

# MARKET NEWS ORGANIC OUTLOOK



## LADY MOON ORGANIC FLORIDA GREENS



**Organic Green, Red, and Lacinato Kale** will be in excellent supply from Lady Moon Farms this week out of Florida. Weather has been ideal, and there's been really good size to the bunches arriving each week. Look for supplies to remain steady and promotable. Quality has been outstanding.

**Organic Green Dandelion** is in excellent supply right now, and Lady Moon is promoting. Growing conditions have been absolutely perfect, and this crop is beautiful.

**Organic Romaine Lettuce** will be in excellent supply this week as Lady Moon Farms will be promoting all 24 ct. The Florida **Organic Romaine Lettuce** has been beautiful all season.



### OG BROCCOLI

14ct **Organic Broccoli** and **Organic Broccoli Crowns** has been in excellent supply so far for February. Growers from California, Arizona, and Mexico are all in full swing, causing market pricing to be at promotable levels. Quality has been beautiful on all **Organic Broccoli**.

But cold weather in the desert growing regions will slow harvests enough to push prices up a bit for mid-February.



### OG TOMATOES

**Organic Grape Tomatoes** continue to be promotable from Lady Moon Farms in Florida! Pricing from Mexico is lower, but quality is not as good. **Organic On-the-Vine Cherry Tomatoes** from Wholesum Organics are promotable!

Florida 2-Layer **Organic Round Tomatoes** are available in steady supply from Lady Moon Farms. Quality is excellent and will look for move volume this week.

**Organic Roma Tomato** Markets remain steady from Florida and Mexico. Quality is excellent from both areas right now. Continue to promote.

Quality is excellent on both **Organic Cluster** and **15lb Beefsteak Tomatoes** with steady pricing.

**Organic Heirloom Tomato** prices will begin to rise this week as the harvest flush from Covilli slows down. Product will remain available with excellent quality, just look for prices to move up.



### OG BERRIES

Chilean **Organic Blueberries** are in excellent supply!

Make sure to enter our huge Naturipe **Organic Blueberry** Pint Display Contest for a chance at 1 of 10 cash prizes equaling \$2800.

**Driscoll's Organic Blueberries** from Mexico are steady this week in 6 oz packs, with some great flavor and big size.

**Organic Blackberries** out of Mexico are in better supply this week. Expect Prices to start easing going into late February as weather improves.

**Organic Strawberry** supply continues to be firm but better supplies and quality are expected in late February. Stay tuned!

**ALERT!** Driscoll's **Organic Raspberry** supplies are expected to tighten up significantly before the flush comes a week or two after Valentine's Day.





## OG GRAPES

South African **Organic Green Grapes** are available and will be very limited until the second week of March, when we will also see some **Organic Black Seeded** and **Seedless Grapes**.

Peruvian **Organic Red Globe** and **Green Seedless Grapes** are finished for the season.



## OG MANGOS

**Organic Kent Mangos** have been in excellent quality. The fruit is bright and super clean, mostly green skin that's sweet and smooth. Fruit continues to be large! 8ct will be available next week, with 10 and 12ct sizing being more limited out of Peru.

Mexico has started with our first fruit coming in the way of **Organic Honey (Ataulfo) Mangos**. Supplies will "trickle in" over the course of the next few weeks before becoming more readily available.



## OG HASS AVOCADOS

**Organic Hass Avocados** are in excellent supply for mid-February promotion. Supplies are good and pricing is advantageous due to shippers trying to move excess inventory from ramped up inventory for one of the biggest avocado weeks of the year!

Look to keep your displays stocked with great pricing available next week as well!



## OG CHERIMOYA

**Organic Cherimoya** is available in very limited supplies. This is the first time we have been able to source **Organic Cherimoyas** in a long time! Be sure to grab a case if you can! The taste has been described as a mix of banana and pineapple, and has been a delicious tropical treat loaded with important vitamins!



## OG BRUSSELS SPROUTS

**Organic Brussels Sprouts** will be in peak supply this week from Mexico. Look for excellent opportunities to promote 10 lb. **Organic Brussels Sprouts**. Quality has been nice.



