

# ORGANIC MARKET NEWS



DECEMBER 17 - DECEMBER 29, 2021

## ORGANIC TOMATOES OUTLOOK

**Organic Grape Tomatoes** from Lady Moon Farms continue to be promotable out of Florida. Quality has been excellent, and supplies will be steady into for the weeks of 12/20 12/27.

**Organic Cherry Tomatoes** are available from Lady Moon Farms with good supplies through the holidays. **Organic Rainbow Cherry Tomatoes** quality has been excellent, and volumes are getting stronger.

**Organic Cluster Tomatoes** will be promotable for the week of 12/20 as growers from Mexico and Canada continue to harvest strong supplies.

**Organic Roma Tomato** prices are increasing as there is a gap in production. Limited supplies will be available from Florida and greenhouse production.

In preparation for "diet season," consider updating your **Organic Tomato** set to include some of these UPC'd items:

- **OG Beefsteak Slicer** 1lb pack
- **OG Cluster** 1lb pack
- **OG Roma** 1 lb pouch
- **OG Campari Cocktail** 12 oz
- **OG Aperio OTV Cocktail** 8.8 oz
- **OG Brites Cherry OTV** 12 oz
- **OG Kaleidos Mini Rainbow** 12 oz



### OG PEPPERS & EGGPLANT

Lady Moon Farms Florida field-grown **Organic Mini Sweet Peppers** in clamshells will be available with stronger supplies with top-notch quality.

**Organic Mini Sweet Peppers** in 1lb bags from Mexico will be available in limited volumes during late December.

**Organic Color Bell Peppers** from Israel remain strong in supply and pricing has remained steady. Quality is outstanding.

Mexican **Organic Color Peppers** will remain limited until late December harvests.

**Organic Eggplant** and **Green Bell Pepper** supplies are consistent from Lady Moon in December.

Mexican **Organic Eggplant** and **Green Bell Pepper** supplies continue to strengthen throughout December. Expect Mexican volumes to be available and priced more aggressively.



### OG GREENS

Volumes of **Organic Greens** are plentiful from Lady Moon Farms in Punta Gorda, Florida!

**Organic Rainbow Chard** and **Lacinato Kale** continue have steady volumes. **Organic Green Kale, Collards, Fennel, Baby Bok Choy, and Dandelion Greens** continue to produce high yields and will remain promotable for "diet season" in January.

**Organic Green Mustard, Mizuna, and Tatsoi** harvests are underway. Expect supplies to be consistent. **Organic Parsleys** have been added to Lady Moon's lineup in mid-December. Expect supplies to improve throughout the month.

The supply outlook appears to be strong for "diet season", so plan promotional opportunities to drive additional sales and margin during the first few weeks of January. 12ct half cases will now be available via Lady Moon for all their commodities!



### OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** from SoCal and Yuma, AZ have started the season strong. Quality has been nice to begin the season and pricing has remained consistent. Expect conditions to remain this way throughout the remainder of the year.

**Organic Sweet Baby Broccoli** supplies are consistent, but strong consumer demand is causing lighter supplies.

**ALERT! Organic Broccoli Rabe** has experienced lighter supplies and price increases in December.

**The Organic Cauliflower** transition south to SoCal and Yuma, AZ growing regions has been smooth. Both pricing and supplies have remained steady throughout the month. Late December expects higher volumes and promotable pricing, while quality continues to improve with new fields.





## OG SOFT SQUASH

**Organic Zucchini** from Lady Moon Farms in FL remain steady in supply. Expect quality to remain outstanding as always.

Mexican **Organic Zucchini** and **Yellow Squash** will continue to experience flush supplies in December. Quality is outstanding and pricing will remain promotable.



## OG HARD SQUASH

**Organic Hard Squash** has made the transition over to winter Mexico growing regions. We are currently stocking **Organic Acorn, Butternut, Spaghetti, Delicata, and Kabocha.**

**Organic Butternut** and **Delicata Squash** are a bit more limited with higher pricing. All other varieties are in good supply with excellent quality right now.



