHOKES

As late January approaches, **Organic Artichokes** supplies are expected to strengthen, especially on larger sizes. Look for promotional pricing and excellent quality - perfect for building large displays to generate additional sales!



OG SALADS

ALERT! Organic Salads continue to be on the limited side with diet season demand, cool weather in certain growing regions, and supply chain and covid labor challenges. Suppliers have modified their packing schedules to efficient assortments to provide customers with items in highest demand.



OG CARROTS

ALERT! In addition to staffing struggles, weather has become a challenge for **Organic Carrots**.

Organic Baby Carrots are heavily prorated due to weather, and other **Organic Carrot** packs are limited due to labor shortages.



OG CUCUMBERS

Organic Cucumbers from Mexico is beginning to experience strong harvest yields, driving pricing down in mid to late January. New growing regions generated stronger supplies to stabilize pricing and availability. Pricing is expected to remain consistent in late January and begin decrease as we enter February. Quality has been excellent.

Organic Euro Seedless Cucumbers will remain on the limited side heading into February out of Mexico. It is expected that there will not be a relief in the market until the middle of February when Canada starts back up full swing.

• NOTE: Organic Pineapple supplies continue to be limited for the middle of January. High demand for fruit has made things even more tight.

• NOTE: Organic Hass Avocados once again rose quickly as we approach the end of January. Prices at the border rose significantly as many growers continue to take advantage of the extreme demand the industry is seeing.

• Organic Snow and Snap Peas from Mexico will return in late January. Expect steady supplies to



OG WATERMELONS

Organic Mini Watermelons are back! Quality has been excellent from new crops in Mexico. Our first arrival was on 9ct, and by late January will transition to 8ct. Supplies should be steady through February.



OG APPLES

The worst of the snow storm road closure challenges seem to be declining for Pacific Northwest **Organic Apple** and **Pear** growers. Fruit is making its way back into the supply chain. Very high truck prices and higher cost of goods issues will remain.

There are plenty of promotional opportunities for February to get behind many of the premium variety **Organic Apples**, including **Cosmic Crisp**, **Envy**, **Honeycrisp**, **Lady Alice**, **Opal**, **Pinata**, **Pink Lady**, and **SugarBee**.

NOTE: Looking ahead to the rest of the winter and spring storage crop of apples, two varieties may wrap up quicker than usual: **Organic Fuji** and **Gala Apples.** Some growers are opening their Controlled Atmosphere Storage rooms and discovering these two varieties didn't hold up well for pack-outs. Expect prices to remain firm.

OTHER STORIES

begin the season, and pricing to improve as the season progresses.

• **Organic Celery** is experiencing better supply volumes and prices should become more affordable in early February. Freight costs do remain high. Quality in the new crop southern growing regions is better.

• Organic Russet Potatoes continue to increase in price as demand remains strong and supplies from various regions continue to tighten up. Our



OG GRAPES

Limited volumes of **Organic Grapes** are available out of Peru and South Africa. Prices are expected to stay strong for the remainder of the season due to lower yields than originally expected because of the pre-season weather.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms continue in large volume production. Quality has been outstanding, and supplies will continue to remain steady. It's a promotable item heading into the end of January.

Organic Rainbow Cherry Tomatoes from Lady Moon Farms are promotable through the end of January. Steady supplies and quality have been outstanding.

Organic Heirloom and Dark Heirlooms Tomatoes are promotable heading into the end of January. Steady supplies will be available with a lot of volume out of Mexico, and quality has been outstanding.

Organic Roma Tomatoes will be promotable as we head into the end of February. Quality has been outstanding out of Mexico and there will be steady availability.

Organic Russet Potatoes sourcing will transition over to Idaho headed into February, and pricing will continue to increase with freight as a factor.

• Organic Asparagus is starting out of Mexico and Ecuador. Prices will start to fall toward the end of January and into early February. New inbounds have shown some excellent quality. Availability is expected to improve as more farms start to produce product.



