

# ORGANIC MARKET NEWS



JANUARY 31 - FEBRUARY 7, 2019

## LADY MOON FARMS FLORIDA ORGANICS



Lady Moon Farms production of **Organic Vegetables** in South Florida is in full swing. Four Seasons Produce is loading 8 to 11 full tractor trailer loads a week out of Punta Gorda, FL to keep product fresh and turning for your organic veg case.

**Organic Kales, Collards, Chards**, and other **Greens** from Lady Moon Farms continue to see excellent supplies as we head into February with stellar quality and great pricing. Look for promotable opportunities to drive extra volume during early February.

**Organic Leaf Lettuces** and **Romaine** from Lady Moon Farms also continues to see plentiful supplies during early February. Promote with confidence!

**Organic Green Peppers** and **Eggplant** from Lady Moon Farms continues to see steady harvest yields during February. Look for ad and in-store special opportunities to drive extra sales on these high-quality fresh veggies.

Gapping in Florida are **Organic Green Squash, Yellow Squash, and Cucumbers**, so we're sourcing those from Mexico until Lady Moon Farms starts production again in new fields towards the end of February or the beginning of March.

There are also some **Organic Tomatoes** coming from Lady Moon with the primary item being **Organic Grape Tomatoes**. **Organic Roma** and **Round Tomatoes** are not into peak production at Lady Moon at this time.



### OG BERRIES

**Organic Strawberry** supplies are slowly increasing. Driscoll's experienced some rain that has delayed harvests, but other brands have better supplies. Promotable volumes are expected starting in late February.

Mexican **Organic Blackberries** are excellent in quality and supply with promotional opportunities available. Driscoll's **Organic Blackberries** out of California and Mexico remain in lighter supply. Prices on the Driscoll's brand should come down towards the middle of February.

**Organic Blueberries** from Chile are on their way, but the vessel is late to arrive in Philadelphia, delaying promotions on Naturipe Display Contest and ads until the last 3 weeks of February.

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

**Organic Raspberries** out of Mexico and California continue in light supply to start off February.



### OG CITRUS

**Organic Navel Oranges** are now in excellent supply with prices coming down on all sizes and bags. There is some really great fruit from California to promote for February and March.

**Organic Cara Cara Oranges, Blood Oranges, Minneola Tangelos, and Pummelos** all continue in peak season quality and supply!

**Organic Mandarins** in bulk and bags are in good supply with the new crop Tango variety. **Organic Mandarins** in the Cutie, Homegrown, and Candy Mandy brand labels are available in 12/2lb bags.

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 Marmalade Oranges**
- **OG Centennial Kumquats**
- **OG Lee Mandarins**
- **OG Minneola Tangelos**

The popular **Organic TDE Mandarin** is set to be in season around Valentine's Day.



### OG TOMATOES

Fair Trade Covilli **Organic Mixed Heirloom** and **Dark Heirloom Tomatoes** remain very promotable. This is a great option to promote in an overall tight tomato market. Quality is outstanding and sizing looks great.

Covilli also has limited supplies of **Organic Purple Rain Snacking Tomatoes**.

**ALERT!** **Organic Beefsteak** and **Cluster Tomato** prices remain high this week as product remains tight. Quality has looked great out of Canada. **Cluster** harvests remain limited but should start getting better in mid-February and ease off.

**Organic Grape Tomatoes** remain steady this week from Florida and Mexico. Quality looks strong from both regions and eat very well.

**Organic Roma Tomatoes** are starting to become more promotable this week out Mexico. Volume continues to increase, and quality has looked good. Lady Moon Farms is also harvesting in small but steady numbers out of Florida. Quality looks great.





## OG MELONS

**Organic Honeydews** are again crossing into Nogales, Arizona from Mexico. The early fruit has been very nice with good flavor on 6ct and 8ct.

**Organic Cantaloupes** continue to be out of season until new crop fruit starts in the spring.

**Organic Mini Seedless Watermelons** are available in limited quantities on 6 and 8 ct out of Mexico.



## OG LEMONS

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

California **Organic Meyer Lemons** are back in good supply as well.