## OG LETTUCE

Florida grown **Organic Leaf** and **Romaine Lettuce** from Lady Moon Farms continue to yield excellent supplies with outstanding quality. As the new year approaches, promotional opportunities will be available to kickstart "diet season"!

AZ and SoCal **Organic Romaine Hearts** and **Iceberg Lettuce** supplies continue to improve throughout December. Expect pricing to continue to improve as harvest volumes increase.



## OG APPLES

Look forward to a huge display contest coming in January on **Organic Opal** and **Envy Apples.**

The flow of **Organic Apples** out of the Pacific Northwest has been impacted somewhat as sporadic holiday packing and tight truck prices cause high prices. Expect stronger prices well into January before pipelines refill and truck prices are expected to ease slightly.



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** continue out of Mexico. Expect good supplies and consistent pricing through the holiday season, while quality will remain strong.

In January, we will see seasonal shippers (like Covilli Organics) begin their programs and **Organic Brussels Sprouts** in mesh bags return to inventory.



## OG CUCUMBERS

Mexican **Organic Cucumber** supplies are tightening as the holidays approach. Quality will remain nice, but price increases are expected.

**Organic Euro Seedless Cucumber** prices continue to be promotable for the week of 12/20 with crops out of Canada and Mexico. Quality has been excellent.



## OG BLUEBERRIES

**Organic Blueberries** are now in season from Argentina at reasonable prices.

Driscoll's has some production on high-quality **Organic Blueberries** out of Mexico at higher pricing than the other import fruit.



## OG BERRIES

**NOTE:** Due to rain in California and Mexico, expect high **Organic Blackberry, Raspberry, and Strawberry** prices into early January with some occasional quality challenges, especially on **Organic Strawberries**, before things improve later in the month.

Prices should come down towards the middle to end of January when Fair Trade product ramps up out of Baja, Mexico.



## OG CITRUS

California **Organic Citrus** growers have been affected from heavy rain during early December. Expect things to return to normal by Christmas, with fields drying out, and fruit beginning to pick, pack, ship, and arrive in January.

**NOTE:** Expect sporadic fill rate issues and some seasonal quality on the specialty varieties and **Organic Mandarins** until January begins.





### OG GREEN BEANS

Mexican **Organic Green Beans** quality will remain outstanding for Christmas at close to conventional pricing. Then, costs are expected to increase and return to normal levels for January.



### OG CELERY

**Organic Celery** supplies are consistent, and quality has improved throughout the month. Expect pricing to increase as Christmas and the new year approaches. Growers will move South in late December and early January.



### OG MELONS

**ALERT!** **Organic Cantaloupe** and **Honeydew** are extremely limited with hardly any availability as all growers in Mexico have finished for the season. We will keep you posted as we learn more on availability.



### OG TROPICALS

**NOTE:** **Organic Hass Avocado** supplies quickly tighten out of Mexico. 60ct fruit has been the biggest issue as case costs rose significantly in mid-December. 48ct fruit also saw costs rise over the past week. Expect prices to continue to rise as we approach the New Year.

48ct and 60ct **Organic Fair-Trade Hass Avocados** from Mexico will be in steady supply for December with prices also rising in late December.

The **Organic Mango** season is quickly ending, with quality issues starting to pop up on what little fruit is left. Peru is not quite ready to start with fruit, so we are looking at potential gaps for the start of the new year.

California has some late **Organic Keitt Mangos** that will be available for the end of the month, but quality is no longer peak season.



### OG SPECIALTY

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

**Organic Royal Star Papayas** from Mexico slowed down in production in mid-December. Fruit quality has been excellent.

**Organic Young Thai Coconuts** will be available for the week of 12/20. Containers on the west coast continue lengthy delays.

**Organic Eggfruit, Organic Starfruit (Carambola), and Organic Green Smooth Skin Avocados** out of Florida are available for the week of 12/20! The Avocados will be winding down very soon.



### OG FALL FRUIT

**Organic Pomegranates** will continue to get increasingly scarce as we progress further into the month of December. We should have fruit until right around the end of the year.