SUGARBEE® & ROCKIT® APPLE DISPLAY CONTEST WINNERS

NOVEMBER 1 - NOVEMBER 28, 2021

The long-awaited SugarBee apple season was finally here and we were celebrating the arrival of this customer favorite with a display contest filled with great prizes, great sales potential and surely, a lot of great fun! Four Seasons Produce partnered with Chelan Fresh to bring you this amazing contest sure to create a buzz in your store and a blastoff in your sales and profits. This year we also threw in the super cool, super crisp Rockit apple into the mix and you, nor your customers will be disappointed with this small apple with a monster crunch! This was a great opportunity to showcase the SugarBee and introduce the Rockit to your customers. Thank you to everyone who participated! Be sure to check out the winners below!







POM WONDERFUL DISPLAY CONTEST WINNERS



Wonderful

DECEMBER 6 - JAN 2, 2022

Halos, Fresh POM brand Pomegranates, and POM Wonderful Pistachios – these 3 great seasonal items for the month of December leading into the holiday were highlighted in your produce departments with big, bountiful displays. We're here today to let you see some of the best you had to offer. Thank you to all who participated. Check out the winners below!







LITTLE POTATO COMP 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 <u>contests@fsproduce.com</u> no later than Monday, 2/28



PRIZES:

1ST PLACE ^{\$}250 VISA GIFT CARD!

3RD PLACE ^{\$}150 VISA GIFT CARD!



4[™] 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







OCEAN MIST FARMS JUMBO ARTICHOKE DISPLAY CONTEST

FEBRUARY 7 - FEBRUARY 27, 2022

Four Seasons Produce has partnered up with **Ocean Mist Farms** to bring you an awesome promotion to get all "choked" up about!

BIG, beautiful artichokes are in great supply and promotable, so now is a great time to build some creative displays and spread some artichoke love! These jumbo 12ct chokes are complete show stoppers, and will look amazing gracing the counters in your departments. And some even better news is these artichokes have been "Frost-Kissed", and are the best tasting artichokes of the year!



THE RULES HERE ARE SIMPLE:

• Build a super attractive and creative artichoke display using Ocean Mist Farms artichokes purchased form Four Seasons Produce and submit all display photos to <u>contests@fsproduce.com</u> by Friday, March 4.

• Utilize the Ocean Mist Farms Point of Sale material in your displays. We have some sharp bins also available (code: 218367), and great informational sign cards. These must be used on displays to quality.

- You must include at least 2 artichoke relevant tie-ins, such as lemons, bread crumbs, spices, garlic, and olive oil.
- All displays must be kept up for at least 1 week.
- There is an 8 case minimum for stores to quality.
- Judging will be based off creativity, eye appeal, and the use of Point of Sale material and tie-ins. Social media presence is highly suggested.



PRIZES:





FOR MORE INFORMATION ON ARTICHOKES AND GREAT RECIPES, CHECK OUT OCEANMIST.COM!







CONVENTIONAL MARKET NEWS

JANUARY 21 - JANUARY 28, 2022

JUMBO ARTICHOKES FOR FEBRUARY



Looking ahead to the month of February, 12ct **Jumbo Artichokes** will be in promotable volume.

Quality will continue to improve with each week.

During mid to late February, there will be a Four Seasons-Ocean Mist **Artichoke** promo and display contest. Contact your sales rep or merchandiser to start your planning!



LITTLE POTATO CO

The **Little Potato Company**, or as we refer to them at Four Seasons – "LPC" for short, is known for bringing value, convenience, and innovative flavor combinations to the dinner plate with their easy to make grab & go sides.

Consumers have gravitated towards **Baby Col**or **Potatoes** since cooking times are fast and no peeling is required.

We will start a promo time and display contest on Little Potato Company Potatoes on 1/23 that will carry through February!

Talk to your sales rep to plan pricing and assortment, especially on the 1.5lb and 3lb pouch bags to help drive movement in these lines. Microwave packs and roast/grill trays with seasoning are also available from LPC. We also offer variety shipper displays that can be cross-merchandised in the meat department.



