

ORGANIC MARKET NEWS



FEBRUARY 7 - FEBRUARY 14, 2020

PROMOTABLE ORGANIC BROCCOLI



Organic Broccoli growers from Arizona and Southern California are booming in supplies during February thanks to improved yields. Look for aggressive price, excellent quality, and promotional opportunities in February.

Organic Sweet Baby Broccoli from the same growing regions has seen improved supplies and lower pricing in early February. Expect this trend to continue and look for ad or in-store special opportunities.

Organic Cauliflower from Arizona and Southern California is seeing nice quality and steady quantities. Pricing should begin stabilizing during mid-February, and may ease down, allowing for promotional opportunities during the rest of February.



OG CITRUS

California **Organic Navel** and **Cara Cara Navel Oranges** are now in excellent supply with prices coming down. Ad special and display building opportunities will be at their best for **Organic Navels** the rest of February and March.

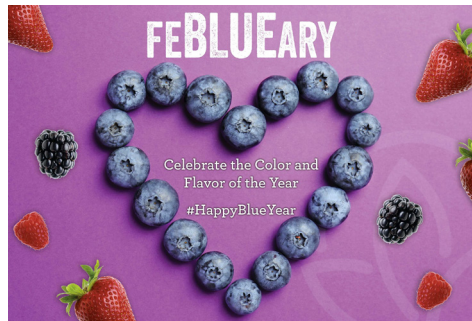
Organic Mandarins in bulk and bags are in good supply with the new crop Tango variety. Quality is good so promote with confidence! **Organic Mandarins** in the Cutie, Homegrown, and Candy Mandy brand labels are available in 12/2lb bags.

Organic Blood Oranges, Pummelos, and Minneola Tangelos continue in season.

Organic Grapefruit are now in excellent supply with very nice quality and dark pink flesh!

Organic Lemons out of California are in excellent supply with some promotional opportunities available. **Organic Meyer Lemons** continue in good supply. Ask about the new bag and bulk **Organic Pink Variegated Lemons**.

Organic Lime supplies out of Mexico are back in excellent supply.



OG BERRIES

Organic Blueberries out of Chile are finally available in excellent supply for our big Naturipe "FeBLUEary" Display Contest. 2/13 - 2/25 will be the best time to promote!

Driscoll's **Organic Blueberries** continue in firm but steady supply out of California and Mexico with excellent bloom, size, and flavor.

Mexican **Organic Blackberries** quality and supply are good for mid-February, however some cold weather and rain are in the forecast that may tighten things up a bit. Driscoll's **Organic Blackberries** is in very light supply until later in March.

Organic Raspberries out of Mexico and California continue to tighten in supply.

ALERT! **Organic Strawberry** supplies have gotten some unexpected cold and rainy weather. Supplies are expected to be much tighter leading up to Valentine's Day.



OG TROPICALS

Genuine Coconut "Drink & Eat" Raw **Organic Coconuts** are back in stock for mid-February!

Organic Young Thai Coconut pricing will be up just a bit from last week as supplies are still very limited.

Organic Yellow Pitahaya Dragon Fruit will be available for the weeks of 2/17 and 2/24. The organic crop from Ecuador was increased from last year's production and should be more affordable.

Organic Mamey, Sapodilla, Starfruit, Black Sapote, and Cactus Leaves (Nopales) will all be available for next week!

Organic Yuca Root is now being offered in limited supplies from Glaser Farms in Florida. The product is unwaxed.

Organic Formosa Papayas from Mexico are steady for next week. Sizing has been on the smaller side. Quality has been fair to good.

Organic Pineapple will be limited once again this week. Pricing will be steady.



• CROSS OF A TEMPLE TANGO, A DANCY MANDARIN, AND AN ENCORE MANDARIN

• DEEP ORANGE RIND COLOR, VERY SWEET AND RICH FLAVOR



OG SPECIALTY CITRUS

Buck Brand **Organic Specialty Citrus** items available this week:

- **OG Mango Valencia Oranges**
- **OG Heirloom Navel Oranges**
- **OG Marmalade Oranges**
- **OG Centennial Kumquats**
- **OG Lee Mandarins**
- **OG Minneola Tangelos**

The popular **Organic TDE Mandarin** is set to be in season around February 12.



