

ORGANIC MARKET NEWS

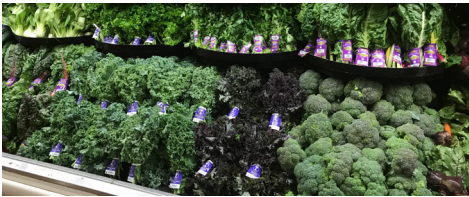
DECEMBER 31 - JANUARY 7, 2022

FLORIDA ORGANIC GREENS & LETTUCES FOR DIET SEASON

Organic Greens, Cabbages, Bok Choy, Leaf Lettuces, and more from Lady Moon Farms in Florida are in peak production, in time for "diet season." Quality is outstanding!

Plan your orders and wet rack for increased demand as consumers look to refill their refrigerators with healthier options in January.

Organic Romaine Hearts and **Iceberg Lettuce** from SoCal are in stable supplies. Pricing and supply volumes are expected to remain stable for the diet season push.



FREIGHT RATES

ALERT! The cost per case to bring fresh produce from the growing regions to the marketplace continues to skyrocket.

Between Christmas and New Years, many over-the-road truck drivers take the week off for the holidays. Another factor is that poor weather across the Cascades, Sierras, and Rocky's has delayed truck availability. This is on top of an already tight truck market, and is leading to some shocking rates to bring product across the country.

The most difficult regions to find carriers to get product filled up for "diet season" have been South Texas, Florida, and Washington. There have been quotes \$4,000-5,000 higher than usual per load from these regions recently.

This all adds up to an additional inflationary factor that drives up the cost of produce.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms continue to be promotable for early January out of Florida. Quality has been excellent, and supplies will be steady.

Organic Cherry and Rainbow Cherry Tomatoes will continue to be available for early January from Lady Moon Farms in Florida. Quality has been excellent.

Organic Cluster Tomatoes will be promotable for early January as growers from Mexico and Canada continue to harvest strong supplies. Quality has been nice.

Covilli Brand Organic Fair Trade is coming back into season with their **Organic Heirloom Tomato** and **Organic Darkloom Tomato** programs in early January. Be sure to cut these into your winter set.

Organic Roma Tomato prices remains strong for early January and into for early January. Supply is better but there is still not much production to drive the price back down.



OG CITRUS

ALERT! December rains throughout California impacted the growers' ability to pick **Organic Citrus**, and for the citrus to mature to the ideal ripeness. Disruption during the holidays also has growers playing catchup to start off January. This is all leading to less than ideal fill rates on **Organic Citrus** for the first 2 weeks of January.

Organic Navel Oranges will be limited while other varieties, **Organic Mandarins**, and **Blood and Cara Cara Oranges**, will have significant gaps in supply until harvests can catch up mid-month.

The good news is that the crop is not so much damaged as delayed, and there will be a peak season for California **Organic Citrus** ramping up again for mid-January and beyond.



OG PEPPERS

Organic Color Bell Peppers remain in steady supply, but Mexican product is expected to have strong production to kick off the year. Expect for strong supplies and promotional opportunities to arise throughout January.

Organic Mini Sweet Peppers continue to see consistent quantities from Lady Moon Farms in Florida. Product out of Mexico is strengthening for the beginning of January.



OG APPLES

January will be an excellent time to get behind a variety of premium snacking **Organic Apples** and **Organic Apples** for juicing and smoothies.

Display contest and promotional opportunities are available for January on the popular **Organic Envy** and **Opal Apple** varieties.

Organic Cosmic Crisp, Pinata, and SugarBee Apples are also winners for the snacking enthusiasts.

NOTE: One challenge affecting **Organic Apples** is the expensive freight rates and lack of track availability loading in Washington.



OG ASPARAGUS

ALERT! **Organic Asparagus** prices out of Peru will continue to rise, and availability is expected to continue to be short as regions begin to finish quickly. Product could be hit or miss over the next couple of weeks due to quality and availability.



OG BROCCOLI & CAULIFLOWER

Organic Broccoli remains steady in availability as the New Year approaches. Harvests continue to yield excellent quality and price is expected to remain stable.

