

MARKET NEWS ORGANIC OUTLOOK

ORGANIC AVOCADOS FOR THE BIG GAME



Late January is the ideal time to promote **Organic Hass Avocados!**

Take advantage of increased volume of our pre-conditioned ripe-and-ready line fruit for the Big Game. This will be available in 48ct sizing.

We should have good supplies in all lines to get you ready! Pricing has gone up a little bit, but volumes are steady and shouldn't be impacted too much.

Be sure to check out our hot promos and display contests on both **Fair Trade Organic** and **Organic Hass Avocados** for January. Take advantage to GO BIG and capture lots of sales.



OG CITRUS

Organic Cara Cara and **Navel Oranges** out of California are back in good supply, so are **Organic Minneola Tangelos**.

California **Organic Blood Oranges** will be available here in late January. They are sizing on the small side.

California **Organic Grapefruit** is now in good supply with steady pricing.

California **Organic Pummelo** and **Daisy Tangerines** are in a small gap but expected to return the last week of January.

NOTE: End of the season California **Organic Clementine**, **"Candy Mandy"** and **Satsuma Mandarins** are now expected back in this week in limited supply. Some new crop **Organic Tango Mandarins** are expected to begin at the end of January.



OG BERRIES

Import **Organic Blueberries** from Chile will have promotional opportunities through the month of February on pints and 6 oz starting Feb 1. Make sure to enter our pint blueberry display contest!

Driscoll's **Organic Blueberries** are steady this week.

Organic Raspberry volume is decent for the end of January. However, the outlook for February is lower volume and higher prices until the March crop kicks back in.

Driscoll's **Organic Strawberry** supplies continue to be firm and rather expensive, but better supplies are expected in late February. Other brands are very limited but supplies are expected to improve by early February after the rain stops.

Driscoll's **Organic Blackberries** out of Mexico continue to be much firmer due to weather. This is not expected to improve for a few weeks. Prices will be higher. Other brands are experiencing some small cuts and weather delays that are not expected to improve until February.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli will be back in excellent supply this week out of Arizona. More growers are back in the fields harvesting, and we'll have plenty of promotable opportunities on both 14's and crowns for late January and early February.

Organic Cauliflower will be very promotable this week. Supplies were tight over the past two weeks, but now volumes are excellent, and growers are willing to make some deals. Quality has been excellent on both 9's and 12's.



CV CUCUMBERS

Organic Cucumbers are in slightly better supply out of Mexico this week, but pricing is still holding firm, and there hasn't been enough to fill shelves. It should be early February until pricing really improves. Quality has been solid on all **Organic Cucumbers**.

Florida is set to begin again within two weeks.



OG CABBAGE

Organic Green Cabbage is in excellent supply out of Florida from Lady Moon Farms, and quality is very nice. Sizing is mostly 14/16 heads per case, and we can continue to promote **Organic Cabbage** heading into February.



OG ROMAINE HEARTS

Organic Romaine Hearts are in a harvest flush out of Arizona, and we'll have excellent volumes this week. Quality on all **Organic Romaine Hearts** has been excellent.



OG MELONS

Organic Harper and **Galia Melons** are both available to add something different to those melon sections.

Organic Mini Watermelons will be available this week for a limited time only. Quality looks exceptional - order while supplies last!



OG CILANTRO & SPINACH

Organic Cilantro and **Organic Bunch Spinach** will be in better supply this week. The cooler weather had slowed production significantly, but growing conditions have since improved. Pricing will still remain higher for at least another week.



OG ASPARAGUS

Organic Asparagus from Mexico is available in steady supply. Quality and pricing have been good on early crops. Look for more promotable pricing heading into February as bigger yields cross the border.



OG GRAPES

Peruvian **Organic Green Seedless** and **Red Globe (Seeded) Grapes** are available in limited supply and prices are high. Product will be available until the season ends in February.

South African **Organic Grapes** have been struggling to pass inspection to be permitted into the US due to pests. The crop is not expected to begin until March, and supplies will be more limited.



