

# ORGANIC MARKET NEWS

FEBRUARY 4 - FEBRUARY 11, 2022

## IN SEASON CHILEAN ORGANIC BLUEBERRIES



It's Fe"BLUE"ary - time to promote some **Organic Blues!**

**Organic Blueberry** prices are becoming more promotable headed into mid-February. Fruit is coming in from Mexico and Chile, and supplies continue to improve, especially on the Chilean volumes.

Quality has been very nice as fruit remains fresh and turning to keep up with demand. Texture is firmest on the Driscoll's brand out of Mexico. Promo pricing is best on the Hippiie Organics brand from Chile.

Most of the volume for the month will be on pints. There will be Driscoll's 6oz available as well.

Check out the promo and display contest on page 4 from Blueberries from Chile and Hippiie Organics, in partnership with Four Seasons and independent retailers.



### OG PEPPERS

**Organic Green Bell Peppers** from Lady Moon Farms in Florida were not affected negatively by the cold weather in late-January like many of the other crops. Expect strong volumes, stable pricing, and top-notch quality in early to mid-February.

**Organic Color Bell Peppers** from Mexico are beginning to stabilize after a promotional month. Expect pricing increases and lighter supply volumes. Product from Israel will also be available to supplement Mexican production.

**Organic Mini Sweet Peppers** in clamshells from Lady Moon Farms are going to experience lighter production following cold temperatures but will remain available.

Mexican **Organic Mini Sweet Peppers** in bags are in lighter production. Product will be available but expect price increases.



### OG BERRIES

**Organic Blackberries** remain steady in supplies and prices out of Mexico due to weather keeping harvests at bay. Quality has been nice.

**Organic Raspberry** prices will be strong out of Mexico. Cold weather has hampered volume, leading to higher prices with less availability. Quality has been nice on what is available.

**ALERT!** **Organic Strawberry** prices remain high, and supplies are tight of California due to cold weather.

Mexican volume is very low right now continuing to battle Mother Nature, and same with Florida production after a recent freeze.

**Organic Strawberry** production is expected to turn around by the end of February when Mexico is expected to come into strong volume.



### OG TOMATOES

**Organic Heirlooms** and **Dark Heirlooms** from Co-villi Fair Trade continue to be promotable heading into the middle of February. Steady supplies will be available with a lot of volume out of Mexico, and quality has been outstanding – it's an overall great color, great tasting, excellent eating tomato.

**Organic Roma Tomatoes** are promotable for February. Quality has been outstanding out of Mexico and there will be steady availability for the time being.

**NOTE:** **Organic Grape Tomatoes** from Lady Moon Farms in Florida will be in limited supply the rest of February as impacts from the frost damage is assessed.

This is a common theme around tomato farms down south, and we most likely will see a gap in Florida production due to picking early, selling through inventory, and then waiting for infant plants to mature.





## OG EGGPLANT

**NOTE:** Florida **Organic Eggplant** from Lady Moon Farms is expecting lighter volumes in early to mid-February after experiencing colder temperatures. Gaps in supply are expected.

Mexican **Organic Eggplant** continues to be available to supplement any lack of production from Florida. Quality has been strong, and pricing is more consumer friendly.



## OG CUCUMBERS

**Organic Cucumbers** from Mexico continue to experience stronger yields and improving pricing. Promotional opportunities will be available in mid-February with strong volumes and aggressive pricing.

**NOTE:** There is not much availability for **Organic Mini Cucumbers** out of Mexico. Prices are very high, and this is not expected to let up until the middle or end of February.



## OG CABBAGE

**Organic Green** and **Red Cabbage** continue to yield strong volumes in harvest from Lady Moon Farms in Florida. With improved pricing and top-notch quality, expand displays in February.

**Organic Savoy Cabbage** will remain in steady availability during February from California, while **Organic Napa Cabbage** will return to availability in mid-February.



## OG BRUSSELS SPROUTS

Mesh bag **Organic Brussels Sprouts** have returned to steady availability and will have season-long pricing.

**Organic Brussels Sprouts** from Mexico are in steady availability for early February. Covilli's **Fair Trade Organic Brussels Sprouts** have been experiencing excellent quality and strong yields. Pricing has improved in February.



## OG BABY BOK CHOY

**NOTE:** **Organic Baby Bok Choy** from Lady Moon Farms in Punta Gorda, Florida has had a lull in production in early February. Volumes from California should be expected to supplement any lack of supply from Florida.

California **Organic Baby Bok Choy** volumes are not plentiful, but they are steady. Pricing is expected to rise in early to mid-February.



