

# MARKET NEWS ORGANIC OUTLOOK

## PEAK SEASON CHILEAN ORGANIC BLUEBERRIES



**Organic Blueberries** from Chile will be in promotable supply through the month of February on Pints and 6 oz packs.

Make sure to enter our huge Pint **Naturipe Organic Blueberry** display contest!

Driscoll's **Organic Blueberries** are steady this week in 6 oz packs.



### OG BERRIES

Driscoll's **Organic Strawberry** supplies continue to be firm, but better supplies are expected LATER in February. Seasonal quality (occasional bruising or decay) should be expected after the rain in early February, then quality and supply should ramp up into a flush of excellent fruit. Other brands are very limited, but supplies are expected to improve in early February after the rain stops.

Driscoll's **Organic Raspberry** supplies are expected to tighten up significantly over the next few weeks before the harvest flush comes after Valentine's Day. Other brands are expected to continue to be in firm supply with higher and rising prices.

Driscoll's **Organic Blackberries** out of Mexico continue in extremely limited supply. This is expected to improve as we move into the middle of February. Other brands' supplies have been improving. Expect steady supplies and prices.



### OG CITRUS

California **Organic Blood Oranges** are in season with beautiful fruit - make sure to get this speciality item on your shelves for February or March!

The first **Organic Tango Mandarins** are expected this weekend and should be in steady supply for February. California **Organic Clementine Mandarins** will finish for the season in early February. California **Organic "Candy Mandy" Mandarins** should continue in steady supply.

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

**Organic Lemons** out of California continue in excellent supply and quality with some promotional opportunities on 75ct xlg/jumbo and 140ct medium fruit.

California **Organic Grapefruit** is now in excellent supply with promotional opportunities available.



### OG TOMATOES

**Organic Roma Tomato** prices are very promotable this week. We are offering premium Florida **Organic Roma Tomatoes** out of Lady Moon Farms, and also Mexican **Organic Roma Tomatoes** as the harvest flush continues. It's a good time to promote with better volumes coming out of both regions.

**Organic Round Tomato** prices are steady. Volume is getting better from Florida and quality is excellent. **Organic Grape Tomatoes** continue to be promotable from Lady Moon Farms in Florida this week. Volume and pricing are very steady.

**Organic Hothouse Tomato** prices are holding steady this week. Both **Clusters** and **Beefsteaks** will be available, and quality is outstanding on both commodities. Continue to promote!



## OG ASPARAGUS

**Organic Asparagus** is becoming more promotable. Quality has been exceptional on the early crop from Mexico and pricing is getting better. Continue to promote with confidence!



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** out of Mexico are in peak season right now, and quality is excellent. Now is the time to promote while pricing is aggressive.

We also have plenty of **Organic Bagged Microwaveable Brussels Sprouts** as well.



## OG PEPPERS

**Organic Colored Bell Peppers** are still in excellent supply out of Mexico this week.

Ask us about our **NEW Organic Rainbow Rainbow (Red, Yellow, Orange) Pepper 10/3 pk.** We're having these packed at source in Israel.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** is in an absolute flush out of Arizona, California, and Mexico at this time. All growers are looking to promote and create opportunities with aggressive pricing. Get ready to sell **Organic Broccoli!**

**Organic Cauliflower** is finally in better supply, and pricing has dropped to more reasonable levels. All arrivals from California and Arizona have been excellent.



## OG GREEN GRAPES

Peruvian **Organic Green Seedless** are available in limited supply and priced high. The season will end in early February.

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

**Organic Red Seedless and Red Globe Grapes** are out of season at the moment.



## OG MELONS

**Organic Mini Watermelons** are available this week. Quality is excellent, but volume is also limited and will be sporadic into April.