OG CELERY

Organic Celery availability is improving quickly on all 24's and 30's, as well as **Organic Celery Hearts**. Supplies are coming on quicker than expected, and pricing will begin to fall.

We will finally have good availability on all **Sleeve Organic Celery** as well headed into February.



OG BELL PEPPERS

All **Organic Colored Bell Peppers** are in steady supply right now out of Mexico. Look for great deals on all 11 lb. cases!



OG ONIONS

Organic White Onions continue to increase in price this week.

Pricing is steady on **Organic Red and Yellow Onions** as supplies have been able to keep up with demand.



OG SWEET POTATOES

We are in the last week of the AV Thomas “**Natural Beauty**” **Organic Sweet Potato** display contest! Now is the time to stock up your shelves, snap a photo of a nice sweet potato display, and enter the contest!



OG LEMONS

Organic Lemons out of California continue in excellent supply and quality with some promotional opportunities on 75ct XL fruit.

Organic Meyer Lemons continue in peak season.



OG TOMATOES

Organic Grape Tomatoes are very promotable out of Florida. Quality is outstanding from Lady Moon Farms, so continue to promote!

Organic Round Tomato prices will be going up a bit as Florida is transitioning fields. Product will still be available, but pricing will increase some.

Organic Roma Tomato prices will begin to be promotable from Mexico and Florida as well. Quality has been excellent and growing conditions have been perfect.

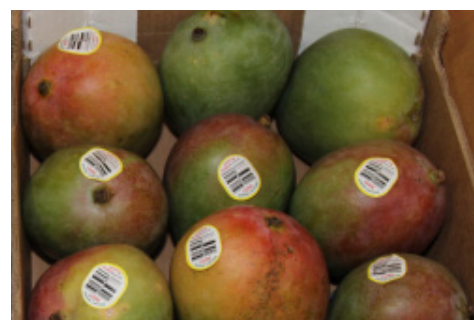
Organic Cluster Tomatoes are in steady supply and pricing. **Organic Beefsteak Tomato** prices are falling with more product becoming available. Look to promote both!



OG FAIR TRADE TOMATOES

Organic Heirloom Tomatoes continue to be promotable this week from Mexico. Covilli Brand Fair-Trade Organics is now in peak season and offering out very promotable pricing with excellent quality. We are offering both **“Darklooms”** and **Mixed Heirloom** varieties.

Look to promote all of the **Covilli Brand Organic Snacking Tomatoes** line. This Fair-Trade grower is promoting the new line of **Purple Rain Drops, Sunset Bites, and Ruby Blossoms** in Eco-friendly cardboard packaging. They are now in peak season availability, and pricing will be very promotable.



OG MANGOS

Organic Kent Mangos have been excellent quality. The fruit is bright and super clean! Fruit is sizing larger, so 10 and 12ct fruit is becoming very tight.

Look for excellent deals on 7, 8, and 9ct big fruit in the next few weeks as those sizes are more prevalent.

Mexico is starting soon with new crop **Organic Honey (Ataulfo) Mangos** becoming available in early February.

OTHER STORIES

• Washington **Organic Red Anjou, Green Anjou, Bosc,** and **Comice Pears** are in firmer supply as the end of the domestic season nears. Expect higher prices until imports begin in late February.

A last shot of Washington **Organic Asian, Concorde,** and **Seckel Pears** are available. Get these specialties before there gone for the season.

• **Organic Cherries** out of Argentina and Chile are in limited supply and are expected to finish

for the season in by the end of January. Quality is excellent and prices are high.

• **Organic Formosa Papayas** are in steady supply for the end of January. Sizing will be larger next week with counts generally ranging from 9-12 per box.

• **Organic Pineapple** quality is excellent. Supplies have been steady, and we will continue to offer 6 and 8ct sizes.

• **Organic Salad** vendors are slowly rebounding as “Diet Season” demand is losing just a bit of momentum. **Baby Arugula** and **Kale** continue to be the hardest hit items with quality in the field and low yields from harvest playing a factor.