OG APPLES

Organic Apples continue to be a strong option to promote as we move into February.

Washington **Organic Ambrosia, Autumn Glory, Braeburn, Envy, Fuji, Gala, Golden Delicious, Granny Smith, Honeycrisp, Jazz, Kanzi, Lady Alice, Opal, Pinata, Pink Lady, and Red Delicious Apples** continue in excellent supply.

Organic SugarBee and Smitten Apples are done for the season.



OG SQUASH

Organic Zucchini and Yellow Squash continue to see fairly limited supplies as we move further in February.

NOTE: Expect to see inconsistent supplies and price drops/price spikes to continue in February and prepare for a rough March as far as supplies go due to extremely cold weather during the early stages of growth.

Florida supplies look to resume in late February to early March.



OG GRAPES

New crop **Organic Green Seedless, Red Seedless, and Red Seeded Grapes** from Peru continue in season with good quality on the 18 lb boxes.

New crop **South African Organic Green Grapes** are now available, with **Organic Red and Black Grapes** due by March in 10 lb boxes.



OG CABBAGE

High-quality **Organic Green and Red Cabbage** from Florida and California continue to be in plentiful supplies during February.

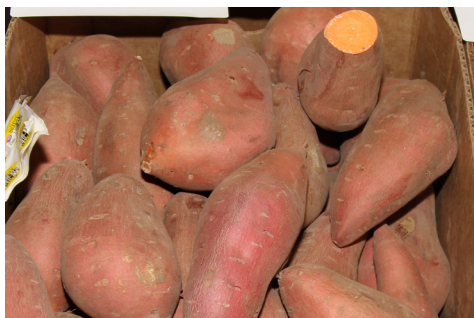
Organic Napa and Savoy Cabbage are also increasing in supply from California.



OG CELERY

Organic Celery continues to see great supplies, excellent quality, and low pricing in early February.

As many shippers are continuing to yield excellent supplies from California, continue to promote **Organic Celery** during February.



OG SWEET POTATOES & POTATOES

We will see pricing on **Organic Jewel, Garnet, Oriental, and Hanna Sweet Potatoes** increase this week by a couple of dollars from California. Expect pricing to increase slightly and steadily heading up to Easter.

NOTE: **Organic Count Russet Potatoes** continue to be a challenge this week. Large sizes are hard to come by and quality in the market place hasn't been the best this week.



OG HASS AVOCADOS

Organic Hass Avocados will see a slight uptick in price for mid-February as heavy rains in the growing regions in Mexico prevented growers from picking for a few days. This has affected supplies at the border following a big week last week from the Big Game.

Equal Exchange **Organic Fair-Trade Avocados** continue in season from Mexico.



CV MANGOS

Organic Ataulfo Mangos will be back in stock for mid-February from Mexico! This is the first variety available from the Mexican season.

Organic Kent Mangos from Peru continue to be promotable with prices reaching what is likely to be the lowest of the season.



OG ASPARAGUS

Organic Asparagus prices will be steady this week. Cold temperatures have stalled production some, preventing further price drops. Quality has looked outstanding so far on the new harvests. Sell with confidence on the new crop Mexican harvests.



OG PEPPERS

Organic Anaheim, Cherry Bomb, Habanero, Poblano, and Serrano Chili Peppers are back in season from Mexico. **Organic Shishito Peppers** and **Hot Pepper Medley** retail packs are also in stock!

Organic Green Peppers are in steady supply now harvesting in Florida and Mexico. Quality from both Lady Moon Farms and Mexican shippers have been outstanding, and this trend is expected to continue.

Organic Colored Bell Peppers from Israel are in season. Availability from Israel has seen improvement as the season is ramping up, while Mexico remains very limited. Expect to see steady availability, pricing, and quality during February, with promotional opportunities on Israeli Peppers.

