



# ORGANIC OUTLOOK

FEBRUARY 9 - FEBRUARY 16, 2018



WWW.FSPRODUCE.COM 24 CT

## FEBRUARY ORGANIC LETTUCE UPDATE

Where is the best **Organic Lettuce** from here in winter?

**Organic Red Butter, Green Butter, Red Leaf, Green Leaf, and Romaine Lettuces** are in good supply out of Florida. Quality is excellent!

CA growers report good supplies on all varieties of **Organic Lettuce**, however all are showing brown discoloration on the ribs and some leaves.

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**Organic Romaine Heart** pricing has dropped significantly this week and quality remains good. It's time to promote!



### OG PEPPERS

Mexico growers have abundant supplies on all **Organic Colored Peppers**. Deals are available! Quality is good, though some arrival issues are noted.

**Organic Green Peppers** are in good supply out of Florida and Mexico. **Organic Jalapeño Peppers** are also in good supply.

Supplies are limited on specialty peppers like **Organic Poblano** and **Anaheim Peppers**.

Quality of **Organic Peppers** out of Israel continues to be very good, but supplies will tighten for mid-February.



### OG BERRIES

**Organic Strawberry** supplies out of all regions are improving with prices easing off. Expect prices to tighten again slightly for Valentine's day, but then big post-holiday promotions are expected for late February and March.

**Driscoll's Organic Blackberry** supplies are gapping this week, but supplies are expected to begin again in the next couple of weeks. Other brands of **Organic Blackberries** continue with steady supplies out of Mexico. Firmer prices should be expected over the next couple of weeks with slightly higher prices.

Driscoll's **Organic Raspberries** are expected to be in a little better supply as the weeks move on. Prices are steady this week but expected to drop after Valentine's Day. Other brands of **Organic Raspberries** continue in sporadic supply this week with slightly higher prices.



### OG CA CITRUS

Peak season **Organic Cara Cara Oranges** are in excellent supply this week. Prices have eased down.

**Organic Navel Oranges** are steady this week with some promotional opportunities available on larger fruit.

**Organic Murcott Mandarins** continue in steady supply with some promotional opportunities available. **Organic "Candy Mandy" Mandarins** are back in decent supply and should continue for the next few weeks.

**Organic Blood Oranges, Pummelos, Golden Nugget Mandarins, and Minneola Tangloes** continue in good supply.





## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in abundant supply out of Mexico. Quality has been very good. Good volume is available on the **8/1lb microwaveable bags** as well. Pricing is low and promotional opportunities abound.



## OG BLUEBERRIES

South American **Organic Blueberry** supplies have transitioned to pints, with promotional opportunities available on peak season fruit.

**Driscoll's Organic Blueberries** are in decent supply with prices continuing to ease.



## OG KALE

**Organic Kale** is in abundant supply out of CA. **Organic Green, Lacinato, and Red Kales** are all in good quality and supply.

Florida product is increasing in supply of **Organic Kale** this week, particularly from Lady Moon Farms.



## OG PINEAPPLES

**Organic Pineapple** supplies are down just a bit again for mid-February. Both Dole and other labels are increasing in price as a result. Quality remains good.



## OG YOUNG THAI COCONUTS

**ALERT!** Both **Organic** and **All-Natural Young Thai Coconuts** will be tight until mid-February. Prices are up due to limited availability.



## OG SQUASH

**Organic Zucchini and Yellow Squash** are in better supply this week out of Mexico. Both have had prices decrease this week. Quality appears to be good, allowing for profitable promotions at retail.



## OG CABBAGE

**Organic Green, Red, and Napa Cabbage** are in decent supply out of CA. Florida growers have good supplies of **Organic Red** and **Green Cabbage**.



## OG HASS AVOCADOS

**Organic Hass Avocados** remain in great supply. Continue to promote **Organic Hass Avocados** from Mexico, especially following a big marketing campaign through the Big Game. Pricing should be steady or a little lower for mid-February.

A very limited amount of **60ct Fair Trade Organic Hass Avocados** from Equal Exchange will be available through mid-February. We will have 48ct and larger sizes available!



## OG GRAPES

South African **Organic Green Grapes** have begun. **Organic Black Grapes** are expected to start in mid-February.

Peruvian **Organic Red Grapes** are done for the season, but there is a small late season Peruvian **Organic Red Grape** harvest expected to appear sometime in March.