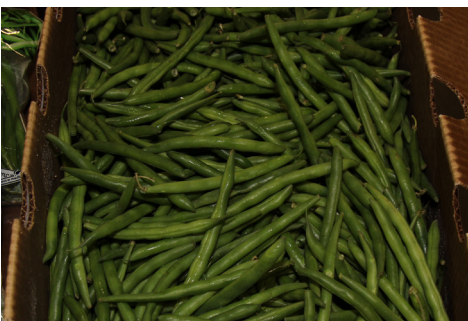
**Organic Honeydews** will be available for a short time this week. Volume is very limited and will be sporadic into April.



## OG KALE

**Organic Green, Red, and Lacinato Kale** are beautiful right now from Lady Moon Farms in Florida.

Although supplies out of California are lighter, we've got plenty of **Organic Kale** to cover your needs.



## OG GREEN BEANS

**Organic Green Beans** are in good supply out of Florida from C&B Farms. Quality has been very nice, and supplies are expected to remain steady over the next couple weeks.



## OG CABBAGE

**Organic Green Cabbage** continues to be in good supply out of Florida and California.

Growers are flushing out of both areas, so look for opportunities on **Organic Green**, as well as **Red and Savoy Cabbage**.



## OG SPINACH

**ALERT!** Organic Bunched Spinach is in very short supply out of California and Mexico. Look for pricing to remain higher than usual this upcoming week.



## OG CUCUMBERS

Organic Cucumber volume is beginning to improve out of Mexico. Pricing will begin to come down in mid-February as supplies increase. Florida will also begin to harvest in mid-February.



## OG ZUCCHINI

Organic Green Zucchini volumes are improving out of Mexico, and pricing will begin to fall. Volumes in Florida are much lighter than usual at this time of year due to the cooler weather.



## OG POTATOES

Organic Russet Potatoes are in promotable supply right now. Quality has been very nice, and prices remain steady.

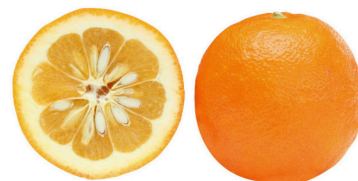
We will see a new variety of Organic Gold Potatoes start to ship in the next week out of Manitoba, Canada called a "Montreal Gold" Potato. It should be of much nicer quality than the Golds we have been seeing in the recent weeks.



## OG SALADS

State Garden is implementing a small price increase on their Olivia's brand Organic Salads program effective in February.

New this week organicgirl 50/50! Blend in a 6/11lb clamshell.



## OG SPECIALTY CITRUS

Buck Brand items now available in limited supply:

- OG Star Ruby Grapefruit
- OG Centennial Kumquats
- OG Lemonade Lemons
- OG Meyer Lemons
- OG Pink Variegated Lemons
- OG T'Orange Lemons
- OG Mandarinquats
- OG Mango Valencia Oranges
- OG Heirloom Navel & Washington Navel
- OG Mandarins
- OG Sweet Palestinian Limes
- OG African Shaddock Pummelos
- OG Minneola Tangelos

Buck Brand New Items:

- OG Marmalade Oranges
- OG Fairchild Tangerine
- OG TDE Mandarins (second week of Feb)

Point of Sale signs available at: <http://www.fsproduce.com/wp-content/uploads/2018/12/Buck-Brand-POS.pdf>



## OG BROCCOLI RABE

D'Arrigo of California has changed the pack size on the Organic Broccoli Rabe. Moving forward, cases will have 26/12oz bunches instead of 20/16 oz bunches. This product remains in peak season from Arizona.

They believe that this will keep the price point favorable as well as differentiated from the conventional pack.

The new Four Seasons order code is 218220.



## OG SPECIALTY TOMATOES

Organic Heirloom Tomatoes from Fair Trade grower Covilli Brand Organics continue to be promotable.

We also are offering the "Purple Rain Drops" and "Sunset Bites" from Covilli in their ECO-friendly cardboard packaging.

Also in stock for February will be Fair-Trade Organic Cherry Tomatoes On-the-Vine from Wholesum.