**Organic Pomegranate Arils** supplies will be steady.

**Organic Hachiya Persimmons** are done for the season. There are a few **Organic Fuyu Persimmons** around, but they will finish up just before Christmas.

## OTHER STORIES

- **Organic Asparagus** is available for the week of 12/20 out of Mexico. Prices will continue to rise, and availability is expected to be short as regions begin to finish quickly. Hopefully harvests last to get through Christmas, but they could end abruptly.

- "Sweet Celebration" **Organic Red Seedless Grapes** are available from Peru in 10/1lb clamshells for the rest of December.

- There were limited supplies on **Organic Green Grapes** from Peru, but it looks like they'll be sold out before Christmas.

- **Organic Turmeric** from Fiji will be available through December. The end of the month and into January is an exciting time for **Organic Turmeric** as Premium Florida Grown product will return to stock from our growing partner Phoenix Rising Farms in Florida.

- Hawaii Grown **Organic Turmeric** will also begin to pop up during that time as well.



# 2021 FOUR SEASONS PRODUCE CHRISTMAS & NEW YEARS SCHEDULE

## CHRISTMAS & NEW YEARS DELIVERY SCHEDULE:

**Sunday 12/19 - Thursday 12/23:** Normal office and delivery schedule.

**Friday 12/24:** Normal delivery schedule. Office open until 1pm, planning orders for Sunday 12/26 & Monday 12/27 deliveries.

**Saturday 12/25:** Merry Christmas! Office closed and no deliveries.

**Sunday 12/26 - Thursday 12/30:** Normal office and delivery schedule.

**Friday 12/31:** Normal delivery schedule. Office open until 1pm for order planning for Sunday 1/2 and Monday 1/3.

**Saturday 1/1/2022:** Happy New Year! Office closed. No deliveries.



## 2022 PRODUCE MERCHANDISING CALENDAR ATTENTION FOUR SEASONS PRODUCE CUSTOMERS

Check out the 2022 Produce Merchandising Calendar!

<http://ow.ly/PkIO50H8nLW>

In the calendar, you'll find our suggestions for monthly display promos, what items are best of season, and promotional themes by week to help you with your planning.





# NORTHWEST PEAR

# DISPLAY CONTEST WINNERS

NOVEMBER 1 - NOVEMBER 28, 2021



**Pear Bureau  
Northwest**

Four Seasons teamed up with the Northwest Pear Bureau (USA Pears) to bring you a display contest for the month of November. It was a “pear”fect way to show off some creativity and “pear flair”. Thank you to everyone who participated in this contest! Check out the winners below.



**GRAND PRIZE WINNER!**

Common Market - Frederick, MD



**FIRST PLACE**

Kennie's Market - Littlestown, PA

**SECOND PLACE**

Kennies Market - Taneytown, MD

**THIRD PLACE**

Greenbelt Co-op - Greenbelt, MD



**FIRST PLACE**

Healthy Living Market - Williston, VT

**SECOND PLACE**

Henning's Market - Harleysville, PA

**THIRD PLACE**

Saubel's Market - Whiteford, MD



**FIRST PLACE**

Friendly City Food Co-op - Harrisonburg, VA

**SECOND PLACE**

Organons Natural Market - Newtown, PA

**THIRD PLACE**

Brattleboro Food Co-op - Brattleboro, VT



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

www.fsproduce.com





# CONVENTIONAL MARKET NEWS

DECEMBER 17 - DECEMBER 29, 2021

## WINTER MELON IMPORTS OUTLOOK



During the winter, **Melons** are grown primarily in Guatemala and Honduras. Peak season is January through March from that region.

**Cantaloupe** and **Honeydew** are in excellent supply heading into the end of December, and the quality has been very nice on the Del Monte brand fruit.

We will continue to see mostly 9ct and 12ct on **Cantaloupes**, and 5ct on **Honeydew**. Now is the time to set up promotional opportunities on both.

On **Watermelons**, demand has remained okay for whole seedless out of Florida and Mexico since most of that fruit is being used for fresh cut.

