



NEXT MARKET NEWS EDITION: JAN 4TH



**DRIVING
HEALTHY
DISTRIBUTION.**

ORGANIC OUTLOOK

DECEMBER 21 - JANUARY 4, 2018



WWW.FSPRODUCE.COM 12/6 OZ

ORGANIC BLUEBERRIES READY FOR PROMOS

Organic Blueberries will be the go-to berry for late December and much of January with **Organic Strawberry** and **Raspberry** volumes off so sharply.

Import **Organic Blueberries** from Chile and Argentina are in excellent supply with promotional opportunities available in both 6oz and pints. January and February will be peak season for volume as vessels arrive to the US.

Driscoll's **Organic Blueberries** are now in steady supply from Mexico with new arrivals of 6oz packs. Volumes are expected to continue upward which should help ease prices.



OG BERRIES

ALERT! Driscoll's **Organic Strawberries** have become very tight, with supplies not expected to improve until early January. Expect poor fill-rates and extremely high prices. Other brands of **Organic Strawberries** from Florida, California, and Mexico are gapping, and they are expected to until the end of December at the very least.

ALERT! Driscoll's **Organic Raspberries** continue to be in tighter supply and prices are on the rise. Other brands of **Organic Raspberries** are expected to continue in firm supply with higher prices.

Driscoll's **Organic Blackberries** out of Mexico are expected to continue in steady supply with prices staying steady into the new year.

Other brands of **Organic Blackberries** out of Mexico have firmed up due to rain in Mexico, but supplies should rebound without a glitch.



OG CITRUS

New crop **California Organic Minneola Tangelos** are expected to arrive the week of 12/26.

Organic **Navel Oranges** out of California are now in excellent supply in all sizes. Prices are coming down. Time to promote!

New crop **Organic Cara Cara Oranges** out of California are going to be limited this week due to the rain.

California **Organic Satsuma** and **Clementine Mandarins** are in excellent supply in bulk and 12/2lb pouches. "Candy Mandy" **Organic Mandarins** are being packed in 12/2 bags.

New crop **Organic Daisy Tangerines** continue in good supply.



OG SPECIALTY CITRUS

Buck Brand **Organic Specialty Citrus** items now available in limited supply:

CULINARY

- OG Buddha's Hand
- OG Finger Limes
- OG Meyer Lemons
- OG Pink Variegated Lemons
- OG Limequat
- OG Sweet Palestinian Limes

SNACKING

- OG Algerian Clementine Mandarins
- OG Mango Valencia Oranges
- OG Melo Gold Grapefruit
- OG Lou Lou Navel Oranges
- OG Red Globe Pummelos



OG HASS AVOCADOS

Organic Hass Avocado export volumes increased greatly last week, and there is promotable volume through the new year.

Organic Fair-Trade Hass Avocado from Equal Exchange will be available again the week of Christmas in limited supplies!

Be sure to check out our hot promos and display contests on both Fair Trade and regular **Organic Avocados** for January. Take advantage to go big and stay big throughout the whole month right into the Big Game!



OG LETTUCE

Organic Romaine Lettuce and **Romaine Hearts** are in abundance with grower/shippers making deals at lower pricing to attempt to move product that is backing up. Consumer demand has not fully returned.

Demand for **Organic Red Leaf** and **Green Leaf Lettuces** remains very high, so pricing has not dropped on these yet.



OG CAULIFLOWER

As new fields in winter growing regions come into season, **Organic Cauliflower** prices are now dropping with increased volume.

Early January is poised to be a good time for promotion.



OG GRAPES

California **Organic Red Grapes** remain available. This is the longest the crop has lasted, so we are keeping an eye on quality.

New crop **Organic Red Grapes** out of Peru are expected to arrive at the end of December. Pricing will be higher on these.

California **Organic Green Grapes** are finished for the season. New crop fruit is expected from Peru for late December, however there are reports that this program may not materialize.



OG CUCUMBERS

Wet and windy weather in Florida has slowed **Organic Cucumber** production so more volume will be sourced out of Mexico for late December and early January.

Greenhouse **Organic Seedless** and **Mini Seedless Cucumbers** are back in steady supply.



OG CHERRIES

Organic Cherries out of Argentina and Chile are in a slight gap, but more fruit is expected the week of Christmas.



OG BROCCOLI

Organic Broccoli prices are falling for the end of December as new crop harvests in the winter growing regions come into season. 14ct bunch prices have dropped to promotable levels.

Organic Broccoli Crowns are in steady supply, but prices will remain higher than the bunched product.



OG TOMATOES

Hothouse Organic Beefsteak Tomatoes remain limited, however **Organic Cluster Tomatoes** are in good supply.

Organic Grape Tomatoes are in good supply out of Florida and pricing is reasonable.

