

ORGANIC MARKET NEWS



JANUARY 24 - JANUARY 31, 2020

ORGANIC CITRUS UPDATE



Time to promote delicious, peak season California **Organic Oranges!** **Organic Navel Oranges** are now in excellent supply with prices coming down on all sizes and bags. **Organic Cara Cara Oranges** are now in excellent supply in full 40lb cases.

Organic Mandarins in bulk and bags are back in excellent supply and will transition to the Tango variety during late January. **Organic Mandarins** in the Cutie, Homegrown, and Candy Mandy brand labels are available in 12/2lb pouch bags.

Organic Blood Oranges and **Minneola Tangelos** are in peak season supply, as are **Organic Pummelos** and **Organic Grapefruit** continue with excellent.

Organic Kumquats in 12/8oz packs are in peak season from California - "Nature's Sour Patch Kids" - eat them whole.

Organic Lemons out of California are in excellent supply with some promotional opportunities available.

California **Organic Meyer Lemons** are back in good supply, and barring any rain, should be for the foreseeable future.

Buck Brand **Organic Specialty Citrus** items available this week:

- OG Buddha's Hand
- OG Finger Limes
- OG Algerian Clementines
- OG Mango Valencia Oranges
- OG Heirloom Navel Oranges
- OG African Shaddock Pummelos
- OG Thai Sweet Pummelos
- OG Marmalade Oranges
- OG Centennial Kumquats
- OG Lee Mandarins
- OG T'Orange Lemons

Gapping this week due to rain and supply gaps:

- OG Star Ruby Grapefruit
- OG Minneola Tangelos
- OG Meiwa Kumquats
- OG Nagami Kumquats



OG BLUEBERRIES

February is shaping up to be a great time to promote **Organic Blueberries!**

For the end of January, **Organic Blueberries** out of Peru will finish for the season and Chile is in a small gap due to a change in growing districts. However, expect good supplies for our BIG February **Naturipe Organic Blueberry** display contest on pints.

Driscoll's **Organic Blueberries** continue in firm but steady supply out of California and Mexico with excellent bloom, size, and flavor. Prices will begin to come down heading into February.



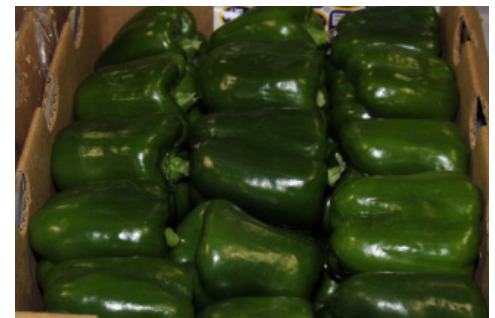
OG TOMATOES

Organic Grape Tomatoes remain promotable out of Florida and Mexico. Quality has looked great.

ALERT! **Organic Mixed Heirloom** and "Dark-looms" **Tomatoes** from Covilli will be very promotable this week. Quality is excellent on both and due to some other short tomato markets, it's a great time to get customers to try some of these varieties.

Organic Roma Tomato prices remain stable ahead of the "Big Game." Quality and supplies out of Mexico have been great.

Organic Cluster and **Beefsteak Tomatoes** remain extremely limited out of Mexico and Canada. Many growers are struggling to harvest product. Expect shortages, gaps, and high prices this week. Quality on the Beefsteak Tomatoes looks nice.



OG PEPPERS

Organic Green Peppers are in steady supply now harvesting in Florida and Mexico. Promotional opportunities should be available as Florida begins to have better supplies heading into February. Quality has been outstanding.

Organic Colored Bell Peppers from Israel and Mexico are both currently in season. Expect to see steady availability, pricing, and quality during late January, with promotional opportunities on Israeli **Organic Peppers**.



OG POTATOES & ONIONS

NOTE: Organic Count Russet Potatoes continue to be very limited this week. The size profile in most shipping regions seems to be very small which is causing the supply to be limited on the larger count russets.

Organic Onion prices remain steady this week with good quality product coming from Nevada, Canada, and the Pacific Northwest. Expect this market to remain steady for the next couple weeks before we see any upward trends in price.