## OG ASPARAGUS

California **Organic Asparagus** is now in season! There is a lot of Mexican Organic Asparagus available at this time too, keeping prices low. Quality has been arriving nice and fresh.



## OG CUCUMBERS

**Organic Cucumbers** are in better supply this week out of Mexico. Pricing has dropped a bit. Supplies are tighter on **Organic Hothouse Cucumbers** out of Mexico. Pricing is up.



## OG GREEN BEANS

**Organic Green Beans** are in slightly better supply out of Mexico this week. Prices are still high. Some shippers are reluctant to ship product to the east coast because of quality.



## OG TOMATOES

**Organic 2-Layer Round** and **Roma Tomatoes** are increasing in supply out of both Mexico and Florida. The price out of Mexico is dropping quicker than Florida. Quality is very good.

**ALERT!** **Organic Cluster Tomatoes** are very scarce. Prices reflect availability. 15lb Organic Hothouse Tomatoes are also limited.

**Organic Red Cherry, Rainbow Cherry, and Grape Tomatoes** are in good supply out of Florida. Pricing is steady. Mexico has abundant supplies of **Organic Grape Tomatoes** at cheap price points.

Mixed packs of **Organic Heirloom Tomatoes** are in good supply from Mexico. Quality and color are very nice.



## OG MANGOS

**Organic Kent Mangos** from Peru will be available in 9, 10, and 12 ct sizing for mid-February and pricing will be down a bit. Fruit quality and taste has been excellent!

**Organic Fair Trade Kent Mangos** out of Peru will be available again for mid-February.

**Organic Ataulfo Mangos** from Mexico are in good supply, and prices have begun to drop off just a bit. As the pipeline fills, prices will begin to level off and large-sizing will be more prominent.



## OG BROCCOLI & CAULIFLOWER

**14ct Organic Broccoli** is in more than adequate supply, but some shippers still have issues with yellow buds or aphids. Pricing has dropped a bit more this week on 14ct and crowns, which are now in better supply as well.

The **Organic Cauliflower** pricing has dropped as volume increased, but bruising and discoloration is still apparently from most shippers.

**Organic Romanesco** is in good supply this week.

## OTHER STORIES:

- Washington **Organic Pears** are wrapping up for the season. High prices and seasonal quality should be expected. The first import **Organic Bartlett Pears** are expected to arrive from Argentina in mid-February with a slightly tighter than normal season expected.

- New Zealand **Organic Red Fortune Plums** have arrived in limited supply with high prices.

- **Organic Packaged Salads** will generally be in good supply for mid-February. Vendors are experiencing prorates on Arugula due to mildew and other quality concerns.

- **Organic Celery** is in good supply from Mexico and CA. Quality has improved somewhat, but black heart is still present in some product from Mexico. Prices are down slightly this week. **Organic Celery Hearts** and **Celery Root (Celeriac)** are in good supply from CA.

- **Organic Pomegranate Arils** are gapping due to packaging issues. Supplies are expected to return in late February.

- **Organic Eggplant** is in adequate supply from Mexico. Florida product is still limited.

- **ALERT!** **Organic Spinach** is very tight in supply this week and prices are high. The bunches are small sized.

- Peruvian **Organic Ginger** is in good supply. **Organic Turmeric** out of Hawaii is now in better supply. **Organic Wild Turmeric** out of Jamaica is in good supply.

- New **Organic Rooster Potatoes** have begun this week. Be sure to try out this awesome eating potato!



# Naturipe Organic Blueberries Display Contest

Contest runs February 5 - March 4, 2018.

## 2 CATEGORIES:

CATEGORY 1: **BIGGEST DISPLAY** CATEGORY 2: **MOST CREATIVE**

There will be 3 winners in each of the 2 categories!

1ST  
PLACE



iPad

2ND  
PLACE



Amazon Echo Show

3RD  
PLACE



\$100 Gift Card

**\*\*A MINIMUM OF 15 CASES OF NATURIBE ORGANIC BLUEBERRIES MUST BE PURCHASED FROM FOUR SEASONS PRODUCE TO BE ELIGIBLE FOR THE CONTEST\*\***

## EVERYONE IS A WINNER!

Every entry will receive 2 hats.



Send your contest photos by March 9th to Steph Fleetman (stephf@fsproduce.com).



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







# Sunkist

# Display Contest

**FEBRUARY 2 - FEBRUARY 18, 2018**

Now is the perfect time to push and promote fresh citrus! Four Seasons Produce has partnered with Sunkist to bring you this exciting contest opportunity!