Also in season are **Organic Gold Grape, Rainbow Cherry, and Purple Rain Snacking Tomatoes**.



OG VEGGIE NOODLES

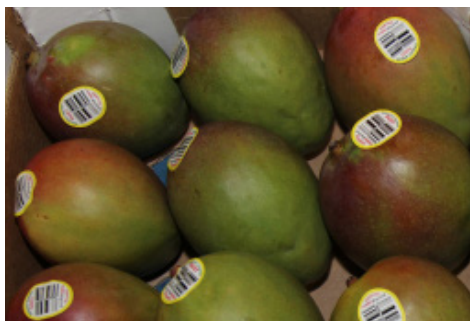
Cece's Veggie Noodles are now available from Four Seasons. We are the Northeast Wholesale provider for this extremely popular brand!

Be sure to ask your FSPI sales associate for more details on this new line!



OG SALADS

Organic Salad supplies are finally making a rebound just in time for the crazy first few weeks of the year. Get ready to load up as "Diet Season" will be taking the nation by storm the first three weeks of January.



OG MANGOS

Organic Tommy Atkins Mangos from Ecuador will be winding down with the end of the year, and the **Kent** variety from Peru will begin. Expect pricing from Peru to be higher for the first few weeks of the year.



OG TROPICALS

In season for late December & early January:

- **OG Pitahaya**
- **OG Passion fruit**
- **OG Kiwano**
- **OG Starfruit**
- **OG Eggfruit**
- **OG Black Sapote**
- **OG Sapodilla**
- **OG Feijoas**



OG APPLES

Pacific Northwest **Organic Apples** are winding down from fresh storage packing. Expect nicer quality and higher prices as we move into the Controlled Atmosphere fruit (the best of the fall crop kept in sealed rooms).

We may see small gaps between rooms despite abundant overall supplies.

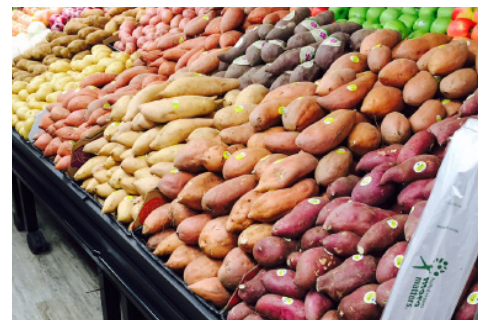
Washington **Organic Granny Smith** and **Gold Delicious Apples** are showing a much smaller crop than expected. These prices should pop quickly and sharply.



OG ONIONS

Organic Sweet Onions are starting to slow down out of Nevada, but should last a couple more weeks on the supply side. Pricing should be steady through the end of that season.

Organic Red, White, and Yellow Organic Onions are in steady supply and pricing with fantastic quality out of Nevada.



OG POTATOES & SWEET POTATOES

Get ready for the first ever **AV Thomas "Natural Beauty" Organic Sweet Potato** display contest for the month of January!

Organic Russet Potatoes continue to be in very good supply with nice quality from all growing regions.

Organic Color Potatoes have also looked fantastic out of Manitoba!

FOUR SEASONS PRODUCE CHRISTMAS & NEW YEARS SCHEDULE

MON 12/24 – Orders for WED 12/26 due before 1 PM

TUES 12/25 – **Merry Christmas!** Office closed. No deliveries.

WED 12/26 – Normal office schedule. Extra deliveries in most regions.

MON 12/31 – Orders for WED 1/2 due before 1 PM

TUES 1/1 – **Happy New Year!** Office Closed. No Deliveries.

WED 1/2 – Normal office schedule. Extra deliveries in most regions.

*FOR CLARIFICATION OR SPECIAL REQUESTS ON THIS SCHEDULE, PLEASE CONTACT YOUR SALES REP. OR MERCHANDISER.
HAVE A SAFE AND ENJOYABLE HOLIDAY SEASON!



DISPLAY CONTEST WINNERS

Four Seasons Produce “peared” up with USA Pears to bring you the this display contest from November 5th to December 3rd. We had 50 entries with fantastic displays! Thank you to everyone who participated in this event.



BRATTLEBORO FOOD CO-OP - BRATTLEBORO, VT



TAKOMA PARK SILVER SPRING FOOD CO-OP, MD



LAUERS SUPERMARKET AND BAKERY - PASADENA, MD



ROOTS MARKET - OLNEY, MD



BURKHOLDER'S COUNTRY MARKET - SPRING MILLS, PA

[CLICK HERE TO VIEW ALL OF THE SUBMISSIONS!](#)

EQUAL EXCHANGE FAIR TRADE ORGANIC AVOCADO DISPLAY CONTEST

JANUARY 1 - FEBRUARY 2, 2019



Four Seasons Produce and Equal Exchange bring you a month of selling fruit and telling a great story, with the first ever Equal Exchange Avocado Display Contest. What a great month to promote avocados AND help spread the story of Fair Trade! Avocados continue to be one of the strongest commodities in the produce department, so take advantage of this by building creative displays and highlighting the small farmer co-ops that bring this amazing fruit to your stores!