ALERT! **Organic Cauliflower** is experiencing limited supplies heading into January. Colder weather and strong early production have caused a shortage. Expect quality to remain consistent, however pricing will be elevated to start the new year.



OG BERRIES

NOTE: **Organic Blueberries** have become limited with the end of the Peru/Argentina crop and Chile has not fully ramped up yet. Driscoll's will have some availability out of Mexico at higher pricing. Better volumes are expected by mid to late January.

NOTE: **Organic Raspberry** and **Strawberry** supplies have been affected by truck availability, rain in the growing regions, and Covid-related labor issues. Prices remain high and sporadic availability should be expected for the next couple of weeks at least.



OG GRAPES

ALERT! **Organic Grapes** from Peru have been extremely limited on **Organic Green Grapes** and gapping on **Organic Red Grapes**. This gap and/or sporadic supply may continue until late January when new import regions come into season.



OG CUCUMBERS

Organic Euro Seedless Cucumber pricing continues to be promotable for early January with crops out of Canada and Mexico. Quality has been excellent.

ALERT! **Organic Cucumbers** remain very limited for the beginning of January. Supplies are expected to remain tight and pricing will be elevated.



OG SWEET POTATOES

January is a good time for everyday demand on premium **Organic Sweet Potatoes**. Quality continues to be excellent out of California. **NOTE:** Pricing is up as growers are into their storage crop and freight rate increases.

NOTE: We are also currently seeing a gap in supply on both the 18/11b **Organic Baby Sweet Potato Mix** trays and the 12/2ct **Organic Sweet Potatoes** due to supply shortages on the trays that this product is packed into. We should be back in stock on both of these items by mid-January.



OG CELERY

Organic Celery is in steady supply to for the beginning of January. Northern production will begin to move south to Yuma, AZ, El Centro, CA, and Mexico. Pricing for the product is stable, but increases to the total cost of goods are expected as freight rates are up sharply.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts will remain in steady supplies heading into January. Quality has continued to remain strong, but due to the holidays and days off from harvesting, price will be elevated to start 2022.



OG PINEAPPLES

NOTE: Organic Pineapple volumes will drop as January progresses. Expect pricing to rise later in the month.



OG GREEN BEANS

Green Beans will be very promotable again for early January and markets stay steady. Quality and supplies are excellent out of Florida.



OG MANGOS

The **Organic Mango** season has come to an end in Ecuador and Peruvian fruit will not arrive until later in January.

A few late season **Organic Keitt Mangos** from California are keeping us from gapping until the Peruvian season starts up about the second week in January. Pricing will be higher this year than in previous seasons from Peru due to higher container costs.



OG HASS AVOCADOS

NOTE: Organic Hass Avocado supplies were down between Christmas and New Year's, and prices at the border were up several dollars per case. Freight has also become an issue in Texas, driving case costs up even further as we start the year.

Four Seasons will have **Organic Fair-Trade Hass Avocados** from Mexico. 48ct and 60ct will be in steady supply for January. Pricing will also be higher.



OG SALADS

ALERT! Organic Salads could be in for a bumpy ride to kick off diet season in January. Cool temps out west, particularly at night, have slowed growth and with demand so high, growers have been cutting product 10 days ahead of normal. Occasional prorates or out-of-stocks can be expected for early January.

The other issue impacting **Organic Salads** is the very high and increasing freight rates to bring product across the country for Arizona and California.



NEW DAY FARMS MICROGREENS

BEALETON, VA - NEW PACKAGING



SUNFLOWER

Sunflower Microgreens have a wonderfully fresh flavor with a hint of nuttiness and a crisp, crunchy texture. Our signature product, they are nature's perfect functional food. What makes them even better? Your kids are guaranteed to love them too!

SUNFLOWER & KALE

The delicate, slightly sweet flavor of Kale is the perfect partner for our nutty sunflower Microgreens. This mix is a highly nutritious blend filled with antioxidants that makes for a delicious meal, anytime.

RAINBOW MIX

A fresh combination of your favorite microgreens (amaranth, arugula, beet, broccoli, cress, kale, mustards, radish, red cabbage, turnip, or others).