Displays will be judged on **creativity, citrus variety, and overall eye appeal.**

The use of promotion via social media is also encouraged. Use the hashtag: **#sunkistdisplay2018**

To qualify, you must display **Sunkist brand Navel Oranges**, along with at least **three** more additional varieties of fresh citrus listed below. Product must be purchased from Four Seasons Produce. Talk to your Four Seasons merchandiser for ideas & display tips!



Navel Oranges

Grapefruit

Minneola  
Tangelos

Lemons

Pummelos

Meyer Lemons

Cara Cara Oranges

Blood Oranges

Sunkist "Delites"  
Mandarins

## PRIZES:

1st



Camera Bundle + \$50 Amazon card

2nd



HP Chromebook + \$50 Amazon card

3rd



Yeti Cooler + \$50 Amazon card

4th



Juicing Machine +  
\$50 Amazon card

5th



Amazon Echo +  
\$50 Amazon card

**EVERYONE'S A WINNER!**



Every entry will  
receive a Sunkist hat!

Email your photos to Steph Fleetman ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by February 23, 2018.



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





# Available at Four Seasons



## Navel Oranges

13561 - CV Oranges Navel Sunkist 36 ct  
 13651 - CV Oranges Navel Sunkist Bin 36s 684 ct  
 13601 - CV Oranges Navel Sunkist Bin 40s 760 ct  
 13560 - CV Oranges Navel Sunkist 56 ct  
 13565 - CV Oranges Navel Sunkist 72 ct  
 13570 - CV Oranges Navel Sunkist 88 ct  
 13575 - CV Oranges Navel Sunkist 113 ct  
 13611 - CV Oranges Navel Sunkist 8/4 lb



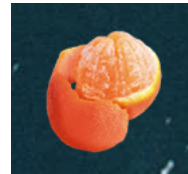
## Lemons

13005 - CV Lemons Sunkist Fancy 95 ct  
 13080 - CV Lemons SK Choice 95 ct  
 13085 - CV Lemons SK Choice 115 ct  
 13090 - CV Lemons SK Choice 140 ct  
 13095 - CV Lemons SK Choice 165 ct  
 13040 - CV Lemons SK Choice Pouch 18/2 lb



## Grapefruit

12810 - CV Grapefruit Rio Star Texas 27 ct  
 12815 - CV Grapefruit Rio Star Texas 36 ct  
 12811 - CV Grapefruit Rio Star Texas 40 ct  
 12556 - CV Grapefruit Rio Star Texas 8/5 lb



## Minneola Tangelos

14348 - CV Tangelo Minneola Fancy Sunkist 80 cgt  
 14345 - CV Tangelo Minneola Choice 12/3 lb



## Blood Oranges

14004 - CV Oranges Blood Sunkist 88sz 44 ct  
 13912 - CV Oranges Blood Sunkist 18/2 lb



## Cara Cara Oranges

13818 - CV Oranges Cara Cara Sunkist 56 ct  
 13747 - CV Oranges Cara Cara SK 12/3 lb



## Pummelos

17582 - CV Pummelos 12 ct



## Displays

32247 - Sunkist Blood Orange Display Bin 1 EA  
 32246 - Sunkist Cara Cara Display Bin 1 EA  
 32250 - Sunkist Variety Display Bin 1 EA  
 32245 - Sunkist Tangelo Display 1/4 Bin 1 EA  
 32244 - Sunkist Meyer Lemon Display 1/4 Bin 1 EA  
 32248 - Lemon/Lime Display Bin 1 EA



## Meyer Lemons

13053 - CV Lemons Meyer Pouch 18/1 lb



## Mandarins

14678 - CV Clementines "Sunkist Delites" Bag 10/3 lb







## CONVENTIONAL OUTLOOK

FEBRUARY 9 - FEBRUARY 16, 2018

WWW.FSPRODUCE.COM 25 LB

# WINTER BRUSSELS SPROUTS ARE PROMOTABLE



Promotable pricing and volumes will continue this week on **Brussels Sprouts**. Prices are less than 1/2 of what they were two months ago.

Good weather in Mexico is producing better than expected volumes of **Brussels Sprouts**. This is expected to continue into March.

Sharp retailers are taking advantage by featuring **Brussels Sprouts** recipes in their Prepared Foods, Catering, and Hot Foods Menus. Stores with in-store fresh cut are featuring halved **Brussels Sprouts**, **Shaved Brussels Sprouts**, and **Trimmed Brussels Sprouts** with finishing sauce and seasonings.