CONTEST CRITERIA

- Build an awesome display of avocados using Equal Exchange avocados purchased from Four Seasons Produce
- Use the Point of Sale material provided by Equal Exchange in your displays - [CLICK HERE for POS Materials](#).
- Keep your Equal Exchange avocado displays up for at least one week
- Promote Equal Exchange avocados in an ad or on in-store specials for at least one week during the month

The use of social media is strongly encouraged. Use #gamedayplayfair in your posts!

Displays will be judged on creativity and overall eye appeal.

PRIZES

1ST PLACE

Equal Exchange hoodies for your entire produce team and assorted treats!

2ND PLACE

Equal Exchange hats for your produce team and assorted treats!

3RD PLACE

Equal Exchange "Never Sell Out" coffee mugs for your produce teams and assorted treats!



Contest photos should be sent to Stephanie Fleetman (stephf@fsproduce.com) by February 8, 2019.



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

www.fsproduce.com





NATURAL BEAUTY SWEET POTATO DISPLAY CONTEST

Want to "sweeten" your sales and profits in your department in the month of January? Want to capitalize on a growing commodity focused on health and flavor? Then we have a simple solution!

Four Seasons Produce has partnered with AV Thomas in bringing to you a "sweet" Sweet Potato Display Contest! AV Thomas is the premier grower of the finest sweet potatoes you could ever offer to your customers, and we will be highlighting them for the entire month of January!

CONTEST DATES: JANUARY 1ST - FEBRUARY 4TH, 2019



Contest Rules and Criteria

- Build a 'sweet' display of sweet potatoes using AV Thomas sweet potatoes purchased from Four Seasons Produce
- Utilize the variety card showing the difference in sweet potato varieties.
- Keep your displays up at least one week
- Displays must contain at least four (4) varieties/SKU's of sweet potatoes. Selections will include Garnets, Japanese, Hannahs, Jewels and a 24oz package of Baby Sweet Potatoes.

Recipe point of sale flyers/cards and cross merchandising is encouraged. Great tie ins for sweet potatoes include brown sugar, marshmallows and pie crusts.

Use of social media is also encouraged. Use #sweetpotatoesweetsales

Send all entry submissions to Stephanie Fleetman (steph@fsproduce.com) by Friday February 8, 2019.

Check out these awesome prizes!

First Place: \$500
Second Place: \$400
Third Place: \$300
Fourth Place: \$200
Fifth Place: \$100

Everyone who enters will win an AV Thomas hat just for entering!
Talk to your Four Seasons Sales Rep or Merchandiser for displays ideas and pricing strategies.





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CONVENTIONAL OUTLOOK DECEMBER 21 - JANUARY 4, 2018

WWW.FSPRODUCE.COM US #1

ICEBERG LETTUCE VOLUMES IMPROVE



GOOD NEWS! Cello Iceberg Lettuce volumes have improved greatly in Yuma, AZ and the So-Cal desert regions. Prices are falling dramatically for late December and early January to move the new harvests.

In Florida, rains and unfavorable weather in have pushed their Lettuce start date back into late December.

Supplies are much better this week, and **Green** and **Red Leaf Lettuces** are poised to make a recovery. Look for much more reasonable prices into the last week of December.

Demand remains low for **Romaine** and **Romaine Hearts**, and grower/shippers are lowering prices to help move more volume.



CV BLACKBERRIES & BLUEBERRIES

Driscoll's **Blackberries** are in very good supply right now, and the flavor is over the top. Now is a great time to promote Driscoll's **Blackberries**.

Blueberry supplies from Chile will continually increase heading into the new year. Look for promotional opportunities on both 6 oz. and pints. Quality on Chilean **Blueberries** has been very nice.



CV STRAWBERRIES & RASPBERRIES

ALERT! **Strawberries** will remain extremely expensive and in short supply for late December and early January.

Strawberry volumes are still limited out of Mexico, and the weather in Florida just simply hasn't cooperated for the growers.

The Plant City, FL growing areas had rain this past week, causing missed days of harvest and lower yields. Look for pricing to remain higher through the holidays.

Raspberries will remain higher priced this week as supplies in Mexico are limited. Quality however has been very nice.



CV BROCCOLI

Promotional opportunities appear to be on their way for **Broccoli**. After a few weeks of slow production, growth has accelerated, and there is likely an abundance coming.

Many shippers are making deals on Yuma **Broccoli Crowns**, with some undercutting Mexican **Broccoli Crown** prices.



CV BRUSSELS SPROUTS

Low demand and high harvest volume are driving **Brussels Sprouts** prices down quickly. Look for some very sharp pricing heading into the new year. Quality remains excellent.