CODE	DESCRIPTION	PK/SZ	UPC
225972	OG Microgreens Sunflower	10/4.5 oz	8-50013-55620-5
225973	OG Microgreen Sunflower & Kale	10/4.5 oz	8-50013-55613-7
229899	OG Microgreens Rainbow Mix	10/3 oz	8-50013-55629-8

ORGANIC ENVY & OPAL APPLE DISPLAY CONTEST



envy™



January 3 - 30, 2022



Four Seasons Produce has teamed up with First Fruits Marketing and The Oppenheimer Group to bring you some apple fun to kick off the New Year and get your customers off to a healthy start. Organic Opal and Envy apples are two of the most recent apples now appearing on every customers shopping lists, and its prime time to promote these now customer favorites. The color contrast between these two beautiful apples alone will allow for that sharp color visual that consumers will sure not be able to pass up. There will be a lot of focus on eating healthier as we start the New Year, so it's a great time to promote the healthy benefits. Traffic is sure to be in stores, so capitalize on this with bold displays of Opals and Envy's and have a chance to win some cool prizes!

CONTEST CRITERIA

- Build an awesome apple display with Organic Opal and Envy Apples in your departments.
- ALL fruit must be purchased from Four Seasons Produce and you must purchase a minimum of 5 cases of fruit over the duration of the contest.
- Displays must highlight the Organic Opal and Envy varieties using the displays bins or high graphic boxes
- All displays MUST contain BOTH apples and remain up for at least one week
- Submit your display photos by emailing them to contests@fsproduce.com by Friday, February 4

**Social Media is not required but is an excellent way to promote and educate your customers on the many uses of these versatile apples

CONTEST CATEGORIES AND PRIZES

BEST OVERALL DISPLAY

****\$750 Gift Card****

LARGEST DISPLAY

Display will be judged on overall size/eye appeal/bin and POS usage

- 1st Place - **55" Flat Screen TV**
- 2nd Place - **Mountain Bike with Trunk Rack**
- 3rd Place - **Smart Watch (Apple or Samsung)**

MOST CREATIVE DISPLAY

Display will be judged on the displays creativity

- 1st Place - **55" Flat Screen TV**
- 2nd Place - **Mountain Bike with Trunk Rack**
- 3rd Place - **Smart Watch (Apple or Samsung)**

3 HONORABLE MENTIONS in both categories will receive a **\$75 Gift Card**



For more information on Opal and Envy Apples and recipe ideas, visit
Opal Apple - opalapples.com
Envy Apple - envyapple.com

For contest display tips, and merchandising best practices, talk with your Four Seasons Sales Rep or Merchandiser!



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

www.fsproduce.com



ORGANIC OPAL & LADY ALICE APPLE DISPLAY CONTEST



envy™



Code: 43428

OG Apples Opal WXP 27 lb
50/60 ct



Code: 229827

POS Box Empty OG
1 EA



Code: 23375

POS Display Pop Up Empty
1 EA



Code: 23374

POS Sleeve Display Empty
1 EA



WHEN YOU'RE
THIS GOOD THEY
CALL YOU ENVY.



Code: 42089

OG Apples Envy USXF
27 lb 55 ct/80 sz



Code: 229828

POS Box Empty OG
1 EA Envy



Code: 23377

POS Display Pop Up Bin
1 EA Envy



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

www.fsproduce.com



Are you ready for Diet Season?

It may not be an official season or holiday, but the first few full calendar weeks in January after New Year's Day have become known in the retail and produce business as "Diet Season."

New Year's Resolutions focused on weight-loss and health shift eating behaviors, even in temporarily. As shoppers refill their kitchens with "fresh food" or return home from traveling there are huge selling opportunities for fruits and vegetables. Most retailers can expect a nice bump in both foot traffic and produce department sales as consumers are trying work off those holiday meals and start the new year off on the right foot health wise!



Be ready for increased demand on Salad Ingredients and Snacking Fruit.

These commodities are among the hot-sellers for much of January:

- Salads & Salad Kits
- Berries & Apples
- Oranges & Mandarins
- Lettuces & Greens
- Peppers & Tomatoes
- Avocados & Bananas
- Broccoli & Cauliflower

Imagine if half of your customers bought an extra packaged salad and an extra pack of blueberries vs. normal weeks – how much more would you need to be ready for, particularly from January 3 through January 11?