### NEW FOR FEBRUARY:

**Organic Pink Variegated Lemons** are in season in bulk and in 2lb bags.



## OG HARD SQUASH

**Organic Butternut** and **Spaghetti Squash** remain promotable for early February with nice quality.

We continue to gap on **Organic Delicata Squash** this week. There is virtually no product to load on this item in the marketplace.

**Organic Acorn Squash** also remains very tight in supply with elevated pricing.



## OG GREEN BEANS

**Organic Green Beans** from Florida and Mexico continue to be in excellent supply as we head towards the beginning of February. Expect to see continued plentiful supplies, great quality, and aggressive pricing in early February.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** from Mexico and California are expected in steady supplies, stellar quality, and competitive pricing during early February with promotional opportunities later in the month.

Microwave pouch bags are now available too.



## OG CABBAGE

**Organic Green** and **Red Cabbage** from Florida and California continues to be in plentiful supply during late January. Take advantage of plentiful supplies and excellent quality.

**Organic Napa** and **Savoy Cabbage** will see increasing product from California.



## OG BROCCOLI

**GOOD NEWS!** **Organic Broccoli** from Arizona and Southern California began to see increased yields during late January harvests. As February begins, expect to see plentiful supplies, with aggressive pricing, and excellent quality. Capitalize on the abundance of supplies during early February.



## OG CELERY

Expect **Organic Celery** to continue with great supplies, excellent quality, and aggressive pricing in early February. As many shippers are continuing to yield excellent supplies from California, store will continue to see aggressive pricing to drive extra volume.



## OG CUCUMBERS

**Organic Cucumbers** from Mexico are in better supply. As we move toward mid to late February, look for promotional opportunities.





## OG GRAPES

New crop **Organic Green** and **Red Seedless Grapes** out of Peru are in season as well as **Red Globe Seeded Grapes**.

South African fruit is expected arrive later in February.



## OG SQUASH

**NOTE: Organic Zucchini and Yellow Squash** continue to see fairly limited supplies as we move towards early February. Expect to see inconsistent supplies and price drops/price spikes to continue in early February.



## OG MANGOS

**Organic Kent Mangos** are very promotable from Peru. The Kent variety fruit is arriving very nice! 8,10 and 12ct fruit will be in good supplies!

**Organic Ataulfo Honey Mangos** are gapping, but will be in season from Mexico by mid-February.



## OG HASS AVOCADOS

**Organic Hass Avocados** are expected to see a slight price decrease following this Sunday's Big Game, but not enough to make a huge impact.

Supplies are projected to be tight for the remainder of the Mexican season with only approximately 40% of the crop left on trees for this year. Growers will be looking to stretch available fruit to make it last.

48ct and 60ct **Organic Fair-Trade Avocados** are also available.



## OG TROPICALS & SPECIALTY

**Organic Formosa Papayas** from Mexico are poised to improve in volume during February. Sizing has been on the smaller side. Quality has been okay.

**Organic Pineapple** volumes are more limited with pricing up some.

**Organic Young Thai Coconuts** continue to be limited with pricing not expected to drop any time in the near future. The **Organic "Raw Drink & Eat" Coconuts** will be back in stock around Valentine's Day when the next boat arrives.

**Organic Passion Fruit** will be limited next week.

**Organic Mamey, Starfruit, Black Sapote, and Cactus Leaves (Nopales)** will all be available the beginning of February.

**Organic Yuca Root** is now being offered in limited supply!



## OG CAULIFLOWER

**Organic Cauliflower** from Arizona and Southern California has excellent quality and steady quantities. However, pricing and availability have begun to become tight in late January, causing pricing to spike in the late month.

Although we have seen a spike in pricing, expect it to begin stabilizing in early February, while quality will remain outstanding.

Look for potential promotional opportunities during mid-February if supplies continue to increase.

## OTHER STORIES

- Washington **Organic Anjou, Red Anjou, and Bosc Pears** are in excellent supply. **Organic Seckel Pears** are finished for the season. New crop **Organic Bartlett Pears** from Argentina are set to arrive around Valentine's Day.

- **Organic Asparagus** supplies are improving as the Mexican season gets started. Promo opportunities are expected for late-February.