Organic Mini Sweet Peppers are now in better supply at reasonable prices!

- New crop Argentinean **Organic Bartlett Pears** are expected to arrive in late February.

- We will see our first arrival this week on the Sunions variety of **Organic Onions** out of Nevada. Supply on this product should last for roughly a month until supplies are exhausted.

- **ALERT!** We continue to gap on **Organic Delicata** and **Acorn Squash** until late-February.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts from Mexico and California have continued to see excellent volumes in February. Expect stellar quality with promotional opportunities.

Microwaveable Pouch Bags of **Organic Brussels Sprouts** are back in stock for winter and early spring.



OG TOMATOES

Organic Beefsteak Tomatoes remain limited. Some production from Mexico is starting to come in but rainy, cloudy weather challenges will slow production. Canadian greenhouses are also battling cloudy skies limiting their production. Quality however is very nice from both regions.

Organic Cluster Tomato harvests remain limited due to weather (sunlight) challenges. Quality on what has been available has been excellent.

Organic Grape and Roma Tomatoes remain steady as well this week. Quality has been great recently from both Florida and Mexico.

Organic "Darkloom" Heirloom Tomatoes from Covilli remain extremely promotable this week. Quality and color have been outstanding on this unique variety. **Organic Mixed Heirloom Tomatoes** from Covilli will be limited this week. Recent cold and rainy weather have prevented the fruit from ripening stalling harvests and limiting availability.

ALERT! **Organic Campari** and other **Cocktail Tomatoes** remain very limited this week as growers continue to experience low yields. Expect gaps in supplies.

OTHER STORIES

- **Organic Snow, Snap, and English Peas** from Mexico, as well as **Organic BBQ Onions**, will be returning this month.

- **ALERT!** **Organic Cucumbers** from Mexico are in lighter supply and pricing to rise again due to unfavorable weather conditions. Florida supplies won't resume until early March.

- **Organic Eggplant** from Lady Moon Farms in Florida continue to see steady harvest yields during February. Look for promotional opportunities.



OG GREEN BEANS

Organic Green Beans from Florida and Mexico will continue to see excellent supplies, great quality, and aggressive pricing for February.

Look for retail-ready 12oz pouch bags from Florida in February.



OG GREENS & LETTUCE

Organic Chards, Kales, Collards, and other greens from Lady Moon Farms in Florida continue to see excellent supplies, with stellar quality and great pricing. Look for promotable opportunities to drive extra volume during early February.

Organic Leaf Lettuces from Lady Moon Farms also continues to see plentiful supplies. Look for promotional opportunities on these beautiful leaf greens.

Organic Romaine Hearts from Arizona and Southern California look to be in excellent supplies during February. Look for excellent supplies, aggressive pricing, and great availability for promotion.

- **Organic Baby Bok Choy** from Lady Moon Farms in Florida continues to see excellent yields and quality. **Organic Bok Choy** and **Red Bok Choy** from Lady Moon Farms are also in steady supplies during February.

- **Organic Pomegranate Arils** will be back in stock the week of 2/17.



ORGANIC BLUEBERRY DISPLAY CONTEST

FEBRUARY 3 - MARCH 2, 2020

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!

CONTEST CRITERIA:

- Build blue-ti-ful displays of fresh Naturipe brand pint organic blueberries. **Fruit must be purchased from Four Seasons Produce** (code 46125).
- Use the point of sale material provided by Naturipe and the Chilean Fresh Fruit board on your displays. These can be obtained through your sales rep and merchandiser
- Keep your displays up for at least a week.
- Use of social media to promote is strongly encouraged



Please send all displays photos to Steph Mayer (stephf@fsproduce.com) by Friday, March 6th.

CONTEST PRIZES:

LARGEST DISPLAY:

1st - \$400
2nd - \$300
3rd - \$200
4th - \$100
5th - \$50

BEST DESIGN:

1st - \$400
2nd - \$300
3rd - \$200
4th - \$100
5th - \$50

MOST CREATIVE:

1st - \$400
2nd - \$300
3rd - \$200
4th - \$100
5th - \$50

BEST SOCIAL MEDIA:

1st - \$100

#blueberriesfromchile
must be included in your posts!