On **Mini Seedless Watermelons**, off-shore product from Central America hasn't ramped up yet, and we're still in late season Mexico product. Consumer demand is low on this item right now though.



### CV ORANGES

**Blood** and **Cara Cara Oranges** are in excellent supply headed into late December. Sizing is definitely beginning to improve as we're seeing more availability on large fruit. Bag and bulk options will be available with outstanding quality!

"Vintage Sweets" **Heirloom Navel Oranges** are here for the season in 10/3lb high-graphic bags, and they look awesome!

**Navel Oranges** are in steady supply, but during early to mid-December California experienced significant rain in the growing areas. Growers did what they could to harvest as much fruit as possible before the rain, but as that fruit is packed and harvesters get back into the field, we could see some disruption in loading.

We're now carrying 40 ct **Jumbo Navel Oranges** in bins, as well as 40-48 ct cartons. Quality has been awesome!



### CV BERRIES

**Strawberry** prices continue to ease down as Florida harvests continue to produce more volume. Weather has been hot and will continue to be hot for the week of 12/20, leading to more availability. Quality has been excellent.

California **Strawberry** harvests have been halted due to strong rains hammering the region. Production is expected to be very limited going forward out of California.

**Raspberry** prices will rise for the week of 12/20. Harvests are slowing down out of Mexico, leading to tighter availability and slightly higher prices. Quality has been nice.

Peruvian **Blueberries** are slowing down, leading to less availability. Expect supplies to tighten up as Peru finishes and until Chile ramps up during January. Quality remains strong out of Peru. Mexico continues to have steady harvests as well, and markets are steady, and quality is outstanding.



### CV LIMITED EDITION BERRIES

Driscoll's "**Berry Bigs**" **Strawberries** have come back into season here at the end of December out of Mexico! This variety is truly a jumbo berry. Quality so far is excellent.

Driscoll's "**Limited Edition Sweetest Batch**" **Strawberries** out of Florida will also be available. This proprietary variety is grown for an excellent eating experience with great sugar content and intense flavor.

Starting 12/21, we'll be offering Driscoll's "**Limited Edition Sweetest Batch**" **Blackberries** in a 10oz pack to help differentiate this high-flavor big **Blackberry** from the regular 6oz packs.

Delicious, large-sized, and firm-textured Driscoll's "**Limited Edition Sweetest Batch**" **Blueberries** continue with nice availability from Mexico.





## CV GRAPES

Overall, quality on both **Green** and **Red Seedless Grapes** has been awesome!

**Grapes** from Peru are definitely in much tighter supply as we head into Christmas. We will see supplies drop, and pricing rise. As California **Grapes** finally comes to a close for the season, the demand on import fruit has jumped significantly.

Chile will get started right after the New Year, so this should certainly help to alleviate these higher prices.



## CV MANDARINS

We will continue to have steady supplies on all 10/3 lb and 15/2 lb Halo's brand **Mandarins** headed into the New Year, while imported fruit is still going and at very promotable pricing. Both import and domestic fruit look great.

**Stem & Leaf Satsuma Mandarins** are now finished for the season. This season ended quicker than expected but growing conditions this year were not ideal at all. Other **Stem & Leaf** varieties may become available again in late January.



## CV SWEET ONIONS

Peruvian grown "Mayan Sweets" **Sweet Onions** on both 40lb bulk and 16/3 bags are in full swing, and the product quality is fantastic.

This market is expected to remain steady into the new year with promotable supplies.



## CV LIMES

**Limes** are steady out of Mexico, Colombia, and Peru. Look for pricing to remain steady as we head into the end of the year. Quality has been nice from all regions. Now is a great time to promote 17/2 lb bags. We will have these available into the beginning of January.

**ALERT!** On the other hand, **Key Limes** are extremely limited, and pricing has jumped much higher than usual. This shortage is expected to last well into the New Year.



## CV LEMONS

**Lemons** are in excellent supply for the week of 12/20, especially on choice fruit, and we will begin to see a larger spread in price between the fancy and choice grades. All sizes will be available in good supply.