- **Organic Colored Bell Peppers** from Israel and Mexico are both currently in season. Availability from Israel has seen improvement as the season is ramping up, while Mexico remains rather limited. Expect to see steady availability, pricing, and quality during early February, with promotional opportunities on Israeli **Peppers**.

- California **Organic Grapefruit** is now in excellent supply. Some promotional opportunities are available on larger fruit.

- **Organic Lime** supplies out of Mexico are back in excellent supply.

# RubyFrost® Apples Display Contest



February 3 - March 2, 2020

Four Seasons Produce has teamed up with Hess Bros Fruit to bring you a display contest with some “chill” to it! Super robust and juicy, New York State grown RubyFrost® Apples are in full swing and ready to highlight your apple category in February!

This will be a great month to encourage your customers to try this amazing apple! RubyFrost® Apples are tart, have BEAUTIFUL deep red color, and are excellent for baking! Who needs diamonds?! Make Ruby's your customers' best friend!



## Ruby Frost Apple product codes:

Code 5499 - CV RubyFrost® Apples 27lb

Code 5124 - CV RubyFrost® Apples 12/2lb Pouch Bag

Code 223446 - RubyFrost® POS Bin Display

Point of sale sign cards will be available through your Four Seasons Sales rep or Merchandiser.

## Contest Criteria:

- Build a super awesome display of RubyFrost Apples in your produce department. **\*\*RubyFrost® Apples MUST be purchased from Four Seasons Produce.**
- Utilize the RubyFrost point of sale bins, sign cards, or boxes in your displays.
- Stores must keep their displays up at least one week.
- Submit your RubyFrost® display photos to Steph Mayer ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by Friday, March 6.



**\*\*Remember to offer samples of RubyFrost® Apples at point of sale. Sampling this amazing apple is a surefire way to get it into your customers carts!**

## Prizes:

**5 top winners will get a \$200 Visa gift card as well as a cool ruby pendant!**

***Displays will be judged on creativity & overall eye appeal***



For more display tips and ideas, please contact your Four Seasons merchandiser or sales rep!



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





Coming Soon!

**FARM SMART.**



# USA Free Range Organic Grass-fed Beef

- Absolutely gluten free
- NO grain
- NO antibiotics
- NO steroids
- NO colorants
- NO by-products
- NO hormones
- NO chemical additives
- NO chemicals
- NO irradiation



Natural Food Stores, Food Coops, and Independent Retailers supplied by Four Seasons Produce will soon have access to an outstanding new beef program.

FarmSmart is a Certified Organic Grass-Fed Angus Beef line with steers that are pasture-raised on a single-source, free-range ranch in Nevada.

**COMING IN FEBRUARY -  
STAY TUNED FOR MORE DETAILS!**



**COMING  
SOON!**

# BRIGHT FARM'S



**Starting in mid-February, available to Independent Retailers supplied by Four Seasons Produce!**

At 280,000 square-feet, BrightFarm's new greenhouse in Selinsgrove, PA it will be the **Largest Sustainable Greenhouse Farm in PA**, producing more than 2 million pounds of leafy salad greens per year! The farm will employ over 50 green-collar workers from Synder County that will be trained to operate cutting-edge greenhouse technology. These workers will receive competitive pay and will have access to generous and affordable healthcare coverage.

BrightFarms will be shipping the freshest and most responsibly grown leafy greens to supermarkets across the state. Pennsylvanians will find their produce in supermarkets proudly marked with the state map and "Grown in Selinsgrove" on the package.

**SELINGROVE,  
PA.**







# OCEAN MIST FARMS JUMBO ARTICHOKE PROMOTION

**FEBRUARY 10 - MARCH 2, 2020**

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 highly 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. We are in the heart of the “frost kissed” artichoke as well, which is a favorite amongst artichoke connoisseurs. These are some of the most flavorful artichokes of the year!



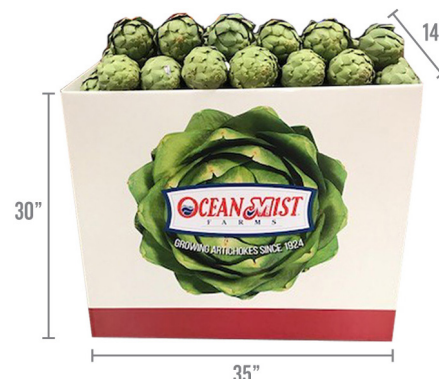
## CONTEST CRITERIA

- Build a super attractive and creative artichoke display using Ocean Mist Farms Artichokes (code: 142) purchased from Four Seasons Produce.