## OG ASPARAGUS

**Organic Asparagus** prices are falling and being priced closer with conventional product for early February.

Product is coming out of Mexico and Ecuador. New inbounds have shown some outstanding quality. Steady supplies are available.



## OG MANDARINS

**Organic Mandarin** production is ramping back up in California and Mexico with the "Page" and "W. Murcott" varieties.

Time to rebuild the facings on bag and bulk **Organic Mandarin** displays!



## OG SQUASH

**Organic Zucchini** and **Yellow Squash** from Mexico remain in good supplies in early February. Prices may perk up again due to frost damage Florida growers experienced in late January.



## OG HASS AVOCADOS

**Organic Hass Avocado** prices were down a few dollars as we headed into February. Supplies have finally caught up to demand. Volumes should be good as we approach a busy week of sales for "Big Game" displays.





## OG ARTICHOKE

**Organic Artichokes** are in peak availability for early to mid-February. Promotable volumes and pricing will be accompanied strong quality especially on jumbo product.



## OG DRAGON FRUIT

**Organic Pitahaya Dragon Fruit** will be available from Ecuador for the beginning of February. This variety has a yellow-skinned/white flesh and is regarded as the sweetest of Dragon Fruit varieties.



## OG CARROTS

**NOTE:** **Organic Baby Carrots** continue to be limited for the month of February.

**ALERT!** **Organic Baby Rainbow Carrots** are fully unavailable for the season.



## OG BROCCOLI

**Organic Broccoli** from SoCal and Yuma, AZ growing regions are back to steady supplies. So far, February has seen lower prices, better volumes, and improved pricing.

**Organic Broccoli Rabe** and **Sweet Baby Broccoli** have returned to steady supplies during early February. Expect improved pricing from January.

**Organic Cauliflower** from SoCal and Yuma, AZ growing regions has become promotable after extremely limited conditions. Early February will be a time of strong volumes and excellent quality for **Organic Cauliflower**.

**Organic Romanesco** is now in good supplies with improved pricing!



## OG LETTUCE

**Organic Romaine Hearts** from the SoCal and Yuma, AZ growing region have experienced improvements in supply volume and pricing in early February. Good weather conditions out West, demand from "Diet Season" easing, and improved availability has driven the cost of product down. Pricing is expected to continue to improve headed into mid-February giving way to promotional opportunities.

**Organic Green Leaf** and **Romaine Lettuce** remain in peak production coming from Lady Moon Farms in Florida, but **Organic Red Leaf Lettuce** is not as plentiful with some gaps in production.

**Organic Iceberg Lettuce** production is steady in February with stable pricing from Cal-O.



## OG MANGOS & PINEAPPLES

**Organic Kent Mangos** from Peru have been looking very nice. Supplies have been tight as delays on fruit arrivals continue to be an issue. Mexico is starting to bring fruit into the US in hopes of capitalizing on container delays from Peru.

**Organic Ataulfo Honey Mangos** from Mexico are starting quickly. Look for promotable volume for the middle of February.

**Organic Pineapple** supplies have rebounded as demand has dropped a bit as we head into February. Prices are steady.

## OTHER STORIES

- **Organic Green Kiwifruit** is steady with most of all the product coming from California. Fruit from Italy and Greece are also available at a slightly favorable cost. California fruit will be available in early February. Increased cost of containers from Europe are raising costs for the end of the month and as we head into February.

- Italian **Organic Red** and **Gold Kiwifruit** will be available through the end of February in a nice clamshell pack.

- Harvest volume in California on **Organic Lemons** has even surprised growers, and now this item has become more promotable with great quality for February.

- **Organic Sweet Potato** pricing will be up a bit for February. We will continue to see this market strengthen in the next couple of months.

- High-quality **Organic Turmeric** from Hawaii will be available starting in the 2nd week of February. Supplies should be steady.

# ORGANIC BLUEBERRY DISPLAY CONTEST

## January 31 - February 27, 2022

### It's Feb-BLUE-ary!

Four Seasons Produce is holding our 5th Annual Organic Blueberry Display Contest, and this year we have partnered with Hippiie Organics to bring this to you in the month of February! Organic Blueberry season from Chile will be in the sweet spot, with a great crop projected with amazing quality fruit. Blueberries are a perfect snack for consumers and great tonnage item for your stores. So, time to "peace out", build some amazing displays, and add some positive "vibes" into your Organic Blueberry sales.

