



# ORGANIC OUTLOOK

FEBRUARY 2 - FEBRUARY 9, 2018



WWW.FSPRODUCE.COM 12/1 PT

## GOOD ORGANIC BLUEBERRY SUPPLIES FOR FEBRUARY

February will be a good time to promote South American **Organic Blueberries**. Supplies are good and 12/1 pt packs are a prime option.

Driscoll's **Organic Blueberries** are in excellent supply out of Mexico with prices continuing to ease and promotional opportunities now available.



### OG BERRIES

**Organic Strawberry** supplies out of all regions are improving with prices easing off. Expect prices to tighten again slightly for Valentine's Day, but then post-holiday big promotions are expected.

Driscoll's **Organic Blackberry** supplies continue to be tight this week with high prices. Other brands of **Organic Blackberries** continue in steady supply out of Mexico. Firmer markets should be expected over the next few weeks with slightly higher prices.

Driscoll's **Organic Raspberries** are expected to be in a little better supply as the weeks move on. Prices are steady this week, but are expected to drop after Valentine's Day.

Other brands of **Organic Raspberries** continue in sporadic supply this week with slightly higher prices.



### OG CITRUS

**Organic Minneola Tangelos** continue in good supply with excellent quality.

**Organic Blood Oranges** are back in stock, but supplies have transitioned to 25 lb boxes. Supplies are firm.

**Organic Cara Cara Oranges** are back in firm but steady supplies with high prices.

**Organic Navel Oranges** are steady this week with some promotional opportunities available on larger fruit.

**Organic "Candy Mandy" Mandarins** are back in decent supply and should continue for the next few weeks.

**Organic Murcott Mandarins** are in steady supply with some promotional opportunities available.

**Organic Golden Nugget Mandarins** are back in firm, but steady supply.



### OG TOMATOES

**Organic 2-Layer Round Tomatoes** are increasing in supply out of both Mexico and Florida. Prices are dropping more quickly than Florida. Quality very good.

**ALERT! Organic Cluster Tomatoes** are very scarce in supply. Prices reflect availability. Markets reflect availability. Supplies are limited on **15lb Hothouse Tomatoes**.

**Organic Cherry, Rainbow Cherry, and Grape Tomatoes** are in good supply out of Florida. Mexico has abundant supplies of **Organic Grape Tomatoes** and prices are cheap.

**Organic Heirloom Tomatoes** are in good supply out of Mexico. Quality and color are very nice.

**Organic Roma Tomatoes** are increasing in supply out of Mexico. Prices are lower. Florida growers report adequate supplies for early February.





## OG ASPARAGUS

Prices have dropped dramatically as **Organic Asparagus** volumes increased this week out of Mexico. The CA crop is expected in early February.



## OG PEARS

Washington **Organic Pear** markets are wrapping up for the season. High prices and seasonal quality should be expected.

The first import **Organic Bartlett Pears** are expected to arrive from Argentina in mid-February with a slightly tighter than normal season expected.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in abundant supply out of Mexico. Quality has been very good.

**Organic Brussels Sprouts** in 8/1lb microwaveable bags are in good supply. Prices are low and promotional opportunities abound.



## OG KALE

**Organic Kale** is in abundant supply out of CA. Prices are on the way up out on **Organic Green, Lacinato, and Red Kales**. All product is good quality. Florida growers have better supplies of **Organic Kales** this week.



## OG PINEAPPLES

Supplies are down just a bit on **Organic Pineapples** for early February, but the supply chain should remain relatively uninterrupted.

We will have both Dole and Non-Dole fruit. Expect pricing up just a bit for next week.



## OG CUCUMBERS

**Organic Cucumbers** are in better supply this week out of Mexico. Pricing has moved down somewhat.

**Organic Hothouse Cucumbers** are in tighter supply out of Mexico and pricing is up.



## OG GREEN BEANS

**Organic Green Beans** are in slightly better supply out of Mexico this week. Prices are still high, but expect more product in early February from Mexico.

Florida growers are still not ready to harvest.



## OG APPLES

Washington **Organic Gala, Honeycrisp, and Pink Lady Apples** are extremely limited in large sizes. Smaller sizing is prevailing, overall prices are high with some lower price deals on 113s and bagged fruit, particularly on Granny, Gala, and Fuji.

**Organic Honeycrisp Apples** are expected to transition in 27lb Euro cartons over the next couple of weeks as the season continues to draw closer to an end.