- 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 qualify.
- You must include at least two artichoke relevant tie-ins, such as lemons, bread crumbs, spices, garlic, or olive oil.
- All artichoke displays must be kept up for at least one week.
- There is an 10 case minimum for stores to qualify.

Judging will be based off of creativity, eye appeal and the use of Point of Sale material and tie ins.



## PRIZES:

There will be **SIX WINNERS** chosen and each will receive a super cool Ocean Mist artichoke crate, complete with kitchen gadgets perfect for preparing your next delicious artichoke recipe.

There will be **FIVE** displays chosen based on creativity, use of Ocean Mist POS material, tie ins and overall eye appeal. **ONE** winner will be chosen for having the best social media post. You must use #peaceloveandartichokes in your post to qualify!



Ocean Mist Farms is also running a Peace, Love and Artichoke consumer promotion as well, so encourage your customers to participate. See attached flyer for details!

Jumbo chokes=jumbo sales, as well as expose a commodity many consumers are unsure of. Big displays of these impressive sized artichokes like this will definitely encourage your customers to try something new! Talk to your Four Seasons sales rep of merchandiser for more display tips and ideas.



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





# ANNUAL COACHELLA ARTICHOKE WINTER PROMOTION



## GOALS

ACHIEVE  
**32.5 Million**  
BRAND IMPRESSIONS ONLINE

- Amplify brand presence
- Educate audience about Coachella winter artichoke growing region
- Promote new artichoke content, consumer giveaway, and inspire in-store purchase

## 1 CONSUMER PROMOTION



Sweepstakes continue to be the #1 way to keep shoppers engaged in our brand.

2

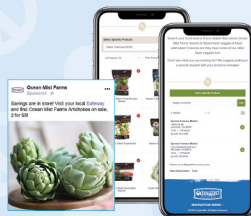
### INFLUENCER PARTNERSHIP



To inspire and educate shoppers about our Ocean Mist Farms artichokes

3

### TARGETED SOCIAL ADS & DESTINI LOCATOR



To educate shoppers and support in-store sales

4

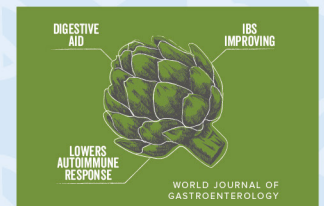
### GOOGLE ADVERTISING



For increased brand awareness and elevated website traffic to inspire purchase

5

### INSPIRATIONAL CONTENT



Deliver relevant & engaging Artichoke content with new recipes and nutrition resources

Visit <https://www.oceanmist.com/coachella-artichokes> to learn about our Coachella-grown artichokes



# CONVENTIONAL MARKET NEWS

JANUARY 31 - FEBRUARY 7, 2019

## LETTUCE IS BACK!



Warmer temperatures pushed a boost in **Iceberg Lettuce** production while demand remains pretty consistent. Prices are more promotable and will most likely settle here through mid-February.

Quality continues to vary with wide-ranging weight, size, and color. You might still see product with epidermal peel and discoloration although expect to see better quality overall.

**Romaine Lettuce** and **Romaine Heart** prices have come down a bit as production begins to improve. Quality is better, but there still may be occasional evidence of cold weather damage (epidermal peel).

**Green Leaf**, **Red Leaf**, and **Boston Lettuce** are also in better shape out of the desert growing areas. The very best quality will still command a higher price.



### CV STRAWBERRIES

We're loading **Long Stem Strawberries** the first week of February, and the grower is stating that the size will be excellent and sizes will range from 12 - 16 ct.

**Strawberries** will be in much better supply this upcoming week mostly due to production from Florida. They've had ideal growing conditions, and it looks like we'll have pricing that allows for better retails on the Florida fruit. Quality has been excellent. This should be perfect timing for Valentine's Day.