## OG LEMONS

**Organic Lemons** out of California continue in excellent supplies and quality with some promotional opportunities on 75 and 140ct fruit.

**Organic Meyer Lemons** continue in steady supply.



## OG ZUCCHINI

**Organic Zucchini** is now in peak season from Mexico. Pricing has dropped significantly and now is the time to promote. We will have plenty of medium and fancy available all week.

Florida supplies are now finished until early March.



## OG BROCCOLI RABE

**Organic Broccoli Rabe** from D'Arrigo will remain in good supply this week. There has been one small change on the bunched **Organic Broccoli Rabe** - it's now being packed as a 26ct / 12oz. bunch vs. the previous 20ct / 1lb.



## OG CAULIFLOWER

After promotable volumes in early February, **Organic Cauliflower** pricing is going up and volumes will decrease temporarily following some cold weather in the desert growing regions, especially in Arizona.





## OG ASPARAGUS

**Organic Asparagus** markets are coming down, leading to promotable pricing. Quality is excellent coming from Mexico. Continue to promote!



## OG SALADS

**ALERT! Organic Salads** took yet another setback in supplies with colder weather and rain causing more problems with the **Organic Arugula** crops. Expect pro-rates to continue for the next few weeks in all major organic lines.



## OG ROMANESCO

**Organic Romanesco** is in excellent supply this week as multiple growers are all harvesting at the same time. We will have plenty of 12ct and 16ct, and the quality is excellent. Everything we have rolling is naked and not cello wrapped.



## OG CITRUS

Beautiful **Organic Blood Oranges** continue to be in good supply - make sure to get this specialty citrus on your shelves!

California fresh crop **Organic Tango Mandarins** are available in both bulk and pouch bags. Product is expected to remain steady for the rest of February and into March.

California **Organic Cara Cara Oranges, Navel Oranges, Pummelos, and Minneola Tangelos** are all in good supply.

California **Organic Grapefruit** continues in excellent supply with promotional opportunities available.



## OG CUCUMBERS

Supplies on **Organic Cucumbers** are finally improving after many weeks of short supply and high pricing. Look for pricing to drop quite a bit over the next couple weeks as we move back to promotable levels. Quality has been very nice on all Mexican **Organic Cucumbers**.

**Organic Euro Seedless Cucumbers** have started from our Canadian hothouse growers. Look for a switch into Canadian grown instead of Mexico as we try to source more locally.



## OG APPLES

Washington **Organic Autumn Glory, Braeburn, Envy, Fuji, Gala, Gold Delicious, Granny Smith, Jazz, Kanzi, Kiku, Lady Alice, Opal, Pacific Rose, Piñata, Pink Lady, and Red Delicious Apples** are in steady supply with much higher prices as we continue in CA storage. Prices will continue to rise. Imports won't start until late spring.

Washington **Organic Honeycrisp Apples** are winding down for the season with some shippers completely finished. Expect to transition to euro 27lb. boxes in late February. Prices will rise until everyone finishes for the season.

## OTHER STORIES

- **Organic Celery** supplies will continue to improve each week as we head forward. We now have much better supplies on all sleeve 24's and 30's, with plenty of **Organic Celery Hearts**. Look for pricing to slide slightly again this upcoming week.

- **ALERT! Organic Lime** supplies are going to have a short gap sometime this week. Hopefully we will have minimal disruption due to the Mexican Constitution Day and weather. Lighter color and smaller fruit should now be expected.

- **Organic Pineapple** quality is excellent. Supplies have been steady, and we will continue to offer 6 and 8ct sizes.

- Supplies are steady **Organic** and **All-Natural Young Thai Coconuts**. Pricing has inched back up a bit due to the increased interest around the Lunar New Year.

- New crop **Organic Red Plums** out of New Zealand are available and eat great! Supplies will be very limited.

- **Organic Mini Watermelons** continue to be available. Quality is excellent. Offer your customers a little taste of summer in these cold days, reminding them better weather is right around the corner!

- Washington **Organic Red Anjou, Green Anjou, Bosc, and Comice Pears** are in firmer supply as the end of the domestic season nears. Expect higher prices until imports begin in late February or early March.