### CONTEST CRITERIA:

- Build an "righteous" display of Hippiie Organics Blueberries somewhere in your department that will blow the judges' minds!
- Fruit purchased from Four Seasons Produce is not only super "groovy", but a requirement for entry. A minimum of 16 cases of fruit must be purchased during the contest period in order to qualify. Product code will be 216708.
- All displays must have **BOTH** Hippiie Organics and Blueberries from Chile point of sale signage on your displays. Point of sale kits are available through your "hip" Four Seasons Sales Rep or Merchandiser.
- Contest displays must remain up for at least one week, "ya dig"?
- Send all display photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by March 4, 2022.



### CONTEST PRIZES:



#### "THE OUT OF SIGHT" (BEST OVERALL DISPLAY)

**\$750 Gift Card**

(Displays will be judged on creativity, use of Hippiie Organics and Blueberries from Chile signage, and overall eye appeal)



#### "THE FAR OUT" (LARGEST DISPLAY)

1st Place - **\$500 Gift Card**  
2nd Place - **\$300 Gift Card**  
3rd Place - **\$150 Gift Card**



#### "THE FREE SPIRIT" (MOST CREATIVE DISPLAY)

1st Place - **\$500 Gift Card**  
2nd Place - **\$300 Gift Card**  
3rd Place - **\$150 Gift Card**



There will be five Honorable Mentions in each category with each receiving a **\$75 Gift Card**! So many chances to win!



Get a **free t-shirt** just for entering!

Get ready for a GREAT month of selling fresh organic blueberries from Chile! For more blueberry contest information, display tips or ideas, please contact your Four Seasons Sales Rep or Merchandiser.



# LITTLE POTATO COMPANY DISPLAY CONTEST

January 23 - February 26, 2022

Are you ready for some football? This year Four Seasons Produce will be "kicking off" a display contest with Little Potato Company to support "The Big Game" sales. This will provide each of you with an opportunity to gain additional sales for the Big Game and beyond. The contest is geared to support the 1.5lb and 3lb bags and will entice your customers to think of creative side dishes. The contest will also run through Valentine's Day and Presidents weekend which will provide plenty of chances to help your customers plan their parties and special dinners. So let's "drop back" and aim for the end zone to score some additional points (Sales). Please contact your Sales Rep or Merchandiser to come up with a game plan.

## CRITERIA:

- Build an inviting display using Little Potato's 1.5lb and 3lb bags either in the Produce Department or in a strategic location in the store.
- All product must be purchased from Four Seasons Produce with a minimum purchase of five cases
- Displays must be kept in place for at least 1 week
- Use of Social media is recommended
- Send all display pictures to [contests@fsproduce.com](mailto:contests@fsproduce.com) no later than Monday, 2/28



## PRIZES:

**1<sup>ST</sup> PLACE**  
**\$250 VISA GIFT CARD!**

**2<sup>ND</sup> PLACE**  
**\$200 VISA GIFT CARD!**

**3<sup>RD</sup> PLACE**  
**\$150 VISA GIFT CARD!**

**4<sup>TH</sup> PLACE**  
**\$100 VISA GIFT CARD!**



## CODES:

213073 - LPC Blushing Belle 16/ 1.5 lb bags  
213062 - LPC Boomer Gold 16/1.5 lb bags  
213075 - LPC Dynamic Duo 16/ 1.5 lb bags  
213076 - LPC Fingerlings 16/ 1.5 lb bags  
226693 - LPC Morning Pearl 16/ 1.5 lb bags  
213074 - LPC Terrific Trio 16/ 1.5 lb bags

218907 - LPC Blushing Belle 8/ 3 lb bags  
218906 - LPC Boomer Gold 8/ 3 lb bags  
218908 - LPC Terrific Trio 8/ 3 lb bags  
218909 - LPC Dynamic Duo 8/3 lb bags  
218975 - LPC POS Display Bin 1ct







# OCEAN MIST FARMS JUMBO ARTICHOKE DISPLAY CONTEST

## FEBRUARY 7 - FEBRUARY 27, 2022

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 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. And some even better news is these artichokes have been “Frost-Kissed”, and are the best tasting artichokes of the year!



### THE RULES HERE ARE SIMPLE:

- Build a super attractive and creative artichoke display using Ocean Mist Farms artichokes purchased from Four Seasons Produce and submit all display photos to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday, March 4.
- 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 quality.
- You must include at least 2 artichoke relevant tie-ins, such as lemons, bread crumbs, spices, garlic, and olive oil.
- All displays must be kept up for at least 1 week.
- There is an 8 case minimum for stores to quality.
- Judging will be based off creativity, eye appeal, and the use of Point of Sale material and tie-ins. Please tag Ocean Mist Farms in all social posts @oceanmistfarms.