## OG SQUASH

**Organic Zucchini and Yellow Squash** are in better supply out of Mexico. Both saw price adjustments downwards this week. Quality appears good.





## OG PEPPERS

**Organic Pepper** quality continues to be very good out of Israel. Mexico is overrun with all colors of **Organic Peppers**. Deals are available. Quality is good, with only some arrival issues noted.

Florida and Mexican growers have good supplies on **Organic Green Peppers** and **Jalapeno Peppers**.



## OG GRAPES

Peruvian **Organic Seedless Grapes** are available with excellent quality. Prices are high. Supplies are expected to finish for the season in early February. There is a small late season Peruvian **Organic Red Grape** expected to reappear sometime in March.

South Africa is expected to begin with **Organic Black Seeded** and **Green Seedless Grapes** approximately the 2nd week of February.



## OG BROCCOLI & CAULIFLOWER

**14ct Organic Broccoli** is in more than adequate supply, but some shippers still have issues with yellow buds or aphids. Pricing dropped a bit more this week on 14ct and crowns, which are in better supply as well.

The **Organic Cauliflower** pricing has dropped as volume increased. Bruising and discoloration are still apparent on product from most shippers.

**Organic Romanesco** is in good supply for early February.



## OG POTATOES

We will get started with a new potato variety called the **Organic Rooster Potato** this week. The **Rooster Potato** is a red skin, yellow flesh potato that has a unique, nutty taste and buttery texture that is perfect for baking, boiling, mashing, roasting, or frying.

This all-purpose potato is grown right here in the US. All it takes is one bite to taste why other potatoes just don't make the cut!



## OG LETTUCE

Florida growers report good supplies of **Organic Red Butter, Green Butter, Red Leaf, Green Leaf, and Romaine Lettuces**. Quality is excellent. Growers out of CA report good supplies of all varieties, but product is showing brown discoloration on the ribs and on some of the leaves.

The **Organic Romaine Heart** pricing dropped significantly this week. Quality remains good. It's a good time to promote!



## OG MANGOS

Peruvian **Organic Mangos** will be available in 9, 10, and 12 ct sizing for early February. In the weeks to follow, the sizing will likely shift to larger fruit in the 7-9ct range per box.

**Organic Ataulfo Mangos** from Mexico are now available!

**Organic Fair Trade Mangos** from Peru are in stock.

## OTHER STORIES:

- **Organic Celery** is in good supply out of Mexico and CA. Quality has improved somewhat, but black heart is still present on some Mexican product. Pricing is down slightly this week. **Organic Celery Hearts** and **Celery Root (Celeriac)** are in good supply out of CA.

- **Organic Lemon** supplies are firming again out of CA with prices on the rise. **Organic Meyer Lemons** continue in good, steady supply.

- **Organic Lime** supplies continue to be steady this week.

- Mexican growers report adequate supplies of **Organic Eggplant**. Florida is limited.

- **Organic Hass Avocados** remain in great supply for early February. Expect to see pricing on 48s come down a bit closer to 60ct fruit.

- **Organic Spinach** is in very tight supply as one main grower is out for a week. Prices are high.

- **Organic Young Thai Coconuts** continue to be very tight in supply. This will last until at least mid-February.

- **Organic Cilantro** is in adequate supply out of CA and Mexico. Pricing has moved back down.

- **Organic Packaged Salads** have had a few pro-rates across all lines this past week, but are expected to be in good supply going forward.

- CA growers report adequate supplies of **Organic Red, Green, and Napa Cabbage**. Florida has good supplies of **Organic Red** and **Green Cabbage**.



# Naturipe Organic Blueberries Display Contest

Contest runs February 5 - March 4, 2018.

## 2 CATEGORIES:

CATEGORY 1: **BIGGEST DISPLAY** CATEGORY 2: **MOST CREATIVE**

There will be 3 winners in each of the 2 categories!

1ST PLACE



iPad

2ND PLACE



Amazon Echo Show

3RD PLACE



\$100 Gift Card

**\*\*A MINIMUM OF 15 CASES OF NATURIFE ORGANIC BLUEBERRIES MUST BE PURCHASED FROM FOUR SEASONS PRODUCE TO BE ELIGIBLE FOR THE CONTEST\*\***

## EVERYONE IS A WINNER!

Every entry will receive 2 hats.