Diet Season also influences what consumers drink! Be prepared to sell more Functional Beverages and Fresh Beverages from your produce coolers:

- Fresh Orange Juice & Citrus Juices
- Kombuchas
- Protein & Keto Drinks
- Smoothies
- Cold Pressed Juices
- Wellness Shots

Another great way prepare your produce department for Diet Season is to plan for additional sales on products that are ideal for "in home" Juicing and Smoothie Blending. Many consumers may get a new Juicer for Christmas or pull their Vitamix blender out of the cabinet. Here are some ideas:

- 1) Order and merchandise for ingredients commonly used for in-home juicing and blending.

2) Create little tags reading "great for juicing" and placing by the price point sign on your display. Simple yet very effective!

3) Make specific sections in your department containing juicing items **recipe suggestion** at the point of sale, or make "juicing recipe bags" containing the ingredients for your favorite recipe in grab and go format.

4) Generate excitement in January and offer a juicer as a giveaway and add some increased interest and **exposure to the process**. The tremendous growth in the juicing and smoothie craze will only continue. Be sure to be part of the fun!

Check out our **Juicing v. Blending** Infographic for best-seller produce ingredients!



JUICING VS. BLENDING

WHAT'S THE DIFFERENCE?

JUICE



- 1 WATER & NUTRIENTS EXTRACTED FROM FRUITS / VEGGIES
- 2 JUICERS SEPARATE JUICE FROM PULP (INSOLUBLE FIBER)
- 3 GREEN JUICES DELIVER PHYTONUTRIENTS DIRECTLY TO THE BODY IN LIQUID FORM

FORMULA FOR A GREEN JUICE

[MAKES ABOUT 16-24 OZ]

THE GREEN

KALE, SPINACH, OR OTHER DARK LEAFY GREENS
[3 CUPS]

THE VOLUME VEG

CUCUMBER, CELERY, FENNEL, ROMAINE LETTUCE
[2 FIELD CUCUMBERS OR 1 SEEDLESS CUCUMBER,
OR 4 CELERY STALKS OR 1 CELERY HEART]

THE CITRUS CLARITY

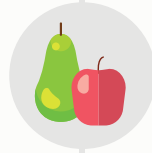
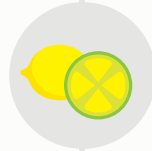
LIME OR LEMON
[1 - MOSTLY PEELED]

THE SWEET

APPLE OR PEAR
[2-3 WHOLE APPLES OR PEARS]

THE ZING

GINGER OR TURMERIC (OPTIONAL)
[THUMB SIZED PIECE]



SMOOTHIE



- 1 ENTIRE FRUITS / VEGGIES ARE BLENDED IN A SMOOTHIE - KEEPING NUTRIENTS INTACT
- 2 BECAUSE PULP (INSOLUBLE FIBER) IS LEFT IN, THE SMOOTHIE BECOMES THICKER
- 3 SMOOTHIES ALLOW FOR EXTRA NUTRIENTS, LIKE PROTEIN - (GREEK YOGURT, POWDERS, ETC.)

FORMULA FOR A GREEN SMOOTHIE

[MAKES ABOUT 24-28 OZ]

THE LIQUID STARTER

WATER, FRESH JUICE, OR COCONUT WATER
[1 CUP]

THE GREEN BOOST

BABY SPINACH, BABY KALE, KALE, OTHER LEAFY GREENS
[1 CUP]

THE FRUIT

BLUEBERRIES, BLACKBERRIES, STRAWBERRIES, RASPBERRIES,
APPLES, PEARS, GRAPES, PINEAPPLES, MANGOS, PEACHES
[2 CUPS FRESH OR FROZEN]

THE PROTEIN

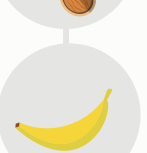
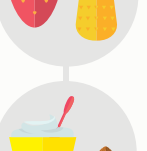
GREEK YOGURT, YOGURT, CHIA SEEDS, RAW ALMONDS, FLAX SEEDS
[1/2 CUP]

THE SMOOTH

BANANA
[1 FROZEN RIPE BANANA OR 1 WHOLE PEELED]

THE CHILL

ICE
[2 CUPS]





Four Seasons Produce has partnered with Chelan Fresh to bring you an awesome apple promotion for the month of January! Conventional KORU apples are in season and ready to grace the counters and displays in your department. A very unique apple sure to have consumers coming back for more. Talk with your Four Seasons Sales Rep or Merchandiser for promotional pricing and displays tips!