### PRIZES:

There will be **SIX WINNERS** chosen and each will receive a \$250 voucher to spend in the Ocean Mist Online Store for branded merchandise that includes jackets, shirts, vests, hats, etc.



FOR MORE INFORMATION ON ARTICHOKE AND GREAT RECIPES, CHECK OUT [OCEANMIST.COM](http://OCEANMIST.COM)!



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





# CONVENTIONAL MARKET NEWS

FEBRUARY 4 - FEBRUARY 11, 2022

## CALIFORNIA VARIETAL CITRUS



**SUMO Citrus** will be back in stock at Four Seasons in 2022 for mid-February and March promotion. **SUMO Citrus** is sweet, flavorful, and very easy to peel.

Sizing on **SUMOs** this year is running very large and we'll be primarily offering 22ct from the 18lb tray. Some retailers sell by them each and many others sell by the pound. With such big sizing, the bag program is canceled this year at this point.

Now is a great time to continue to promote the **Vintage Sweets Heirloom Navel Oranges**. The flavor on these has been excellent with brix higher than 15. The branding on the boxes and bags really pops too.



There are some spot buy opportunities on "Daisy" variety **Stem & Leaf Mandarins** from California to kick off February. Then for the rest of the month, we will be offering the California **Stem & Leaf Mandarins** in the "Tango" and "Murcott" varieties. These sell well in bulk by the pound and totes up in store.

There are good supplies of **Minneola Tangelos** from California heading into mid-February from Sunkist and Wonderful. We have a nice mix of sizing from 56's to 125's, as well as 12/3lb bags. Quality and flavor are excellent.



### CV MANDARINS

**NOTE:** **Mandarins** continue to be in very tight supply. California's crop is expected to be off 50% compared to last year, and shippers continue to prorate orders to help allocate fruit evenly.

In order to help with keep retailers in stock, we will also have some bagged **Mandarins** from Morocco. Quality has been very nice on both bags and 5 lb gift boxes.



### CV RASPBERRIES & STRAWBERRIES

**Raspberries** remain fairly promotable out of Mexico. Production is strong and quality is excellent. Mid-February production is expected to taper back, and supplies will get snug while prices rise at the end of the month.

**NOTE:** **Strawberries** remain limited due to weather challenges in all 3 growing regions.

Florida experienced a freeze in late January. Most fruit is good, however due to no harvests for a few days, volume remains very limited. Weather is expected to turn around and growers are hopeful volumes pick right back up.

California and Mexico production remains limited as well. Cold temps and rough weather keep harvests limited.



### CV BLUEBERRIES & BLACKBERRIES

**Blueberries** are coming out of 3 regions right now and volumes are improving.

Chilean fruit is finally making its way through the ports, but quality has been just fair to good since it was on the water for a longer period of time.

Peruvian **Blueberries** is still coming in as well and quality is much better than Chile. Prices are a bit higher for better quality.

Driscoll's is still shipping Premium fruit from Mexico. Quality is outstanding with great flavor.

**Blackberry** prices remain steady for early February, and production is expected to remain consistent throughout the month.





## CV LEMONS & LIMES

**Lemons** are in really good supply from California, especially on large fruit. Stay tuned for lots of promotable opportunities on 115's and larger.

**ALERT! Limes** are still in very tight supply. We did see some additional supplies cross the last week of January, but we feel this is due to the lightened demand from the inclement weather in the Northeast. Pricing will begin to rise once again, and we'll see a strong market into the middle of February. Quality has been very nice on all place packs and bulk fruit. **Key Limes** especially will be very limited.



## CV ASPARAGUS

11lb and 28lb **Asparagus** will be plentiful from the new crop Caborca, Mexico growing region, and we should be in excellent shape for Valentine's Day.

Quality has been outstanding, and we should expect that to continue into March.



## CV SQUASH

**Zucchini Squash** from Mexico will continue to arrive with outstanding quality. Prices continue to fall as Mexico is producing good volumes. We continue to source product from Mexico, but Florida may impact pricing and slow the fall. We won't see how **Squash** is affected later in February.



## CV TOMATOES

**Roma Tomatoes** continue to be promotable into the middle of February. There is an abundance of product out of Mexico. Quality has been excellent, and supplies will remain steady.

**Cluster Tomato** prices continue to fall as we head into the middle of February. There is excellent quality out of Canada and Ohio, and good supplies are available.