## WHY IS THERE A SHORTAGE OF EQUAL EXCHANGE BANANAS THIS WEEK?

*Equal Exchange wants to provide our customers with relevant updates to make sure you are aware of any and all disruptions that may impact the small farmer supply chain that you support.*

Last week, a [fire broke out](#) in the engine room of the ship carrying Equal Exchange bananas from Ecuador to Philadelphia. Fortunately, the fire was contained quickly; no one was hurt, nor was any cargo lost. Unfortunately, the arrival of EE bananas will be delayed as a new ship is rerouted to pick up the cargo currently positioned in Panama.

Delays like this one can disrupt the carefully planned delivery and ripening schedule that is an essential part of steady store delivery. We estimate that this delay will impact the timing and availability of Equal Exchange bananas for 1-2 weeks.

What this means for Stores: Stores will see shortages in Equal Exchange bananas through the first weeks of February, 2019. Please ask your Four Seasons representative for more details.

We are working to get normal volumes of Equal Exchange bananas back on the shelves very soon. If you have any questions, please do not hesitate to call us directly at 774-776-7361 or email [operations@okeusa.com](mailto:operations@okeusa.com).

We appreciate your understanding under these circumstances and look forward to rectifying the situation as soon as possible.

Best Regards,

The Equal Exchange Banana Team



# NEW OR BACK IN SEASON!

## ORGANIC

### PREMIUM VARIETY ORGANIC APPLES

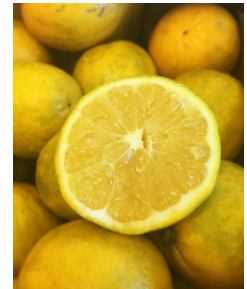
218036	OG Apples Autumn Glory WXFP	27 lb 60 ct 88 sz
42879	OG Apples Jazz USA	100 ct
44560	OG Apples Kanzi WXFP	80/88 ct
44561	OG Apples Kanzi WXF	12/2 lb
42677	OG Apples Kiku WXF	40 lb 80/88 ct
42930	OG Apples Lady Alice WXFP	27 lb
216480	OG Apples Lady Alice WXF	12/2 Pouch Rainier
43428	OG Apples Opal WXFP	27 lb 50/60 ct
43062	OG Apples Pacific Rose	40lb 80/88 ct
42910	OG Apples Pinata WXFP	40 lb 80/88 ct

### BUCK BRAND ORGANIC CITRUS

42060	OG Lemons Lemonade	20 lb Buck Brand
42067	OG Tangerines TDE USA	20 lb Buck Brand
42073	OG Oranges Marmalade	20 lb Buck Brand
42848	OG Tangelos Wiekewa	20 lb Buck Brand
42852	OG Tangelos Nova	20 lb Buck Brand
43181	OG Kumquats Centennial	10 lb Buck Brand
44409	OG Oranges Navel Heirloom	72 ct Buck Brand

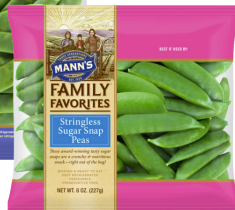
### OTHER ORGANICS

43171	OG Kumquats	12/8 oz Clamshell
44538	OG Mandarins Seedless CA	12/2 lb Pouch
44414	OG Mandarins Tango USA	25 lb Seedless
44237	OG Mandarins Murcott	25 lb
44125	OG Oranges Blood Moro	80/88 ct 40 lb
41117	OG Oranges Valencia FCY MEX	72/88 ct
42722	OG Grapes Globe PER	10/1 lb Clamshell
43899	OG Grapes Green South Africa	10 lb
43576	OG Plums Red Fortune NZL	13 lb 33-35 sz
218239	OG Cherimoya	10 lb
44111	OG Eggfruit (Canistel)	5 lb
44185	OG Mangoes Ataulfo MEX	16/18 ct
45000	OG Sapodilla	5 lb
45026	OG Sapote Black	5 lb
43815	OG Starfruit	5 lb
218220	OG Broccoli Rabe	26 ct
218001	OG Peppers Rainbow	10/3 pk
41124	OG Radicchio Treviso	12 ct
40135	OG Romanesco	12 ct 20 lb
40117	OG Romanesco	16 ct
40190	OG Tomatoes Cherry OTV Wholesum	12/12 oz
218250	OG Tomatoes Roma	20/1 lb Bagged
218200	OG Salad 50/50 Mix	6/1 lb organicgirl Clamshell