Everyone who enters will receive one of these flashlights!



Talk to your Four Seasons sales rep or merchandiser for some great blueberry merchandising tips!



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

www.fsproduce.com



Starting
2/10!

BRIGHT FARM'S



Available to **Independent Retailers** supplied by Four Seasons Produce - starting the week of 2/10!

At 280,000 square-feet, BrightFarm's new greenhouse in Selinsgrove, PA it will be the **Largest Sustainable Greenhouse Farm in PA**, producing more than 2 million pounds of leafy salad greens per year! The farm will employ over 50 green-collar workers from Synder County that will be trained to operate cutting-edge greenhouse technology. These workers will receive competitive pay and will have access to generous and affordable healthcare coverage.

BrightFarms will be shipping the freshest and most responsibly grown leafy greens to supermarkets across the state. Pennsylvanians will find their produce in supermarkets proudly marked with the state map and "Grown in Selinsgrove" on the package.

SELINGROVE,
PA.



Coming Soon!

FARM SMART.



USA Free Range Organic Grass-fed Beef

- Absolutely gluten free
- NO grain
- NO antibiotics
- NO steroids
- NO colorants
- NO by-products
- NO hormones
- NO chemical additives
- NO chemicals
- NO irradiation



Natural Food Stores, Food Coops, and Independent Retailers supplied by Four Seasons Produce will soon have access to an outstanding new beef program.

FarmSmart is a Certified Organic Grass-Fed Angus Beef line with steers that are pasture-raised on a single-source, free-range ranch in Nevada.



**COMING IN FEBRUARY -
STAY TUNED FOR MORE DETAILS!**

RubyFrost® Apples Display Contest



February 3 - March 2, 2020

Four Seasons Produce has teamed up with Hess Bros Fruit to bring you a display contest with some “chill” to it! Super robust and juicy, New York State grown RubyFrost® Apples are in full swing and ready to highlight your apple category in February!

This will be a great month to encourage your customers to try this amazing apple! RubyFrost® Apples are tart, have BEAUTIFUL deep red color, and are excellent for baking! Who needs diamonds?! Make Ruby's your customers' best friend!



Ruby Frost Apple product codes:

Code 5499 - CV RubyFrost® Apples 27lb

Code 5124 - CV RubyFrost® Apples 12/2lb Pouch Bag

Code 223446 - RubyFrost® POS Bin Display

Point of sale sign cards will be available through your Four Seasons Sales rep or Merchandiser.

Contest Criteria:

- Build a super awesome display of RubyFrost Apples in your produce department. ****RubyFrost® Apples MUST be purchased from Four Seasons Produce.**
- Utilize the RubyFrost point of sale bins, sign cards, or boxes in your displays.
- Stores must keep their displays up at least one week.
- Submit your RubyFrost® display photos to Steph Mayer (stephf@fsproduce.com) by Friday, March 6.



****Remember to offer samples of RubyFrost® Apples at point of sale. Sampling this amazing apple is a surefire way to get it into your customers carts!**

Prizes:

5 top winners will get a \$200 Visa gift card as well as a cool ruby pendant!

Displays will be judged on creativity & overall eye appeal



For more display tips and ideas, please contact your Four Seasons merchandiser or sales rep!



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OCEAN MIST FARMS JUMBO ARTICHOKE PROMOTION

FEBRUARY 10 - MARCH 2, 2020

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. We are in the heart of the “frost kissed” artichoke as well, which is a favorite amongst artichoke connoisseurs. These are some of the most flavorful artichokes of the year!