OG CUCUMBERS

Organic Cucumbers from Mexico have been in short supply. Serious winter rains and cooler temperatures near New Year's Eve created quality issues and limited supplies that are lingering.

As new growing regions have begun, expect to see some relief in pricing and availability headed into the end of January.

Organic Seedless Euro Cucumbers and Mixed Seedless Cucumbers have been short in supply. Expect prorates during January.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli from Arizona and Southern California is beginning to see better harvests for late January. Quality is expected to improve as the season continues and pricing is expected to ease down in late January.

Organic Cauliflower from Arizona and Southern California is excellent quality and in decent supplies. It is not a promotable item yet, but stabilizing.



OG MELONS

Organic Mini Seedless Watermelons are in steady supply on 6ct and 8ct out of Mexico.

Organic Honeydew are slated to arrive the week of 1/27. We're hearing good things about the flavor on these new crop melons.



OG ASPARAGUS

Organic Asparagus prices continue to ease down as more and more product becomes available. Quality has looked great on the new crop product and expect more promotable markets as we head into February.



OG BOK CHOY

Organic Baby Bok Choy, Red Bok Choy, and Bok Choy from Lady Moons in Florida continue to see consistent supplies during early January. As volumes continue to increase and quality remains top notch, plan to highlight these excellent items.



OG GRAPES

New crop **Organic Grapes** out of Peru have begun with **Green and Red Seedless** in 18lb cases. Flavor has been outstanding on the Reds.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico have seen excellent volumes, stellar quality, and competitive pricing during January with promotional opportunities. Also, expect to see product from California mixed in with the Mexican product.



OG GREENS

Organic Chards, Kales, Collards, and other **Greens** from Lady Moon Farms in Florida continue to in excellent supply, with beautiful quality and great pricing.



OG MANGOS

Organic Kent Mangos from Peru are in steady supply. The Kent variety fruit is arriving very nice! Both 10 and 12ct fruit will be in good supplies along with a jumbo 8ct option!

Organic Ataulfo (Honey) Mangos will be back in season soon. This variety will be the first fruit that we see from Mexico in mid-February!



OG HASS AVOCADOS

NOTE: Organic Hass Avocado supplies continue to be tight leading up to the Big Game. Pricing is starting to level off but should remain firm through the first few weeks of February.

48ct and 60ct **Organic Fair-Trade Avocados** will be available next week along with 60ct fruit. Demand has been very strong.



OG SQUASH

Organic Kabocha Squash is in much better supply this week, and pricing is actually coming off on this item. Quality is nice!

Organic Acorn and Spaghetti Squash are steady in price this week, and both of these varieties are now new crop out of Guaymas, Mexico.

Organic Delicata Squash remain in limited supply this week.



OG TROPICALS

Organic Formosa Papayas from Mexico are steady for next week. Quality is good.

NOTE: Organic Young Thai Coconuts have tightened up unexpectedly as container delays and supplies have become problematic. Fruit will be available for the last week of January in limited supplies.

Organic Pineapple supplies have tightened due to decreased overall production and exceedingly higher demand.

Organic Passion Fruit will be limited next week.

Organic Feijoa (Pineapple Guava) is done for the season.

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



OG BERRIES

Organic Blackberries out of Mexico have excellent quality and supply, with promotional opportunities.

Driscoll's **Organic Blackberries** out of California and Mexico are in firm but steady supply. Production is expected to ramp up out of Baja, Mexico. Prices should come down towards the end of January.

Organic Raspberries from Mexico and California are tightening in supply as prices increase.

Organic Strawberry supplies are beginning to ramp up a little bit. Expect prices to begin to ease down from the high levels towards early February. After Valentine's Day, growers are expecting promotable volumes for late-February.



OG APPLES

Organic Apples continue to be a good product to promote headed into February!

A few varieties, like **Organic Gala** and **Honey-crisp Apples**, are tightening a little in supply with prices moving up. There should not be a shortage of supply other than due to packing and loading schedules.