## CONVENTIONAL

217701	CV Broccolini	6/6 oz Tray Mann's
217702	CV Peas Snow	6/6 oz Bag Mann's
217703	CV Peas Snap	6/8 oz Mann's
10101	CV Blueberries	12/1 pt Driscoll's
14349	CV Tangelos Minneola FCY CA	64 ct
9411	CV Pomegranates Arils	12/4.4 oz
2842	CV Cucumbers Mini Seedless	12/6 ct
217350	CV Lettuce Butterhead Baby	12/4.5 oz Gotham Greens Hydrop
23199	CV Tomatoes Roma	12/2 lb Pouch Bag
217899	CV Denver Scramble Breakfast	4/9.5 oz Mann's Bowl
217900	CV Fiesta Scramble Breakfast	4/9.5 oz Mann's Bowl
218156	CV Harvest Snaps Southern BBQ	12/3 oz Calbee
218157	CV Harvest Snaps White Cheddar	12/3 oz Calbee
218158	CV Harvest Snaps Parmesan	12/3 oz Roasted Garlic Calbee







# ORGANIC BLUEBERRY DISPLAY CONTEST

February 4 - March 4

Want to help your customer beat those “Winter Blues”, while adding sweet sales and big rings through your registers? Check this out!

Four Seasons Produce has teamed up with Naturipe Farms and the Chilean Fresh Fruit Board to bring you an Organic Blueberry Display Contest for the month of February! Fresh organic blueberries from Chile will be in abundant supply and very promotable, so now is the perfect time to build some “blue”tiful displays in your departments! Big displays of blueberries will draw big sales, as many customers will buy multiple packs to freeze and save for later use!

Build blue-ti-ful displays of fresh Naturipe brand pint organic blueberries. Fruit must be purchased from Four Seasons Produce (code 46125).

## CONTEST PRIZES:

### LARGEST DISPLAY

1st - \$400  
2nd - \$300  
3rd - \$200

### BEST DESIGN:

1st - \$400  
2nd - \$300  
3rd - \$200

### MOST CREATIVE:

1st - \$400  
2nd - \$300  
3rd - \$200

### BEST USE OF SOCIAL MEDIA:

\$100



# VINTAGE SWEETS

## HEIRLOOM NAVEL ORANGES DISPLAY CONTEST

FEBRUARY 11 - MARCH 1, 2019



Ready for a super sweet contest with a “vintage” twist?!

Sun Pacific, marketers of the amazing Vintage Navel Heirloom Oranges, have teamed up with Four Seasons Produce to put on this “classic” display contest. Beautiful Vintage Heirloom Navels, in both bags and trays, will be featured in February - so let’s have some fun and build some awesome displays! The fruit itself is fantastic, and the packaging adds some really sharp lines and attracts customers. A great time of year to promote this amazing orange and grab those extra sales.

Build a “sweet” display of Vintage Sweet navels (code 12169) in your departments using fruit purchased from Four Seasons Produce. Utilize the Vintage Sweet boxes or bins (code 12167) in your displays.

**Some great prizes to choose from! Talk to your Four Seasons Merchandiser or Sales Rep for display tips and ideas!**







# OCEAN MIST FARMS JUMBO ARTICHOKE PROMOTION

**FEBRUARY 11<sup>TH</sup> - MARCH 3<sup>RD</sup>**

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 highly 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!