CV MANDARINS

ALERT! Mandarins from California will continue to be in very limited supply. The "Clementine" variety has ended for the season, and the "Tango" and "Murcott" varieties are just getting started in a slow way in late January. Expect supplies to be very limited throughout the remainder of this month.

In the meantime, we've been sourcing 5 lb **Mandarin** gift boxes from Israel (Jaffa). These **Orri Mandarins** are excellent, and a perfect substitute until the domestic crop improves. Some Moroccan fruit is on its way to the east coast for the end of January as well.

ALERT! SUMO Mandarins have been put on hold until further notice by the shipper, Suntreat. They started with a few select national accounts, but are unable to fill other orders at this time. Rain that California received weeks ago is wreaking havoc on this crop with post-harvest quality problems. At this time, we do not have fruit headed this way. We're hopeful that Suntreat can resume shipping by the beginning of February.

Priscoles Priscoles

CV BERRIES

Strawberry prices will begin to ease off out of Florida. Supplies are ramping up from Florida as CA and Mexico are beginning to harvest fruit, as well taking pressure off Florida. Quality will be excellent as weather conditions have been ideal leading great tasting and big berries. Demand remains strong as well.

Blackberry prices remain steady heading into February. Quality continues to be excellent coming out of Mexico. Supplies are steady.

Raspberries overall are expected to be snug heading into February. Demand remains very strong, and supplies continue to be steady out of Mexico. Quality has been nice.

NOTE: Blueberry prices continue to be strong as late vessels and port delays limit supplies. In early February, prices are expected to come off as more fruit becomes available from Chile. We will look to continue to offer Mexican and Peruvian product, as well as Chile.



CV WATERMELONS

NOTE: Seedless Watermelon prices remain high out of Mexico, but quality has been outstanding. Offshore (Guatemala and Honduras) programs are expected to begin in late January. With higher freight costs this year, so far, expected markets to remain much higher than normal.

Mini Seedless Watermelons are tight as both Mexico and offshore programs transition into new areas. This is expected to be a short period, and then in early February, see markets steady back out.



CV GRAPES

ALERT! Red and Green Seedless Grapes continue to be very limited from Peru. Containers are not getting unloaded at the ports in a timely manner, and vessels are running behind arriving to the states. This has caused significant shortages in the supply chain. Along with shorter supplies, pricing has been extremely high.

Shippers expect **Red Grapes** to remain tight throughout the entire month of February but are expecting some relief on **Green Grapes** the first or second week of February.



CV HASS AVOCADOS

Hass Avocado prices remain 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 ONIONS

Peruvian **Sweet Onions** continue to increase in price and are expected to continue to increase in price as we head into February. We will see strengthening to this market through the middle of February until new crop Mexican **Sweet Onions** get started and bring some extra supply to the marketplace.

Onions from all growing regions continue to strengthening in price. Freight has leveled off, but we are still seeing very strong demand and supply is struggling to keep up. Price increases are mostly due to higher FOB pricing.



CV LEMONS & LIMES

Lemons from California have gained some strength heading into February as demand continues to be very strong across the board. Look for pricing to remain higher than usual, especially on smaller fruit. Quality has been very nice.

ALERT! Limes will remain extremely tight heading into February. Mexican supplies are much lighter than expected, and the pricing is much higher than usual. Quality has been nice, but we'll see more limited supplies on Mexican fruit.



CV SALADS

ALERT! The industry is not back to normal on Packaged Salads yet, but the outlook is beginning to improve somewhat. Dole is bringing 2 of their production facilities back online in late January, putting more Salad back into the supply chain. Still, there will be pro-rates and out-of-stocks on Dole and Fresh Express due to high demand, covid labor issues, and lots of shelves to refill.



CV ORANGES

Navel Oranges will continue to be in steady supply out of California on all sizes as we head into February, just at higher pricing than prior years. We are seeing some big, beautiful fruit arrive on 40's, 48's, and 56's. We have bagged options, as well as bins, available going forward.

Vintage Sweets Heirloom Navel Oranges from Sun Pacific have been absolutely beautiful Now is a great time to promote this specialty piece of citrus.