Escape Ordinary®!

KORU® apple is a gift from nature.

From a discarded apple in a rose garden, grew a seedling, which grew into an extraordinary new apple variety.

KORU® apples are sweet, juicy, taste of vanilla and spice and pack a big crunch! The KORU® apple is slow to brown, making it the perfect apple for snacking, baking, or cooked in your favorite recipes. EscapeOrdinary! and try a KORU® apple.

KORU® apple is multi-picked at peak perfection following specific grade standards for unique orange tinge and consistent perfect quality.

Due to KORU® apple's soaring popularity, orchards expanded from New Zealand to the Northern Hemisphere, to supply fresh fruit to you all year round.



Code 229841
CV Apples Koru WXF 12/2lb Pouch



Code 12170
Empty Koru Display Bin 1ct



Code 229840
CV Apples Koru WXF 27lb
50/60ct Euro



uses	Great for snacks, baking, for use in fresh salads, or beverages
description	Crisp, sweet and juicy with complex aromatic honey flavors, also stores well
cheese pairing	Salty goat and ewe's milk cheeses like Feta, Humboldt Fog or Pecorino
wine pairing	A crisp off-dry Gewürztraminer or Riesling, balances a cheese with a high salt content

CONVENTIONAL MARKET NEWS

DECEMBER 31 - JANUARY 7, 2022

SNACKING APPLES FOR JANUARY PROMOTION



After the holidays, January is a great time to promote **Snacking Apples** as consumers are more focused on healthy eating and weight loss. Successful retailers often get behind 2-4 specialty/club varieties at a time that have high-flavor and branding behind it.

Try the new **Hunnyz Apple** from GeeWhiz! This sweet and crunchy apple that is very slow to brown and eats great is a combination of the Honeycrisp and Crimson Crisp.

Promotable for January is the **Koru Apple**! This was an accidental cross between a Fuji and a Braeburn. This apple is crisp, sweet, and juicy, and will be a great addition to your apple set.

Other promotable high-flavor apples for January include:

- **Cosmic Crisp** (WA)
- **Envy** (WA)
- **EverCrisp** (NY)
- **Snap Dragon** (NY/PA)
- **SugarBee** (WA)
- **Wild Twist** (PA - starting 1/11)

Hunnyz

Crunch and Flavor!
That says it all!
A perfect balance
of sweetness
and tang.

Introducing the
new Hunnyz apple
from GeeWhiz®



Eastern **Apples** (NY/PA) are plentiful right now with promotable opportunities compared to the Washington fruit.

NOTE: Washington **Apple** shippers continue to be plagued with sporadic packing schedules due to Covid-impacted labor and a very difficult truck market, which makes the supply chain much bumpier than usual. Our buyers are doing their best to help stores stay in stock with the right quality at reasonable pricing.



SALAD RECALLS & SHORTAGES

ALERT! The FDA has been investigating **Packaged Salads** very closely lately which led to 2 recalls for listeria concerns. As a result, Fresh Express temporarily closed one of their production facilities, and Dole temporary closed 2, then all 4 of their production facilities for salads.

Fresh Express is shipping product, but expects heavy prorates and low fill rates through mid-January until they catch up.

ALERT! Dole is in much worse shape in terms of filling orders. There will be no **Dole Salad** production from their Bessemer City or Yuma facilities for likely 2-3 weeks during early January while they work on facilities sanitation and cooperate with the FDA investigations. Availability from their Soledad and Springfield facilities remains in question.

We advise retailers to fill in holes in their **Salad** sets with any other conventional or organic **packaged salads** they have access to in the meantime.