# 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](mailto: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!



PHONE: 1.800.422.8384 FAX: 1.717.721.2597 [www.fsproduce.com](http://www.fsproduce.com)





# VINTAGE SWEETS

HEIRLOOM NAVAL ORANGES DISPLAY CONTEST

FEBRUARY 11 - MARCH 1, 2019



Ready for a super sweet contest with a “vintage” twist?!

Sun Pacific, marketers of the amazing Vintage Navel Heirloom Oranges, have teamed up with Four Seasons Produce to put on this “classic” display contest. Beautiful Vintage Heirloom Navels, in both bags and trays, will be featured in February - so let’s have some fun and build some awesome displays! The fruit itself is fantastic, and the packaging adds some really sharp lines and attracts customers. A great time of year to promote this amazing orange and grab those extra sales.

## CONTEST CRITERIA:

- Build a “sweet” display of Vintage Sweet navels (code 12169) in your departments using fruit purchased from Four Seasons Produce
- All stores must purchase 10 cases during the contest period to qualify.
- Utilize the Vintage Sweet boxes or bins (code 12167) in your displays.
- Displays must be kept up for at least one week.
- Send all pictures to Stephanie Fleetman (stephf@fsproduce.com) by Friday March 8th.

*Sampling these amazing oranges is strongly suggested, as is using social media, to promote.*



## PRIZES:

Four winning displays will get to choose from one of the following prizes:



Chromebook



Breville Juicing Machine



Xbox One S Console Bundle



Amazon Echo Show

Every entry will receive a Vintage Sweets hat just for entering!



Some great prizes to choose from! Talk to your Four Seasons Merchandiser or Sales Rep for display tips and ideas!



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# MARKET NEWS

# CONVENTIONAL OUTLOOK

## BROCCOLI PROMOTABLE FOR FEBRUARY

**Broccoli** pricing in Yuma, AZ and Mexico has hit bottom and is starting to inch up, but will settle into promotable levels for retailers. Quality remains excellent across the board. Expect good volumes and pricing to last for most of February.

Eastern **Broccoli Crowns** and **Bunched Broccoli** from the southeast are generally limited, but pricing will stay lower there too to compete against the western volumes.



### CV HOTHOUSE TOMATOES

**Hothouse Beefsteak Tomatoes** will be very promotable this week out of Mexico. Quality has been excellent, and pricing is very promotable with a harvest from Mexico continuing in full swing. **Cluster Tomato** markets however continue to remain strong. Pricing continues to hold with steady supplies. Canadian and USA hothouses will be starting up this week for their new crop **Cluster Tomatoes**. Quality should be excellent as we make the transition.

**Campari Tomatoes** remain steady and prices are holding. Look for more promotable prices towards the end of the month. All of our Premium **Nature Sweet Snacking Tomato** line is also available. "Sunbursts" and "Twilights" continue to be limited, but "Glorys", "Cherubs", and "Eclipses" have excellent supplies.



### CV BERRIES

**Raspberries** and **Blackberries** are in excellent supply right now out of Mexico, and quality is very nice. Volumes will be plentiful for February.

**ALERT! Strawberries** are in much lighter supply this week out of Florida and Mexico. Florida has had cool weather and rain, and the supplies out of Mexico aren't enough to make up for this shortage. Look for pricing to remain steady this week. Florida is reporting overall year over year cases down by 1.5 million cases. This has definitely been a more challenging year for Florida berry growers.

**Blueberries** will continue to be in peak supply out of Chile, and quality has been nice. We will have plenty of pints available, along with 18 oz. as needed.



### CV ARTICHOKE

Promotable **Artichokes** volume is right around the corner. Look for great deals on 12ct and 18ct jumbo **Artichokes** as early as the first week of February.

Product for early February will show "frost-kissed" discoloration, however true **Artichoke** aficionados know that the "frost kissed", while not as attractive, has some of the best flavor of the year - sweet & nutty.