Send your contest photos by March 9th to Steph Fleetman (stephf@fsproduce.com).



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com







# Display Contest

**FEBRUARY 2 - FEBRUARY 18, 2018**

Now is the perfect time to push and promote fresh citrus! Four Seasons Produce has partnered with Sun-kist to bring you this exciting contest opportunity!

Displays will be judged on **creativity, citrus variety, and overall eye appeal.**  
The use of promotion via social media is also encouraged. Use the hashtag: **#sunkistdisplay2018**

To qualify, you must display **Sunkist brand Navel Oranges**, along with at least **three** more additional varieties of fresh citrus listed below. Product must be purchased from Four Seasons Produce. Talk to your Four Seasons merchandiser for ideas & display tips!



## PRIZES:

1st



Camera Bundle + \$50 Amazon card

2nd



HP Chromebook + \$50 Amazon card

3rd



Yeti Cooler + \$50 Amazon card

4th



Juicing Machine +  
\$50 Amazon card

5th



Amazon Echo +  
\$50 Amazon card

**EVERYONE'S A WINNER!**



Every entry will receive a Sunkist hat!

Email your photos to Steph Fleetman ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by February 23, 2018.



# Available at Four Seasons



## Navel Oranges

- 13561 - CV Oranges Navel Sunkist 36 ct
- 13651 - CV Oranges Navel Sunkist Bin 36s 684 ct
- 13601 - CV Oranges Navel Sunkist Bin 40s 760 ct
- 13560 - CV Oranges Navel Sunkist 56 ct
- 13565 - CV Oranges Navel Sunkist 72 ct
- 13570 - CV Oranges Navel Sunkist 88 ct
- 13575 - CV Oranges Navel Sunkist 113 ct
- 13611 - CV Oranges Navel Sunkist 8/4 lb



## Lemons

- 13005 - CV Lemons Sunkist Fancy 95 ct
- 13080 - CV Lemons SK Choice 95 ct
- 13085 - CV Lemons SK Choice 115 ct
- 13090 - CV Lemons SK Choice 140 ct
- 13095 - CV Lemons SK Choice 165 ct
- 13040 - CV Lemons SK Choice Pouch 18/2 lb



## Grapefruit

- 12810 - CV Grapefruit Rio Star Texas 27 ct
- 12815 - CV Grapefruit Rio Star Texas 36 ct
- 12811 - CV Grapefruit Rio Star Texas 40 ct
- 12556 - CV Grapefruit Rio Star Texas 8/5 lb



## Minneola Tangelos

- 14348 - CV Tangelo Minneola Fancy Sunkist 80 cgt
- 14345 - CV Tangelo Minneola Choice 12/3 lb



## Blood Oranges

- 14004 - CV Oranges Blood Sunkist 88sz 44 ct
- 13912 - CV Oranges Blood Sunkist 18/2 lb



## Cara Cara Oranges

- 13818 - CV Oranges Cara Cara Sunkist 56 ct
- 13747 - CV Oranges Cara Cara SK 12/3 lb



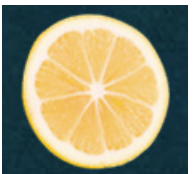
## Pummelos

- 17582 - CV Pummelos 12 ct



## Displays

- 32247 - Sunkist Blood Orange Display Bin 1 EA
- 32246 - Sunkist Cara Cara Display Bin 1 EA
- 32250 - Sunkist Variety Display Bin 1 EA
- 32245 - Sunkist Tangelo Display 1/4 Bin 1 EA
- 32244 - Sunkist Meyer Lemon Display 1/4 Bin 1 EA
- 32248 - Lemon/Lime Display Bin 1 EA



## Meyer Lemons

- 13053 - CV Lemons Meyer Pouch 18/1 lb



## Mandarins

- 14678 - CV Clementines "Sunkist Delites" Bag 10/3 lb







# CONVENTIONAL OUTLOOK

FEBRUARY 2 - FEBRUARY 9, 2018

WWW.FSPRODUCE.COM 28 LB

## ASPARAGUS ENTERING PEAK SEASON



It's not spring yet, but fresh crop **Asparagus** is entering peak season out of Mexico.

Shippers are transitioning to the **28lb Asparagus** boxes, allowing for even better pricepoints. Pricing is very promotable starting out and is expected to continue into mid-February.