CV MANDARINS

"Halos" **Mandarins** are in steady supply from California, and we will have plenty of 10/3lb and 15/2lb going forward. The challenge on "Halos" will be the rising costs of freight with \$1-4 more per box in freight cost alone.

The South American import season is ending, so the value options in bags will be going away for now.

Rain ended the **Satsuma Mandarin** season in California, but there are other options to utilize. We received our first **Stem & Leaf Mandarins** on the next variety. Our grower is currently packing the "Daisy" variety, and the quality is great.



CV PEPPERS

Green Bell Peppers will be very promotable for early January from Southern Florida. Florida has excellent quality and strong supplies. Part of why the price will be affordable is that there's so much product in California and Mexico supplying the rest of the country.

11lb **Yellow** and **Orange Hothouse Peppers** will stay promotable.

11lb **Red Hothouse Peppers** are more limited in supply than the other colors as there is little product coming from Mexico. Quality has been excellent for all three colors.

Bagged **Shishito Peppers** are in excellent supply and selling well. This pepper is used for an appetizer when blistered in oil and seasoned with salt.



CV GRAPES

NOTE: Green Grapes are in extremely tight supply heading into January. Peruvian volumes arriving to the east coast can't cover all the demand, and pricing has been much higher than usual. This market will remain firm until the second week of January.

ALERT! Red Grapes will see some supply gaps until Chile begins.

NOTE: Cotton Candy Grapes are currently in a gap. Brazil has finished, and we're waiting on Peruvian supplies to begin.



CV SQUASH

Green Squash from Mexico continues to be very promotable for early January. Quality has been excellent.

Yellow Squash remains promotable, and quality has also been excellent. Prices here are likely to start to climb for early January as colder weather hits Mexico.



CV GRAPEFRUIT

Grapefruit will be in steady supply from Texas as we kick off the New Year. Quality has been excellent, and we'll have a full mix of sizes across the board. Florida supplies are steady, with the majority of the fruit sizing in the mid-30's and 40's.



CV ORANGES

Navel Oranges will be in tighter supply as we head into the first week of January. Growers in California have certainly been impacted by the December rains, and it could be mid-January until supplies are back to normal. Quality has been very nice across the board on all sizes.

The **Vintage Sweets Heirloom Navel Oranges** are available, and they're outstanding!



CV CAULIFLOWER & BROCCOLI

ALERT! A 2-week gap in **Cauliflower** plantings is driving prices way up on any remaining supplies available to harvest starting off January. Availability is expected to be limited until mid-January.

GA Broccoli Crowns have finished up. FL is expecting limited numbers heading into the new year, and CA/AZ are also expecting limited availability due to cooler weather. The good news is that Mexico is getting started.



CV ONIONS & SCALLIONS

We have seen pricing on bulk **Red, Yellow, and White Onions** increase across the board due to freight prices becoming more expensive. Expect pricing to stay elevated as we head into January.

ALERT! Scallion availability is very limited, and pricing jumped up quickly. This January is looking to be a rough one for all **Scallions**.



CV LIMES

NOTE: Limes will continue to get tighter as we head into January. Availability has been very limited as harvest crews have taken off between Christmas and New Year's.

Supplies crossing into Texas will be light until crews get back in to harvest after the New Year.



CV CUCUMBERS

Mini Seedless Cucumbers will remain promotable for early January. Quality has been excellent.

Euro Seedless Cucumber prices remain promotable for early January, but we have seen shippers try to tick up the market in late December. Quality has been excellent out of US and Mexico.

Super Select Cucumber prices remain steady for early January. Quality out of Mexico has been excellent and supplies will be consistent.



CV ASPARAGUS

Asparagus continues to tighten as there is little supply out of Peru. Prices will be volatile for early January due to availability and quality. There is little product available during the gap between Mexico and Peru, but the Caborca deal starts in January out of Mexico, which will flood the market again later in the month.



CV TROPICALS

NOTE: Hass Avocado prices continued to rise over previous weeks as many growers have been holding back picking until the new year. Supplies continue to be very limited on large size fruit and pricing is still at a premium for 36 size fruit and larger.