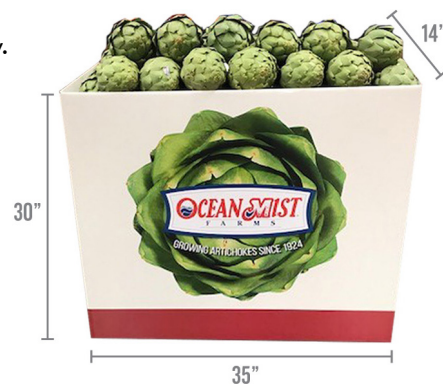
## THE RULES HERE ARE SIMPLE:

- Build a super attractive and creative artichoke display using Ocean Mist Farms artichokes purchased from Four Seasons Produce and submit all display photos to Steph Fleetman ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by **Friday March 8th**.
- 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 qualify.



- You must include at least two artichoke relevant tie-ins, such as lemons, bread crumbs, spices, garlic, and olive oil.
- All displays must be kept up for at least one week.
- There is an 8 case minimum for stores to qualify.

Judging will be based off of creativity, eye appeal and the use of Point of Sale material and tie ins. *Social media presence is highly suggested.*



## PRIZES:

There will be **FIVE WINNERS** chosen and each will receive a super cool Ocean Mist artichoke crate, complete with kitchen gadgets perfect for preparing your next delicious artichoke recipe. Each winner will also receive a \$50 Visa Gift card.

**\*\*Each participant will receive an awesome Ocean Mist hat!**



These jumbo chokes are amazing. Larger, more prominent displays will definitely draw your customers attention. So let's all get our choke on and build some amazing displays! Talk to your Four Seasons sales rep or merchandiser for display tips and ideas!

Also, enter in the Ocean Mist Peace, Love, & Artichokes Sweepstakes to win a \$1,000 gift card: <http://ow.ly/vSze50kJZsd>



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



## MARKET NEWS

## CONVENTIONAL OUTLOOK

## JUMBO ARTICHOKE PROMOS

Now is the time to promote **Artichokes!**

Look for great deals on Ocean Mist Farms label **Jumbo 12ct Artichokes** through early March. Quality is outstanding.

Most will be free from frost discoloration, but the flavor on any "frost-kissed" artichokes is even better.

The crop is profiling large in the February and March growing region of the Coachella, CA area.

Big displays will drive big sales!



## CV STRAWBERRIES

**ALERT! Strawberries** will be extremely tight this week as all growers from all growing areas have been prorating all orders due to weather. This shortage isn't coming at the best time, but cool weather and rain has really had an impact on yields and quality. Look for pricing to be higher through mid-February.

Late February should bring improved volumes and more affordable prices.



## CV TOMATOES

**Roma Tomato** markets are rising up a bit as harvests begin to slow down. Look for a slight increase in pricing, however still very promotable. Quality remains excellent. 1 lb pouch bags are available!

**Grape Tomatoes** remain very promotable. Growers continue to flush, leading to excellent pricing and great quality. Expect prices to remain weak. **Cherry Tomatoes** are also very promotable coming from Florida.

**Round Tomato** markets are holding steady from Mexico and Florida. Quality and pricing remain very promotable on 2-layers and 25lb bulk boxes.



## CV HOTHOUSE TOMATOES

New crop **Cluster Tomatoes** will be available from Ohio greenhouses. Quality is excellent and price has come down, leading to very promotable quality.

**Hothouse Beefsteak Tomatoes** are also very promotable this week. Quality is outstanding and we will have both XL and XXL available. We will have a mix of both Canadian and Mexican product.

**Campari Cocktail Tomatoes** remain steady in pricing and volume.

The Premium NatureSweet line is fully available as well.





## CV ASPARAGUS

**Asparagus** prices are becoming promotable from Mexico. Quality has been excellent, and volumes are increasing. Look for 28lb cases to be available here in mid to late-February.



## CV MELONS

Demand has been light on **Cantaloupes**, and despite a light supply, prices have dropped to move some inventory.

The **Honeydew** market remains strong because of a very light supply.



## CV HASS AVOCADOS

After the Big Game, **Hass Avocado** pulls are predictably slow. Mexico has slowed production for this week in order to match demand and firm up prices.



## CV LETTUCE

**ALERT!** **Green Leaf, Red Leaf, and Romaine Lettuces** are poised to go up in price in Yuma, AZ. On 2/7 there was a heavy frost. Issues with fringe burn, wind burn, and epidermal peeling persist with **Romaine Lettuce**.