**Campari Cocktail Tomato** prices are steady. Quality is outstanding and there are no availability concerns.



## CV ONIONS

**Sweet Onions** continue in season from Peru and are selling well. New crop Mexican **Sweet Onions** will get started during February and will likely transition at the end of the month or early March.

All other **Color Onions** have leveled off for early February as freight seems to be more stable and available for early February.



## CV SEEDLESS CUCUMBERS

**Euro Seedless Cucumber** prices will become promotable by mid-February.

Canada will come into production and start overloading the market already coming out of Mexico. Quality has been great, and supplies will be steady.



## CV BROCCOLI & CAULIFLOWER

Cold weather in Florida and SoCal has limited **Broccoli Crown** production, but the good news is that there's enough product available in season from Mexico to keep pricing stable for now.

**Cauliflower** growers are seeing nice volume and good quality for early February. This should allow for some better price points.



## CV MELONS

**Cantaloupes** and **Honeydew** are in excellent supply. We're continuing to see plenty of availability from Guatemala and Honduras, and options to load from the east coast ports from Miami up to New Jersey. Now is a great time to promote both melons.

Del Monte is expected to start up with the "MAG" **Cantaloupes** headed into late February.



## CV GRAPES

**Red and Green Grapes** continue to be limited from Peru, but Chilean imports are finally arriving and adding more fruit to the supply chain.

Expect pricing to remain higher throughout February but should ease heading into March. Quality has been very nice.





## CV BRUSSELS SPROUTS

**Brussels Sprouts** pricing is becoming more reasonable as growers are starting to see better availability. Quality has been hit or miss but seems to be improving!



## CV ARTICHOKEs

12ct **Jumbo Artichokes** are readily available and promotable for the month of February! Some of the product has a "frost-kissed" appearance, but don't let that fool you, these are excellent **Artichokes**!



## CV CARROTS

**ALERT!** Carrot growers continue to be behind on production this winter. To keep some supplies spread throughout the nation, producers are pro-rating **Baby Peeled Carrots**, so orders are often limited on a weekly basis.



## CV POTATOES

We will continue with bulk premium **Gold, Red,** and **White Potatoes** out of Washington storage until mid to late-February to let the new crop Florida supply build up and give the skin set and quality a chance to strengthen.

Florida is expected to start digging the second week of February, so we will have a better idea on when we will switch over for early February.

**White Potatoes** out of Florida are expected to be rather limited this season, but **Red** and **Gold Potatoes** should have a good crop.



## CV PEPPERS

11lb **Hothouse Color Pepper** prices are starting to move ever so slightly. Expect the costs to continue to inch up through the middle of February as we are no longer in a flush and levels are getting back to normal. Quality is excellent and availability is not a concern as of right now. Canada **Peppers** are expected to start last week of February and into early March.

**Green Pepper** supplies are tightening as we are seeing some crop damage in Florida and little product coming from Mexico because of the cooler weather. Quality has been excellent and there is product to be had, shippers are just charging a higher cost now until more news comes out about pepper damage.



## CV TROPICALS

**Hass Avocado** supplies are good for early February. Expect demand to continue straight through the Big Game. Pricing should be fairly steady.

**Mangos** from Peru have seen prices rise over the past few weeks. Mexico has fruit coming into the United States now, so that should help with the demand being created by container delays.

**Ataulfo Honey Mangos** from Mexico will be steady as we begin February.

Huge demand for **Pineapples** has seen limited availability on certain sizes industry-wide. Prices have been up just a bit as a result. February should see increased volume and availability.

**NOTE:** **HoneyGlow Pineapples** from Del Monte will be tight through the month of February.

## OTHER STORIES

- **Green Kiwifruit** is in good supplies from Italy, Greece, and California. Prices are increasing over the coming weeks as we head into February. Shipping delays and increased shipping costs are a factor.

- **NOTE:** Zespri **SunGold Kiwifruit** from Italy will be done for the season. Quality is not holding up over extended time on containers.

- **ALERT!** Field-grown 15 ct crate **Basil** will be out of season from Florida and Texas until crops can recoup from cool temps.

- **NOTE:** Cool temps have put east coast **Collards** into a gap. Expect a hefty price increase coming out of the west coast. Expect price increases on **Kale** as we switch to the west coast for product. Cool temps pushed the east coast into a gap.

- **Black Mission Figs** from Mexico will be available for the beginning of February. Quality has been good.

- **Pomegranates** from Israel will be available through the middle of February. This fruit has nice size, and has been very good quality.

- **Navel Oranges** are in excellent supply for the month of February. Sizing is running very large, and we will have plenty of 40's, 48's, and 56's. We can have them packed in both cartons and bins.