### CV BERRIES

**Blueberries** have tightened a bit more this week as the Chilean imports continue to be lighter. Mexico is still light on volume, so expect this market to remain firm until better supplies kick in. We have plenty of options this week from 6 oz., pints, and "Limited Editions" from Driscoll's.

**Blackberries** are in steady supply overall, but there are a few Mexico growers dealing on fruit. Look for promotional opportunities on 6 oz. **Blackberries** this week from Mexico. We can also book some 12 oz. fruit if requested.

**Raspberries** will be in steady supplies, have nice quality, and good sizing going forward from Mexico.



### CV PEPPERS

**Green Peppers** will be very promotable this week. Warm weather brought on crops from Florida and Mexico, and product is flushing. Quality has looked great.

Hothouse **Peppers** prices are starting to ease down as more production is coming in from Mexico. 11lb **Red**, **Orange**, and **Yellow Peppers** will become promotable as we continue into February.





## CV SQUASH

**Green Squash** prices fell way off this week as more production came on in a hurry with the warmer weather hitting Florida and Mexico. Quality from both regions has looked nice.

**Yellow Squash** prices have also come off some, but still remain higher than Green. Lack of product has left these prices a little higher. Quality has looked good still from both regions.



## CV CUCUMBERS

**Super Select Cucumbers** are beginning to become more promotable. Mexico weather is heating up, starting to bring on more volume. Quality has looked great.

**Seedless Euro Cucumber** prices will be steady and start to ease off for the beginning of February. Production from Mexico and Canada are starting to ramp up, leading to more promotable pricing. Quality has looked good.



## CV HASS AVOCADOS

**Hass Avocados** are expected to see a slight price decrease following this Sunday's Big Game, but not enough to make a huge impact.

Supplies are projected to be tight for the remainder of the Mexican season with only approximately 40% of the crop left on trees for this year. Growers will be looking to stretch available fruit to make it last.



## CV BROCCOLI & CAULIFLOWER

Beautiful Eastern **Broccoli** has been available out Florida. Abundant supplies are available from all growing regions in California, Arizona, and Mexico. Ideal weather is expected across all growing areas.

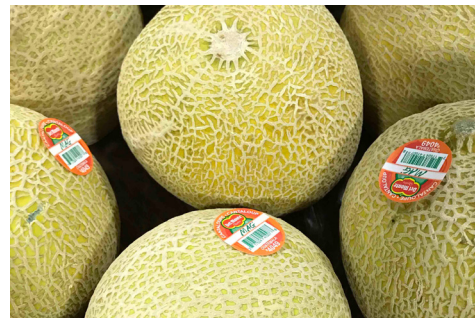
There will be good **Cauliflower** availability for the remainder heading into February. Prices are beginning to decline. Quality is good and continuing to improve.



## CV STONE FRUIT

**Peaches, Plums, and Nectarines** had been hard to source this winter, with only small volumes of **Peaches** available. This has changed at the end of January with new vessel arrivals from Chile.

The fruit sizing has been smaller this year due to drought conditions during the growing season. A lot of volume-filled packs with 60 series fruit is the majority of what is being received.



## CV MELONS

Plenty of **Cantaloupes** and **Honeydews** are available. Prices have flexed downward, especially on **Honeydews**.

On **Cantaloupes**, Del Monte's MAG variety will be a great option.



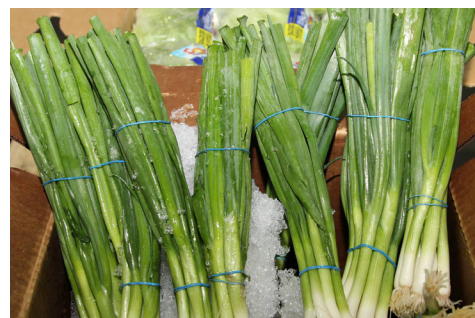
## CV BRUSSELS SPROUTS

California **Brussels Sprouts** production is finishing for the season and Mexico is ramping up supplies. New crop quality is expected to be very nice.



## CV CELERY

Supplies of **Celery** are plentiful with most growers are looking to promote in February. Weather in California growing regions have been very mild for this time of year.