Quality appearance will improve and by mid-February we should see our first arrivals of frost discoloration-free California **Artichokes**.



### CV CELERY

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

Little Bear label **Celery** out of Texas is here and is be a better-priced and better quality option, but labor issues continue to limit volume.



### CV LETTUCE

**Green Leaf, Red Leaf, and Romaine Lettuces** are steady in Yuma, AZ. We will see better volumes as we move into early February.

NOTE: Issues with fringe burn, wind burn, and epidermal peeling persist with **Romaine Lettuce**.

Western **Cello Iceberg Lettuce** is improving in quality and volume. Florida **Cello Iceberg Lettuce** volume is very light due to rain.



### CV GRAPES

Chilean **Red and Green Grapes** are trading at higher prices due to a few factors: less overall volume, mostly large and extra large sizing, and delays at the east coast ports due to weather and cold.

For early February, there will be no value **Grapes** (medium sizing) available on the east coast.

Going into the first week of February, unloading will resume and supplies should normalize. Demand is strong so expect prices to stay high, especially on the **Green Grapes**.



### CV CUCUMBERS

There is better availability this week on **Super Select Cucumbers** as Sonora and Sinaloa, Mexico growing regions enjoy better weather.

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

**ALERT!** **Mini Seedless Cucumbers** are extremely tight – expect elevated prices for another week.



### CV MANGOS

Peru's **Mango** season will wind down early with volume down and demand very good. Peru will drop down 50% next week and continue each week after.

Nicaragua has little fruit and Mexican new crop is running late, and it looks like a March 1 start with no real volume until the middle of the month. Supplies from the middle of February and the middle of March will be very sporadic and we could see gaps in supply. Prices will continue to go up as the US competes with strong demand of the European market.



### CV TOMATOES

**Roma Tomatoes** continue to be very promotable out of Florida and Mexico. Quality continues to be excellent, so keep promoting. **Round Tomatoes** are also very promotable with excellent pricing and quality coming from Florida and Mexico. 25lb jumbo, xlg, and lg sizes are all available along with 4x5 and 4x4 2-layer place packs.

**Grape Tomato** are also very promotable with prices holding near minimums from Florida and Mexico. Continue promoting!



### CV STONE FRUIT

**Apricots** are finished and **Cherries** are coming to an end. There will be good supplies on **Peaches, Plums, and Nectarines** for early February.



### CV HASS AVOCADOS

Expect good supplies of promotable **Hass Avocados** to continue for February, even after the Big Game push. Quality has been excellent on the Mexican fruit.



### CV PEPPERS

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



## CV LEMONS

Look for **Lemon** prices to come off. With an influx of Spanish fruit coming to the East Coast, California has sharpened their pricing on 115ct and larger (the peak sizes). Smaller sizes, which are few, will be at a premium.



## CV ASPARAGUS

**Asparagus** prices are still falling as more product is being harvested out of Mexico. Quality has been very promotable. Look for the switch to 28lb cases in early February. Continue to promote!



## CV SNOW & SNAP PEAS

**Snap** and **Snow Peas** are becoming more and more promotable. Markets are dropping with great quality!



## CV CAULIFLOWER

**Cauliflower** is in reasonable supply from Yuma, AZ. Pricing is relatively promotable for February, and quality arrivals have been very nice.



## CV POTATOES

As we head into "Potato Lover's Month", we are seeing some very attractive pricing on 10/5lb **Idaho Russet Potatoes** in Green Giant bags. We will also see the first arrival of **Klondike Goldust** and **Klondike Rose Potatoes** this week.

**Count Russet Potatoes** remain steady on price this week, and the quality on recent arrivals has been outstanding!



## CV MANDARINS

Halos brand California **Mandarins** are back into peak season! Quality on the new crop Tango variety is excellent.

**Stem & Leaf Tango Mandarins** are also in peak season for Chinese New Year promotions. This fruit looks and tastes great.