CV CAULIFLOWER

Cauliflower prices are much softer this week and are expected to soften further. Opportunity buys maybe be a possibility for late December and early January.



CV GREEN BEANS

Florida **Green Beans** will finish this week. Product remains tight from Mexico, but quality is very good. Prices are expected to creep upwards through the end of the month.



CV CUCUMBERS

Supers and **Select Cucumber** prices are steadier this week. Volume has improved out of Mexico. Florida production has been very light, with many shippers having little or no volume. We expect pricing to remain steady through the holiday.

Seedless Euro Cucumbers are steady with excellent quality out of Mexico and Canada.



CV TANGELOS

The first California **Minneola Tangelos** will be available before Christmas.

And then for the new year, "**Honey Bells**", the Florida Minneola, will be available in 80ct and 12/3lb bags.



CV POTATOES

Russet Potatoes have seen strong demand over the last few weeks due to heavier than normal Christmas demand. Quality has been nice this season. Expect this market to stay fairly steady as we head into the new year.

White Potatoes are in high demand, and quality on the locally grown **King White Potatoes** has been particularly nice this season.



CV SWEET POTATOES

Demand on North Carolina **Sweet Potatoes** is strong this week and is expected to remain strong through the new year. Prices are also expected to increase as we head into January. The market is expected to remain at this price level at least through January and could head higher as we get later into the storage crop.



CV ONIONS

Onion demand is solid this week as the holiday push remains strong, however that demand will trail off by the end of the month. Pricing has remained flat and is not expected to change over the next month as Washington and Idaho shippers are pushing product before Mexico begins shipping onions at the end of January.



CV GRAPES

Product is still going strong on "**Pretty Lady**" **Grapes**, and it looks like they will be available through the first week of January.

Some medium/large to large **Red Grapes** are still available from California at a great price. When we do look to make the switch to the imports, we will have great varieties like **Red "Sweet Celebrations"** and **Green "Sweet Globes"** to move premium customers into.



CV ASPARAGUS

Asparagus continues to be promotable out of Peru. Farmers are trying push product before the Mexican deal starts up in mid-January. Quality has been good, and prices are steady this week.



CV STONE FRUIT

Cherries have been moving well. Volume is good and prices are down some. We now have Apricots to go along with the **Peaches**, **Nectarines**, and **Cherries**. **Plums** are expected around January 8th.



CV SNOW & SNAP PEAS

Snow and **Snap Peas** continue to be very promotable. Quality has been excellent, and prices are decreasing.



CV HOTHOUSE TOMATOES

Hothouse Tomato prices continue to be volatile. **Hothouse Beefsteak Tomatoes** continue to rise, with limited availability. Sizing has been on the smaller size. **Cluster Tomato** pricing is sliding down this week. With a slower week of sales ahead, greenhouses will want to keep product moving, so pricing will come off. Most product has been coming out of Mexico.

Look for a deal on **Naturesweet Cherubs Grape Tomatoes** this week as well. Quality is always excellent on this premium product. **Campari Cocktail Tomato** prices are also on the rise as demand outpaces supply.



CV TOMATOES

Roma Tomato prices are also coming down as the Mexican deal is starting to ramp up production. Pricing and quality will be very promotable out of Mexico or Florida. Availability will continue to improve.

Grape Tomato prices will be very promotable this week. Product has been excellent on both Mexican and Florida product.

Round Tomato prices will be on the higher side again this week. Florida is not producing much big-sized fruit as they are waiting to crown new fields in the next week. This will only be a short-lived gap, until the crown fruit is colored up. Look for more availability heading into the new year.



CV MELONS

More **Cantaloupes** and **Honeydews** are coming into the Northeastern ports. With the increase in volume we are seeing prices are expected to decrease headed into the new year on **Cantaloupes**. The **Honeydew** market is firm.

We will also see some smaller sizes, which we haven't seen, like more 12 and 15 ct **Cantaloupes** and 6ct **Honeydews** by the beginning of January.



CV GREENS

ALERT! **Kale** and **Collard Greens** will remain in limited supply and higher pricing through mid-January. Glory Foods continues to prorate orders on their **Chopped Greens** lines.



CV CA CITRUS

In season from California:
Blood Oranges
Cara Cara Navel Oranges
Navel Oranges
"Vintage Sweet" Heirloom Navel Oranges
Pummelos
Meyer Lemons
Lemons
Clementine Mandarins (Halos)
Stem & Leaf Satsuma Mandarins
Minneola Tangelos



CV FL & TX CITRUS

In season from Florida:
Juice Oranges
Navel Oranges
Orlando Tangelos
Honey Bell Tangelos
Grapefruit
Aroema Tangerines

Texas Rio Star Grapefruit are in peak season!