ORGANIC BLUEBERRY DISPLAY CONTEST

February 4 - March 4

Want to help your customer beat those “Winter Blues”, while adding sweet sales and big rings through your registers? Check this out!

Four Seasons Produce has teamed up with Naturipe Farms and the Chilean Fresh Fruit Board to bring you an Organic Blueberry Display Contest for the month of February! Fresh organic blueberries from Chile will be in abundant supply and very promotable, so now is the perfect time to build some “blue”tiful displays in your departments! Big displays of blueberries will draw big sales, as many customers will buy multiple packs to freeze and save for later use!

CONTEST CRITERIA:

- Build blue-ti-ful displays of fresh Naturipe brand pint organic blueberries. Fruit must be purchased from Four Seasons Produce (code 46125).
- Use the point of sale material provided by Naturipe and the Chilean Fresh Fruit board on your displays. These can be obtained through your sales rep and merchandiser
- Have your displays up in your department for at least one week
- Use of social media to promote is strongly encouraged



Please send all displays photos to Stephanie Fleetman (stephf@fsproduce.com) by Friday, March 8th.

CONTEST PRIZES:

LARGEST DISPLAY

1st - \$400
 2nd - \$300
 3rd - \$200

BEST DESIGN:

1st - \$400
 2nd - \$300
 3rd - \$200

MOST CREATIVE:

1st - \$400
 2nd - \$300
 3rd - \$200

BEST USE OF SOCIAL MEDIA:

\$100

Everyone who enters will receive one of these awesome coolers!

Talk to your Four Seasons sales rep or merchandiser for some great blueberry merchandising tips!



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MARKET NEWS

CONVENTIONAL OUTLOOK

PROMOTABLE TOMATOES FOR FEBRUARY

Roma Tomatoes, and **2-Layer** and **25lb Round Tomatoes**, are very promotable this week out of Mexico and Florida. Quality is excellent as both regions are in peak season right now.

Grape Tomatoes continue to be very promotable for late January and early February. Quality and price have been excellent from both Florida and Mexico.

Beefsteak Tomatoes will also be promotable this week. Prices are falling as more product begins to cross the border out of Mexico. Quality has been excellent. **Cluster Tomatoes** however still remain tight and prices remain on the higher side. New crop fruit will be in season from Ohio greenhouses in February, followed by Canadian greenhouses in March.

Specialty and Snacking Tomatoes are generally in good supply and provide your customers with flavorful product. **Campari** are steady now, but poised for big promotable volumes in mid February and into March.

Glorys and **Cherubs** from NatureSweet are promotable for late January and February.



CV BROCCOLI & CAULIFLOWER

Broccoli production in Yuma, AZ is gaining steam. Mexican **Broccoli Crowns** are also in much better shape this week. Quality remains excellent across the board. Expect promotable volume and pricing for the next few weeks.

Eastern **Broccoli** and **Broccoli Crowns** in the southeast are limited.



CV BLUEBERRIES

Blueberries will continue to be very promotable this week on all pints. Quality has been excellent on all Chilean imports.

Many growers are also now sending in 18 oz. clamshells as well. These will be available for pre-book.

Premium variety 6 oz clamshells of **Blueberries** will continue to be available from Driscoll's out of Mexico.



CV CELERY

The Oxnard, CA **Celery** deal continues to be challenged by rain and cold weather. There are widespread issues with pitting and blight. Yuma, AZ and other dessert regions have started but have minimal volume. Shippers report significantly better quality in the desert but expect very light supplies.

Little Bear label **Celery** (Texas) is available and is to be a better-priced and better-quality option. Look for better volume from Little Bear in February.



CV LETTUCE

Western **Cello Iceberg Lettuce** is improving in quality and volume. Florida **Cello Lettuce** is very light this week and next.

Green Leaf, Red Leaf, and Romaine Lettuce are steady in Yuma, AZ.



CV MANDARINS

The season is finished on the 5lb **Clementine Mandarin** gift boxes from Spain and Morocco, but will continue with the 5lb **Jaffa Mandarins** from Israel.