Organic Autumn Glory, Braeburn, Envy, Fuji, Golden Delicious, Granny Smith, Jazz, Lady Alice, Opal, Pinata, Pink Lady, and Red Delicious Apples continue to be promotable headed towards early-February.

The exciting new variety, **Organic SugarBee Apples**, are expected to finish for the season in early February.

Washington **Organic Kanzi and Smitten Apples** have a small loading gap and should be back the last week of January.

OTHER STORIES

- **Organic Green Beans** from both Florida & Mexico growing regions are in GOOD supply during late January and is expected to continue into early February.

- **Organic Eggplant** from Lady Moon Farms in Florida continues in season. Prepare to see an uptick in supplies as new fields begin harvesting. Look for promotional opportunities.

- **Organic Green and Red Cabbage** from Florida and California is in plentiful supply and quality is excellent. **Organic Napa and Savoy Cabbage** are increasing in supply from California.

- **Organic Celery** continues to see great supplies, excellent quality and aggressive pricing from California.

- **Organic Bulk Beets** continue to see steady availability and pricing during January from California & local Pennsylvania. Expect continued steady supplies but quality issues affecting tops of the bunched beets through the remainder of the month.



ORGANIC BLUEBERRY DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2020

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
- Keep your displays up for at least a week.
- Use of social media to promote is strongly encouraged



Please send all displays photos to Steph Mayer (stephf@fsproduce.com) by Friday, March 6th.

CONTEST PRIZES:

LARGEST DISPLAY:	BEST DESIGN:	MOST CREATIVE:	BEST SOCIAL MEDIA:
1st - \$400	1st - \$400	1st - \$400	1st - \$100 #blueberriesfromchile must be included in your posts!
2nd - \$300	2nd - \$300	2nd - \$300	
3rd - \$200	3rd - \$200	3rd - \$200	
4th - \$100	4th - \$100	4th - \$100	
5th - \$50	5th - \$50	5th - \$50	

Everyone who enters will receive one of these flashlights!



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



PHONE: 1.800.422.8384 FAX: 1.717.721.2597 www.fsproduce.com





NEW PRODUCT LINE REPLACING "STEAMABLES"!

Nature's Way Steam It! brand will help you achieve a better price-point on your convenience potato lines. Retailers should be able to hit \$2.99 on this product at full margin.

NEW!

OLD:



OLD Code: 4353
CV Potatoes Gold
12/1.5 lb Steamables
UPC: 012289520063

NEW Code: 223464
CV Potatoes Gold
12/1.5 lb Steam It!
NEW UPC: 656905640645

NEW!

OLD:



OLD Code: 4351
CV Potatoes Red
12/1.5 lb Steamables
UPC: 012289510064

NEW Code: 223465
CV Potatoes Red
12/1.5 lb Steam It!
NEW UPC: 656905640638

NEW!

OLD:



OLD Code: 4356
CV Potatoes Fingerling
12/1.5 lb Steamables
UPC: 012289540061

NEW Code: 223466
CV Potatoes Fingerling
12/1.5 lb Steam It!
NEW UPC: 656905640669

OLD:



OLD Code: 4832
CV Sweet Potatoes
12/1.5 lb Steamables
UPC: 081517100469

NEW Code: 223467
CV Sweet Potatoes
12/1.5 lb Steam It!
NEW UPC: 656905640652

CONVENTIONAL MARKET NEWS

JANUARY 24 - JANUARY 31, 2020

WINTER PREMIUM APPLES



COSMIC CRISP



envy



EverCrisp



JUICI



KIKU
Fresh Apple Emotion



RubyFrost

Headed into the heart of winter, here's an update on **Premium Apples** to promote to your customers as the local storage crop of traditional varieties begin to dwindle down somewhat.

Large-size **Cosmic Crisp Apples** from Washington feature impressive branding, sweet taste, and versatility.

Envy Apples from Washington have become more recognized in pop-culture. This variety is firm and dense, with old-fashioned flavor and straightforward sweetness.

New York/Pennsylvania **Evercrisp Apples**, with Honeycrisp and Fuji parentage, are sweet and crispy!

New **Juici Apples** also feature Honeycrisp parentage, and are extremely juicy and sweet. Quite a hit so far!