We have good supplies on **Meyer Lemons** currently in a 1 lb pouch bag. The quality is excellent.

We're also now offering the Wonderful brand 12/2lb **Seedless Lemons**.



## CV BROCCOLI & CAULIFLOWER

East Coast **Broccoli Crowns** remain readily available and some of the best crops they have had.

12ct **Cello Cauliflower** quality is beautiful and in good supply for Christmas. More limited availability is projected for early January.



## CV BRUSSELS SPROUTS

**ALERT!** Limited availability is expected on **Brussels Sprouts** up to at least Christmas, possibly longer due to weather. Pricing will stay on the expensive side.



## CV BROCCOLI RABE

**ALERT!** **Broccoli Rabe** has become very limited and expensive for late December and early January.



## CV BIG PACK VEG

Four Seasons will be adding an assortment of big packs of **Greenhouse Grown Veg** starting 12/20. Ask your rep for more information.





## CV CUCUMBERS

**Euro and Mini Seedless Cucumber** prices remain very promotable for the week of 12/20. Quality has been excellent out of USA and Mexico.

**Super Select Cucumber** prices are steady for the week of 12/20. Quality out of Mexico has been excellent and supplies will be steady.



## CV APPLES

**Hunnyz Apples** are now available. This firm and sweet apple is a cross between Honeycrisp and Crimson Crisp, and is slow to brown.

Eastern fruit is in excellent supply. Make sure you take advantage of our promotional opportunities on the fantastic Eastern **Snap Dragon Apple**.



## CV PEPPERS

**Green Bell Pepper** prices will be very promotable for the week of 12/20 from Southern Florida. Quality is excellent and supplies are strong. California and Mexico are also harvesting steady supplies.

11lb **Red, Orange, and Yellow Pepper** prices start to drop as more supply becomes available. **Red Peppers** remain the strongest of the three colors with **Yellow** and **Orange** showing the first sign of a drop in price with product from Mexico.



## CV TROPICALS

**NOTE:** **Hass Avocado** supplies declined quickly, and prices are jumping up. Leading the short supply is 60ct fruit. Fruit will be tighter for the week of Christmas. Supplies could be complicated further when many growers close for Christmas week.

**Pineapple** availability will lighten for the middle and end of the month, and pricing will inch up.

**Mangos** are tightening as Ecuador's seasons winds down. Peru is not quite ready to make up for the gap in fruit that Brazil and Ecuador's end will create.

**Ataulfo Honey Mangos** from Ecuador have been very limited but will be available as we start December. Peru has also started with some fruit.

In season now:

- **Passion Fruit**
- **White-flesh Dragon Fruit**
- **Yellow Pitahaya Dragon Fruit**



## CV TOMATOES

**Cluster Tomato** prices are promotable but will rise as we enter a gap in production. Supplies continue to be available from USA with new crop available in Texas, also from Canada and Mexico.

**Beefsteak Tomato** prices remain steady. Supplies are excellent out of Mexico and United States. Quality has been excellent.

**Grape Tomato** prices will start to increase as we get closer to Christmas week. Florida and Mexico have strong supplies. We continue to support mostly Florida product and quality has been excellent.

**Campari Cocktail Tomatoes** will be promotable of Mexico. Quality has been outstanding.

**Vine Ripe Tomato** prices have eased off as more supplies from Florida and Mexico become available. Quality has been very nice from both regions.

**Roma Tomato** prices start to tighten as we enter a gap in production. Quality has been nice and strong from Florida and Mexico.



## CV COOKING VEGETABLES

**Green Bean** prices will be very promotable again for the week of 12/20 as prices continue to drop. Quality and supplies are excellent out of Florida.

**Green and Yellow Squash** from Mexico continue to be very promotable for the week of 12/20. Quality has been excellent.

**Cabbage** has transitioned to South Texas and Florida as local production has now finished for the season.

**Baby Bok Choy** should start to come out of Texas for the week of 12/20 as well.

Cool temperatures have slowed **Artichoke** growth, creating limited availability again. Expect pricing to increase.