Grower/shippers have struggled with California bag **Mandarins** with some quality issues during mid-January but will see a big improvement with this weekend's delivery as we get into the **Tango**, and then **Murcott**, varieties. There will still be some cheap bag imports available on request.



CV GRAPES

Grapes supplies are still short with product from Peru starting to taper off, and with what is coming on the next vessels from Chile, the number of **Grapes** is low from what we would expect for this time of year.

Prices will remain to be high with little to no value boxes, with some large fruit and mostly extra-large fruit.



CV CANTALOUPE

Supplies are good on **Cantaloupes** arriving to ports in the Northeast from Central America. All sizes are available, and prices are coming down.



CV HONEYDEWS

ALERT! There are very few **Honeydews** available for late January. Most vendors have had a few pallets arriving the past few weeks and are sold out immediately.

The outlook is that it's not going to improve until Mexico starts by the end of February.



CV CUCUMBERS

Cold weather has damaged winter plantings of **Cucumbers** in Sonora and Sinaloa, Mexico; this is keeping prices on the higher side.

Euro Seedless Cucumbers are also on the rise, but quality remains excellent.

Mini Seedless Cucumbers are extremely tight – expect supply gaps until the beginning of February.



CV ASPARAGUS

Asparagus from Mexico is starting to ease down slightly in pricing. Peak season volume is behind due to cool nights delaying the crop.

Prices will begin to drop the next few weeks as supplies increase. This will lead to a very promotable mid to late February when 28lb Asparagus cases and 15lb Asparagus Tips start.



CV ARTICHOKE

Artichoke supplies in Salinas, CA are better this week, with some larger (18 ct) fruit available. Most product in Salinas will have some minor discoloration from frost. The Mexican deal has started in a small way. Look for prices to remain elevated heading into February.



CV PEPPERS

Promotable volume on **Colored Bell Peppers** is available! Shippers in Nogales report outstanding quality.



CV ONIONS

The **Onion** market continues to strengthen this week due to extremely high demand in all regions. As a result, prices continue to climb this week.

White Onions in particular are rising in price on a daily basis and are expected to continue to climb.



CV POTATOES

We have some extremely nice quality **Gold Potatoes** in 10/5lb bags out of NY and Prince Edward Island – this would be a great item to promote.

White Potatoes remain in good supply and quality out of PA and NY.

The **Count Russet Potato** market has seen minimal amount of change this week. Pricing remains elevated on larger sizes now as the size profile is generating more non-A-size **Potatoes** than in recent weeks.



CV SPECIALTY CITRUS

In peak season now from California and ready for high-flavor displays and promotion:

- **SUMO Citrus**
- **Blood Oranges**
- **Cara Cara Oranges**
- **Minneola Tangelos**
- **Heirloom Navel Oranges**
- **Pummelos**
- **Meyer Lemons**



CV CAULIFLOWER

Cauliflower production, like broccoli, is starting to pick up steam. Expect better supplies this week and promotable volumes for February.

Texas **Cauliflower** is gapping this week but will return the first week of February.



CV STRAWBERRIES

Strawberries are in steady supply this week out of Mexico, and pricing is beginning to slide.

Unfortunately, Florida has had much cooler weather over the past week, so we haven't had the opportunity to source additional fruit. Florida should be in better shape for early February.

Get your pre-books in for early February on **Long-Stem Strawberries** for Valentine's Day!



CV BERRIES

Blackberries will be in steady supply this week out of Mexico. Quality on all inbound Driscoll's fruit has been excellent with good flavor.

Raspberries will continue to be in tighter supply this week. We continue to get prorated daily, and pricing will remain higher this week.



CV GRAPEFRUIT

Texas **Rio Star Grapefruit** is in peak season. This is the time of the year when sweetness, flavor, and juiciness are best!



COMING IN FEBRUARY!



MANN'S BREAKFAST NOURISH BOWLS

AVAILABLE NOW!



GOTHAM GREENS



CECE'S VEGGIE CO



THE LITTLE POTATO COMPANY 1.5LB BAGS