Kiku Apples out of Pennsylvania are like a high-end Fuji. Ultra sweet!

Bright red, sweet & tangy **Ruby Frost Apples** from New York are visually impressive and flavorful to eat. Stay tuned for a promotional contest for February.

There are still a few **Snap Dragon Apples** left from New York, known for their crispness.



CV TOMATOES

Cluster Tomato prices will start to come down as well this week as Mexico begins some new harvests. We will be sticking with Ohio and New York grown product for freshness, but with more supplies available, expect lower markets.

Beefsteak Tomatoes prices remain steady this week. Some relief will come in the coming weeks as Mexico begins to harvest good quality product.

ALERT! Vine Ripe Round Tomatoes remain expensive and limited out of Florida, but quality has looked good

Roma Tomato prices remain steady this week. Quality from Florida has looked great.

Grape Tomatoes rose slightly in price this week as demand picked up out of Florida, however, they still remain promotable. Quality remains excellent out of Florida.

ALERT! Campari and other **Cocktail Tomato** prices remain high as product remains extremely short. Expect some gaps and shortages in supplies.



CV LETTUCE

CA and AZ **Iceberg Lettuce** supplies are starting to come in stronger numbers due to the milder weather. You can still expect to see light weights, epidermal peeling, and some discoloration. Mexico has great quality with heavier weights. Quality and availability will continue to improve as long as weather stays warmer.

Red and Green Leaf Lettuces are seeing some quality issues as well from CA and AZ. Demand has also been much better than on **Romaine Lettuce**, which has allowed kept prices high, but they'll adjust as availability strengthens.

Romaine Hearts are readily available and will see a light dip in price.



CV BERRIES

ALERT! Strawberries will be in tighter supply out of all growing areas for late January. Florida had near freezing temperatures, delaying harvests by a week. Look for pricing to remain higher through the month, but the expectations are that supplies will ramp up in time for Valentine's Day.

We have plenty of **Stem Strawberries** booked for Valentine's Day. Get your pre-orders in today!

Raspberries and **Blackberries** are going back up in price as supplies are down for late January.

Blueberry volumes will begin to decrease over the next couple weeks, and we'll begin to see pricing rise. Supplies from Chile will continue to drop, as forecasts are showing overall production down over 30% from last year. Supplies out of Mexico will begin to increase, but pricing is at a premium over other growing areas.



CV MANDARINS

NOTE: We will continue to have the **Clementine Mandarins** but on quality we will see soft and puffy fruit. Heading into February will be a struggle until the grower gets ramped up on the fresh crop Tango variety. An option until then might be to temporarily switch to imports from Morocco.

The start of **Tango Mandarins** is late. It looks like it will be the last week of January before Halos brands makes the switch and to start the fruit will be small peaking on 40 size.



HASS AVOCADOS

Hass Avocados from Mexico have tightened up in supply as grower's 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 the "Big Game". Higher transportation costs have also contributed to elevated pricing.



CV GRAPES

Cotton Candy Grapes continue to be in season!

Grape prices remain high on the better variety XL and Jumbo **Red** and **Green Grapes**, but pricing is better on the **Thompson** and **Sugarones**.

Red Seedless Grapes have been limited with many growers sold out and waiting for the next vessel not hitting until the last week of January. Supplies should improve after that, making February and March a good time to promote!



CV BROCCOLI

Beautiful Eastern **Broccoli** is available out of GA and FL. Supplies might tighten with cooler weather on the East Coast.

CA and AZ **Broccoli** is slowly becoming more available. Mexico has great supply and prices continue to decrease. Expect to see some purpling overall as cold weather has affected growing regions.



CV STONE FRUIT

Nectarines and **Plums** have been out this week as vendors wait for the next vessel. Steady pricing on **Peaches**, **Plums**, and **Nectarines** have firmed up because of low volumes of the earlier vessels.

The last arrival of **Cherries** will be available for the last week of January. Prices have remained steady with some deals on older lots.



CV SPECIALTY CITRUS

SUMO Citrus is now in peak season! This high-flavor seedless, easy-to-peel no-mess variety has been a smash hit at stores that build sizeable displays and sample.