Western **Cello Iceberg Lettuce** will also be impacted by heavy frost in Yuma, which will not benefit quality or availability.



## CV BROCCOLI

**Broccoli** prices in Yuma and Mexico continue to strengthen. Quality remains excellent across the board.

Eastern **Broccoli Crowns** are not available, and bunched is extremely limited.



## CV POTATOES

The **Potato** market remains steady this week with promotions going on currently for Idaho Potato Lover's Month.

**Red Potatoes** continue to be in good supply and pricing remains steady on that item.

Locally grown King **White Potatoes** from PA will wind down and finish for the season this week. We will continue to see good supply on bagged **White Potatoes** out of NY at least into march.



## CV PEPPERS

**Colored Bell Pepper** prices are a little stronger this week, but is still at promotable levels.

**Green Pepper** pricing is coming down some, but will remain relatively steady. Shippers in Nogales and Florida report outstanding quality.



## CV GRAPES

The supply of Chilean **Grapes** is much better this week. Vendors are getting more fruit released from the ports and filling the pipeline. Prices are still very strong with most fruit being the high end extra-large and jumbo fruit. There is very little large sizes available for customers looking for a value box.



## CV MANGOS

**Red Mangos** are very tight due to light volumes from Peru and take a late start to the Mexico crop.

**Honey (Ataulfo) Mangos** from Mexico have started harvesting in Mexico. The quality is adequate, as there is some staining and scarring. Color is nice and the fruit is maturing well.





## CV CUCUMBERS

**Super Select Cucumbers** from Sonora and Sinaloa, Mexico are in decent supply.

**Mini Seedless Cucumbers** remain in lighter supply but new crop harvests are on their way soon. 12/6ct are expensive, but 12/1lb pouches are a bit more affordable for February.



## CV CELERY

The Oxnard **Celery** deal continues to be challenged by rain and cold weather. There are widespread issues with pitting and blight.

Yuma and Brawley, AZ have started but have minimal volume. Shippers report significantly better quality in the desert but supplies remain lighter than normal.



## CV ONIONS

Shippers out of Mexico will begin shipping their **Yellow Onions** this week. Pricing on this new crop **Yellow Onion** will be at a premium in comparison to storage **Onions** from the Pacific Northwest and other regions like Idaho.

**White Onions** out of Mexico are not expected to start to ship for another two weeks. Limited supply on **White Onions** and really caused this market to jump in recent weeks and that trend is expected to continue.



## CV SWEET POTATOES

North Carolina **Sweet Potatoes** continue to see strong demand in the marketplace. Lower yields and pack outs cause the price to continue to rise here this week. Expect this price to continue to increase slowly headed into March.



## CV CITRUS

A rainy late January has caused some occasional post-harvest quality issues on some recent arrivals of California **Navel Oranges**. Quality and volume is set to improve again for mid February. **"Vintage Sweet" Heirloom Navels** continue to sell very well - expect a slightly more intense flavor, good sweetness and juiciness.

**SUMO Citrus Mandarins** continue in peak season along with **Cara Cara Oranges**, **Blood Oranges** and **Minneola Tangelos** from California.



## CV MANDARINS

**"Halos" Mandarins** are back! New crop California Mandarins are back in season with excellent quality and bigger flavor now that the Tango variety mandarins is being packed.

Beautiful **Stem & Leaf Tango Mandarins** are also in peak season.



## CV CAULIFLOWER

**Cauliflower** will go back up in price. Lighter supplies are expected in Yuma, AZ this week following their cold weather issues.



## CV BLUEBERRIES

**Blueberries** will continue to be in a harvest flush for the rest of the month as Chilean growers continue to send lots of volume packed in pints. **Blueberries** will be a great item to promote for all of February.

Driscoll's **Blueberries** are in season from Mexico in 6 oz and pint packs. Excellent flavor!



## CV RASPBERRIES & BLACKBERRIES

**Raspberries** and **Blackberries** are in steady supply from Mexico, and quality has been very nice.