### CV MANGOS

The **Mango** market is extremely tight in general due to the low volume by delays in many ports, especially Houston and Los Angeles.

However, much of February still looks to be a good time to promote Peruvian **Kent Mangos**, particularly 7, 8, and 9ct.

**Honey (Ataulfo) Mangos** will be highly promotable in March.



### CV POTATOES

February kicks off "Potato Lover's Month" and the Idaho Potato Commission is sponsoring another great display contest:

<https://idahopotato.com/retail/plm-2018>

On the Green Giant brand, we'll have **Idaho Russets, Reds, Golds, Klondike Rose, and Klondike Goldust** packs available for contest participation.

There are minimal changes to the **Russet Potato** market this week. With slower movement than the past few months, pricing has remained very steady. Inventory levels remain low across the country.

During early February, the transition will begin to moving out of storage Wisconsin **Colored Potatoes** and into Florida grown A, B, and C size premium **Red, Gold, and White Potatoes**. Florida growers are expecting a tremendous crop with above average yields and great quality.



### CV STRAWBERRIES

Pricing will remain promotable on Florida **Strawberries** for the entire month of February.

Florida **Strawberry** supplies are expected to remain abundant for the first week of February. Valentine's Day ads are expected to start pulling, so we will see this market get some strength. Late February should see great supplies once again.





### CV BROCCOLI, CAULIFLOWER, & BRUSSELS

Promote, promote, promote!

February should be a great time for promotion on **Broccoli, Cauliflower, and Brussels Sprouts** out of **Arizona and Mexico** due to plentiful harvests.



### CV LETTUCE

All **Iceberg** and **Leaf Lettuce** will continue to be promotable this week.



### CV CELERY

**Celery** will be very promotable this week. Strong volumes coming out of the desert will continue for a few weeks.



### CV GREEN PEPPERS

**Green Peppers** are in good supply right now out of Florida and Mexico. New crown pick out of Florida is yielding some **Jumbo Peppers** right now with most boxes counting between 28-30. Quality has been excellent.



### CV CUCUMBERS

**Euro Cucumbers** are in excellent supply out of Mexico and Canada. We've made the switch to all Canadian grown product going forward.

**ALERT!** **Mini Seedless Cucumbers** are in extremely short supply. This should improve by mid-February.



### CV MELONS

Promote **Watermelons, Cantaloupes, and Honeydews** this week. Supplies are good and prices are aggressive across all of the melons.



### CV CITRUS

February is an outstanding time to promote **Citrus**.

**Grapefruit** from Texas and Florida taste amazing.

**Specialty** varieties like **Cara Cara, Blood Orange, Sumo Citrus, and Minneola Tangelos** are in peak season.

**Heirloom Navel Oranges** taste outstanding!



### CV ONIONS

The **Onion** market continues to be steady. All regions still have supplies and are shipping storage variety onions.

Growers in Mexico have also begun shipping small amounts of their **Onion** supplies. Expensive truck rates continue to hold down FOB prices; however, trucks have been more readily available this week. No major market changes are expected in the next few weeks.



### CV LIMES

Veracruz has been cold and wet all week. The excess **Lime** inventory that has been on the US market has been used and all importers are looking for fruit.

**Lime** quantities are expected to be very limited in February and markets are supposed to be extremely volatile. Look for pricing to change on a daily basis as we get into mid-February. With the excess rains, quality may suffer.





## CV GREEN BEANS

Florida is back in much better supplies this week on **Green Beans**. We'll be making the transition back to Florida this week as supplies and pricing have improved.



## CV CABBAGE

**Cabbage** supplies are improving out of Florida, but pricing is still on the higher side due to the cold weather weeks ago. Quality is excellent on **Green, Red, and Savoy Cabbage**.



## CV EGGPLANT

**Eggplant** is in excellent supply out of Mexico. This week is a great time to promote. Sizing will be on the larger side with most cases counting between 16-18.



## CV TOMATOES

**Tomatoes** are still in excellent supply and in good quality out of all growing areas. Now is the time to promote all varieties of **Tomatoes!**



## CV BLUEBERRIES

12/1 pt and 8/18 oz **Blueberries** are in peak season from Chile. Supplies are excellent, allowing for steady promotions.



## CV RED PEPPERS

**Red Pepper** supplies out of Mexico are excellent and quality is beautiful. Look for sizing here to be mostly extra-large and jumbo.