Super sweet and juicy **Honeybell** (Minneolas from Florida) **Tangelos** will be in season starting at the end of January. **Honey Tangerines** will also be available.



CV SQUASH

ALERT! **Green** and **Yellow Squash** prices remain very high and in short supply this week. Mexico remains short on product while the freeze in Florida have damaged harvests. Volume remains extremely short.

Expect some gaps and shortages this week on the **Yellow Squash** especially.



CV CUCUMBERS

NOTE: **Super Select Cucumber** prices remain high this week as most all production is coming out of Mexico. Quality has been outstanding.

Euro Seedless Cucumber prices are rising this week due to lack of Canadian production. Quality and size have been outstanding from Mexico.



CV GREEN BEANS

NOTE: **Green Bean** prices will rise some this week as a freeze and cold weather in Florida have slowed up production. Quality has remained good but with less volume, expect prices to rise.



CV POTATOES

Idaho Count Russet Potatoes remain elevated in price this week and are expected to stay this way for the foreseeable future.

Great deals on 10/5lb **Red** and **Gold Potatoes** continue to be available out of Prince Edward Island, Canada.

10/5lb Eastern **White Potatoes** remain promotable from local PA growers and quality continues to look nice.



CV TROPICALS & SPECIALTY

Young Thai Coconuts will be in great supply and very promotable the last week of January for the Lunar/Chinese New Year. Be sure to capitalize on these for increased sales!

Sharon Persimmons will be in stock for late January with limited supply from Spain.

ALERT! Pineapples are in high demand and fruit has been very tight. 7ct and 8ct options will be available next week.

Black Mission Figs are now available! These will be available in a 12/8oz clamshells.



CV ARTICHOKES

Artichokes are becoming more available and price is starting to come down. Quality has been great with a few still coming in as frost kissed.

Quality and availability will continue to improve headed into February!



CV ASPARAGUS

Asparagus prices will be going up slightly as new crop Mexican production begins. Quality has looked fantastic.

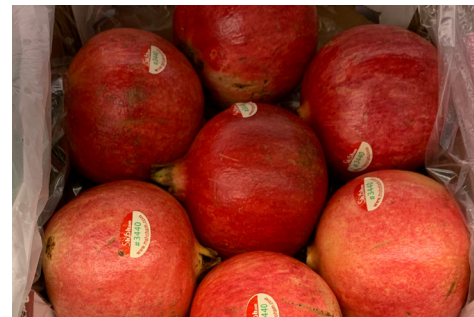
Expect more promotable prices heading into February as volume will ramp up weekly with 28lb cases starting around 2/10.



CV MANGOS

Mango supplies from Peru are steady. The Peruvian fruit is arriving in excellent condition.

Ataulfo (Honey) Mangos will be gapping for a few weeks until new crop Mexico starts up in mid-February.



CV POMEGRANATES

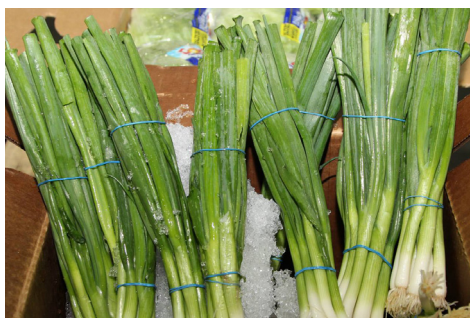
Pomegranates will be in limited supplies from Israel. These are PREMIUM large fruit that are very nice.

Pomegranate Arils from California should be in decent supplies through January and into February.



CV BRUSSELS SPROUTS

Brussels Sprouts supplies are lighter than demand. Prices continue to climb. Quality has been hit or miss.



CV GREEN ONIONS

ALERT! Green Onions are starting to trickle in more and more each week, but this product is still a tricky one to load. Prices continue to be high but are slowly finding a balance point once supplies match demand.



CV CAULIFLOWER

CA and AZ **Cauliflower** supplies are still light, and prices will continue to be higher. Mexico has great quality but is still high on price due to demand.