## CV STRAWBERRIES

High demand on **Strawberries** heading into Valentine's Day gave this market some strength. No supply shortages are expected, however.

Prices will remain steady until the holiday. Look for deals later in February to promote as in-store specials.



## CV EGGPLANT

Supplies on **Eggplant** out of Mexico will be very promotable over the next couple weeks. Growers are in a harvest flush, and the harvests are yielding much larger sizing.

Look for more larger sizes like 16/18ct cases instead of 24ct. Quality on recent arrivals has been excellent.



## CV PEPPERS

**Green Peppers** are in excellent supply this week out of Florida. Sizing has been mostly jumbo again this week as growers are still in crown pick fields. Quality on the **Peppers** has been excellent.

**Mini Sweet Peppers** out of Mexico will be very promotable this week. Additional growers are now harvesting and crossing more product into the states. Quality and pricing are good at this time.





## CV GREEN BEANS

**Green Beans** are in excellent supply out of Florida, and we've made the transition away from the Mexican beans.

Quality on our last inbound was very nice. Florida will have steady supplies right into spring.



## CV SWEET CORN

Winter crop **Sweet Corn** is now in good supply out of Florida and pricing has dropped significantly. Arrivals have been nice on **White, Bi-Color,** and **Yellow Sweet Corn.**

12/4pk tray **Bi-Color "Green Giant" Corn** will be available going forward.



## CV CUCUMBERS

**Euro Cucumbers** and **Mini Seedless Cucumbers** will still be limited until mid-February. Canadian growers are saying that they'll be harvesting very soon.

Look for pricing to drop as availability improves in March.



## CV BLUEBERRIES

Continue promoting **Blueberries!** Volumes will be good through February from Chile in 12/1pt and 8/18 oz packs.

Driscoll's is shipping their propriety **Blueberry** variety from Mexico.



## CV MANDARINS

**Murcott Mandarins** are off and running again in California! Caught up in a gap between varieties and some bad weather, growers have picked up volume and are now meeting demands.

Prices are holding firm on the larger sizes, but these new varieties are running to the smaller sizes and growers are offering discounts on the 40 sizes.



## CV TOMATOES

All **Tomatoes** continue to be in a flush supply out of Florida and Mexico. Now is the time to promote all items for the next few weeks!

Canada will begin harvesting **Cluster** and **Beef Tomatoes** in March.



## CV ASPARAGUS

Mexican **Asparagus** supplies came on quickly. This is another great item to promote this week. 28 lb cases are where the best value is.



## CV POTATOES

New Florida premium **Potatoes** will get started this week and will be in good supply.



## CV BROCCOLI

Very good volume and lower pricing will continue this week on **Broccoli**. Keep promoting **Broccoli** and **Broccoli Crowns**.





## CV RED PEPPERS

**15 lb Fancy Sweet Red Peppers** continue in peak season supply from Mexico at outstanding price-points for retailer promotion this February.



## CV BANANAS

**ALERT! Banana** supplies are still extremely tight in supply. There is no estimate on when industry supplies will improve.

The major **Banana** companies have only been able to cover their loyal contract customers. This situation has driven wholesale prices up for much of the marketplace and has disrupted ripening schedules.



## CV SWEET CHEEKS APPLES

**Sweet Cheeks Apples** are now available for February! This is an exciting apple variety from Hess Brothers Fruit Company. Its parents are the popular Honeycrisp and Pink Lady. They are crunchy with a balanced sweet and tart profile!

Ask your sales rep or merchandiser about code 05607.



**IDAHO POTATO LOVER'S MONTH**

**WITH MORE THAN \$150,000 IN CASH & PRIZES!**

**PUT YOUR CREATIVITY ON DISPLAY**

with Idaho® Potatoes, HORMEL® Bacon Toppings, and HORMEL® Chili



**IDAHO POTATO LOVER'S MONTH**

**2018 DISPLAY CONTEST**



**SunValley**

Every participant is entered into a random drawing to win an all-expense paid vacation for two to Sun Valley, Idaho!

**WITH MORE THAN \$150,000 IN CASH & PRIZES!**

**2018 PARTNERS IDAHO® POTATOES**

**+**



**Hormel Chili with Beans**

**Hormel Real Bacon Toppings**



**RECEIVE A NINJA FIT SINGLE-SERVE BLENDER JUST FOR ENTERING!**

For more info, visit: <https://idahopotato.com/retail/plm-2018>