Blood and **Cara Cara Oranges** continue in season, peaking on the smaller sizes and bags.



CV BROCCOLI & CAULIFLOWER

The Mexican **Broccoli Crown** season has begun, and along with existing supplies in Florida and Arizona, will be more affordable to kick of February. Quality has been great.

Good news - **Cauliflower** is becoming more available, which is easing prices down headed towards February.



CV SQUASH

Green Squash from Mexico should remain steady. Prices should start to fall off as we head into the end of January due to nice weather in Mexico, providing excellent growing conditions. We will see the same trend with Yellow Squash as we head into the end of January. Quality has been excellent for both categories.



CV MANGOS

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

Ataulfo Honey Mangos from Mexico are available! This is the first fruit coming out of Mexico for the 2022 season.



CV PEARS

Anjou, Bartlett, Bosc, and Red Anjou Pears are in good supply. Seckel and Asian Pears are expected to wrap up for the season by early February.



CV ASPARAGUS

Asparagus markets are opening up as product starts to come in from Mexico. Availability is still only in 11lb cases as larger volume and product in 28lb cases will not start until the end of January and into early February.



CV PEPPERS

111b hothouse **Color Peppers** remain promotable with for the foreseeable future heading into early February. There is a lot of volume across all colors - promote!

We could see an increase in the **Red Pepper** market toward the end of January to keep pulls even with the **Yellow** and **Orange Peppers**. Quality is excellent and there is plenty of supply.

Green Pepper prices slowly came up with a steady pricing market expected throughout the end of January. Quality has been excellent, and availability is steady.

• 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.

• Pom Wonderful's **Pomegranate Arils** will also be winding down by the end of the month. Arils will still be available in a 12/4.4oz pack in the I LOVE POMEGRANTES label and all sales will transition over there by the end of January. The 8/8oz cup offering will no longer be available.



CV APPLES

Eastern **Apples** remain in pretty good shape except a few varieties that are winding down for the season and are expected to be completely wrapped up in February, like the **Cortland**, **Empire**, **Granny Smith**, **Honeycrisp**, and **Macoun**.

The eastern crop has welcomed some new premium varieties like the **Evercrisp**, **Rubyfrost**, and **Wild Twist** to the mix.

The weather has cleared in Washington, making the **Apple** trucking situation a little improved for mid-January and employees able to return to work. Packing is catching up, but Covid and a big driver shortage still loom, adding to a very short crop. Expect prices to remain high for the foreseeable future.

Most items should remain in firm but steady supply out of the Pacific Northwest for late January. We expect Washington **Jazz Apples** to be back in stock for late January. **Granny Smith** and **Honeycrisp** will still be in good supply out of the Pacific Northwest.

OTHER STORIES

• NOTE: Huge demand for **Pineapples** has seen limited availability on certain sizes industry wide. Prices have been up just a bit as a result.

 ALERT! HoneyGlow Pineapples from Del Monte will be in very short supply headed into February.

• **Brussels Sprouts** pricing remains on the higher side. There is now hope of better supplies coming available early February.



CV TOMATOES

Roma Tomatoes are promotable through the end of January as there is an abundance of product out of Mexico. There are also **Romas** coming out of Florida as well. Quality has been excellent.

Cluster Tomatoes prices will remain on the higher side for late January. A lot of greenhouses are being affected by "rugos" virus in the plants, and it is unknown when shippers will be back into large volumes from hothouses as this disease is spreading rapidly. Product is available right now out of Mexico, Canada, and Ohio. Quality has been outstanding on all inbounds.

Campari Cocktail Tomatoes are back in house! Prices will remain steady for early February as the gap in production has just ended and volume continues to grow. Quality is excellent on the new arrivals, and we should see steady inbounds moving forward.

• ALERT! In addition to staffing struggles, weather has become a challenge for Carrots. Baby Carrots are heavily prorated due to weather, and other Carrot packs are limited due to labor shortages.

• As we head into February, you can expect better availability on **Scallions**. Pricing should fall off as they become readily available.