## CV SCALLIONS

Mexico is ready to kick-start full production of **Scallions** again. Expect pricing prices to come down and quality to improve.





## CV SUMO CITRUS

With excellent flavor, easy peel skin, and low-mess snacking, **SUMO Citrus** is really catching on with consumers. Peak season runs now through early April.



## CV ARTICHOKE

**Artichokes** production improves as weather has become better. Expect improved quality and availability heading into February.



## CV ASPARAGUS

**Asparagus** prices are becoming more promotable as production out of Mexico is starting to kick in high gear. Growing conditions have been perfect, and quality has looked excellent. We will begin to carry 28lbs cases as they become available.



## CV GRAPES

It looks like more **Green Grapes** than **Red Grapes** will be arriving to the US in the coming weeks, so the focus should be on **Greens** for the first three weeks of February. Sizing looks to be very good.

**Red Grapes** will remain somewhat short as we begin the month of February. The fruit from Chile is taking longer than expected to harvest, and with less early Flames available, we are waiting for the new premium to come into season. There are some Sweet Celebrations available now.

**Black Grapes** have been nonexistent. However, we will see some fruit from Chile arrive on the next vessels. Sizing is excellent as it is mostly XL and Jumbo, even Double Jumbo.

**Red Globe Grapes** have been hiding as well. More fruit from Peru will arrive in the weeks ahead to relieve some of that pressure.

**Cotton Candy Grapes** continue to be available for premium promotion.



## CV TOMATOES

**Beefsteak Tomato** prices are coming off as Mexican production is well under way with excellent quality. US and Canadian hothouses are also starting to harvest product, leading to more promotable markets.

**Cluster Tomato** prices are also becoming more promotable as Mexico is coming into nice volume and quality. We will continue to support product from the US as quality has looked great all winter season. Try some **Orange** and **Yellow Cluster Tomatoes** to add some nice color to your displays!

**Grape Tomatoes** from Florida and Mexico are in promotable volumes with nice quality. **Golden Grape Tomatoes** are very promotable and eat amazing.

**ALERT! Campari Tomatoes** prices remain high as product has been very tight and looks to remain tight as some crops were lost due to weather and other unforeseen circumstances.

**Vine Ripe Round Tomatoes** are becoming more promotable as more product becomes available. Quality has looked good from both Mexico and Florida.

**Roma Tomato** prices look to be promotable this week as Mexico is well into production. Quality has looked and volumes continues to pick up.



## CV CITRUS

**NEW ITEM! MandaRosa Red Flesh Mandarins** are now in season. We'll be offering these in a 15/2lb bag. The fruit is very juicy and fairly easy to peel.

**Mandarins** have switched out of the **Clementine** variety and moved into the **Tango/Murcotts** varieties. Quality will be much improved!

The **Navel Oranges** are still trending toward larger sizes, and there are great deals available to allow us to drive volume! **Vintage Sweets Heirloom Navel Oranges** continue to move well, and quality is outstanding.

The **Cara Cara** and **Blood Oranges** continue in peak season.

**Lemons** and **Meyer Lemons** are steady and mostly choice grade. 95, 115, and 165sz fancy fruit is limited.

**Minneola Tangelos** are peaking on 125/150ct as growers are dealing on those sizes, ideal for 3 lb bags. Florida **Minneolas** (aka **Honeybells**) are also in season.

## OTHER STORIES

- **Green Cabbage** will remain very promotable this week out of Florida. Quality has looked excellent.

- **Green Beans** pricing remains promotable this week out Florida. Quality has looked excellent.

- **NOTE: Pineapples** will remain tight and in high demand for early February, but both 7 and 8ct Dole fruit is available.

- **Acorn Squash** continues to be in very tight supply.

- We will see **Sweet Onion** cut over to Peruvian grown **Mayan Sweet Onions** for early February as the supply of domestic sweets out of Nevada has come to an end.

- **Mango** supplies from Peru are steady and promotable, with excellent condition. **Honey Ataulfo**

- **Mangos** will be gapping for a few weeks until Mexico starts up.

- **Black Mission Figs** from Mexico are available again and quality has been nice! These are offered in a 12/8oz clamshell.

- **Young Thai Coconuts** will be in great supply and very promotable for the next few weeks.