Pineapples will continue to tighten for the start of the year. Expect pricing to increase a couple of dollars per case in early January.

The delicious **HoneyGlow Pineapple** variety from Del Monte continues to be available, however in 5ct are dwindling and it will be mostly 7ct for January.

Mangos from Peru are starting to make their way into the marketplace in larger numbers as Brazil and Ecuador are all but finished. Pricing has been steady.

Ataulfo Mangos from Peru continue to have limited supplies with pricing steady.

Other specialty fruit to kick off January includes: **White Dragon Fruit, Yellow Pitahaya Dragon Fruit, Guava, Passion Fruit, and Star Fruit.**



CV TOMATOES

Campari Cocktail Tomatoes will be promotable for early January out of Mexico. Quality has been outstanding.

Beefsteak Tomatoes will remain steady. Supplies are excellent out of Mexico and US. Quality has been excellent.

Cluster Tomato prices will increase as product becomes more limited due to the rugose disease impacting many greenhouses. Pricing will continue to rise into for early January.

Grape Tomato prices remain steady for early January as Florida and Mexico have strong supplies. We continue to support mostly Florida product and quality has been excellent.

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

Roma Tomato prices remain steady and are expected to stay this way into for early January. Quality has been nice and strong from Florida and Mexico.



CV BERRIES

Strawberry prices had started to moderate in late December, but are poised to bounce back up unexpectedly for early January as growers deal with Covid labor challenges and cooler temps in Florida.

Quality has been nice, but harvest volumes in all regions are slowing down. Demand has been strong as CA fields continue to get hammered with rain.

Blackberry pricing will remain steady for early January. Supplies are good from Driscoll's and quality has been excellent out of Mexico.

NOTE: Raspberry prices remain snug for early January out of Mexico. Cooler temps have slowed down harvests keeping harvests limited. Quality has been nice.

NOTE: Blueberry prices will be elevated for early January as we transition from Peru to Chile. Ports remain backed up due to labor shortages, so shippers are expecting fruit to be released in the beginning of January. Quality has been nice.

Driscoll's **Blueberries** continue to come out of Central Mexico. Quality has been excellent.



HIGHLIGHTS

- A bigger strawberry with endless everyday eating possibilities. Share 'em, Dip 'em, Slice 'em!
- Selected from varieties with the biggest size.
- Packed in a single layer corrugate clamshell with a plastic film window.



HIGHLIGHTS

- Driscoll's Sweetest Batch™ berries are a specialty segment focusing on extra sweet flavor!
- Only Driscoll's grows Sweetest Batch™ berries from one proprietary berry variety selected for its sweet flavor profile.
- Available in limited quantities.



HIGHLIGHTS

- Driscoll's Sweetest Batch™ blueberries are a specialty segment focused on BIG, extra-sweet flavor!
- Only Driscoll's grows Sweetest Batch™ berries from a single proprietary berry variety selected for its extra-sweet flavor profile.
- Available in limited quantities.



HIGHLIGHTS

- Driscoll's Sweetest Batch™ blackberries are a specialty variety picked for its exceptionally sweet flavor.
- Only Driscoll's offers this proprietary variety. It is grown in Mexico and Santa Maria where nature provides the most ideal growing environments.
- Available in limited quantities.



DRISCOLL'S PREMIUM BERRIES

For stores with shoppers who want the very best tasting berries, Four Seasons and Driscoll's will have options to enhance your berry set.

Driscoll's **Berry Bigs** are a large size **Strawberry**, differentiated by a cardboard package (code 224566 - 8/18oz).

Driscoll's **Sweetest Batch Strawberries** are bred for superior flavor. Quality has been exceptional (code 228233 - 8/14oz)!

Driscoll's **Sweetest Batch Blueberries** have large size, excellent texture, and a delicious sweet taste (code 222142 - 8/11oz).

Many consumers don't think they like Blackberries, but once they've tried Driscoll's **Sweetest Batch Blackberries**, they're blown away by the flavor and sweetness. These are offered in a 12/10oz wider clamshell to help differentiate the product more clearly on the shelf from the standard 12/6oz (code 229896 - 12/10oz).