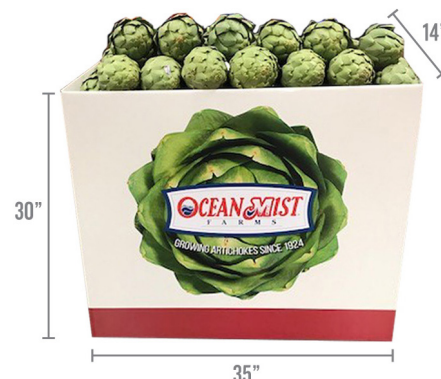
CONTEST CRITERIA

- Build a super attractive and creative artichoke display using Ocean Mist Farms Artichokes (code: 142) purchased from Four Seasons Produce.



- 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, or olive oil.
- All artichoke displays must be kept up for at least one week.
- There is an 10 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.



PRIZES:

There will be **SIX 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.

There will be **FIVE** displays chosen based on creativity, use of Ocean Mist POS material, tie ins and overall eye appeal. **ONE** winner will be chosen for having the best social media post. You must use #peaceloveandartichokes in your post to qualify!



Ocean Mist Farms is also running a Peace, Love and Artichoke consumer promotion as well, so encourage your customers to participate. See attached flyer for details!

Jumbo chokes=jumbo sales, as well as expose a commodity many consumers are unsure of. Big displays of these impressive sized artichokes like this will definitely encourage your customers to try something new! Talk to your Four Seasons sales rep or merchandiser for more display tips and ideas.



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CONVENTIONAL MARKET NEWS

FEBRUARY 7 - FEBRUARY 14, 2020

GOOD VOLUMES OF PEAS & BEANS



Green Bean prices remain promotable this week from Florida and quality is excellent. Continue to promote while pricing is reasonable during the rest of February.

10/1 lb **French Beans** are in steady supply with great quality.

Snow Peas and **Snap Peas**, in 10 lb cases for loose display or in-store packaging, will be in abundant supply at promotable pricing for the rest of February. Arrivals from Guatemala are very strong.

Shelled English Peas in 10/12 oz bags are also available and selling well!



CV APPLES

We are into some nice varieties of **Eastern Apples** that are now being released to the marketplace. Available for February:

- **Snap Dragon** (crunchy & sweet)
- **Evercrisp** (Honeycrisp and Fuji parentage, sweet and crispy!)
- **Ruby Frost** (bright red, sweet & tangy, visually impressive, flavorful)
- **Kiku** (like a high-end Fuji, ultra sweet!)

For mid-February:

- **Wild Twist Apples** (formerly called "Sweet Cheeks" - this sweet and firm apple is a cross of Honeycrisp and Cripps Pink/Pink Lady)

On the Washington front, available for February are **Cosmic Crisp**, **Envy**, **Jazz**, and **Juici Apples** to complement the promotional opportunities available on **Honeycrisp**.



CV TOMATOES

Cluster Tomatoes continue to become more promotable. Stronger production is leading to more availability and quality has been excellent. We continue to support US grown product.

Beefsteak Tomato prices are steady and starting to fall slowly. Product from Mexico has had quality issues leaving markets unsettled. We continue to ship US and Canadian grown product and quality has been outstanding.

Grape Tomato prices will be steady this week. Quality and availability remain strong and promotable out of Florida.

ALERT! Campari Cocktail Tomato prices remain high and product is limited. Quality on what is coming in has been strong, however low yields are leaving prices on the high side.

Roma Tomato prices are starting to gain strength out of Florida. Mexican production has been limited due to quality, and now weather challenges are leaving pressure on Florida. Quality out Florida has been excellent all season and continues to be strong.



CV BERRIES

ALERT! Strawberries are back to being limited in supply and higher priced. Driscoll's and other shippers are battling heavy rains and cold weather in the Mexico production areas. Florida growers are battling post-harvest decay under the calyx caused by heavy watering during an earlier freeze.

During the week of 2/3, the situation became pretty urgent on **Strawberries**. Expect prorates during the weeks of 2/10 and 2/17.

Raspberries and **Blackberries** will be in steady supply from Mexico all week. We will have promotable opportunities, especially on **Blackberries**, for the week of 2/10.

Blueberries are steady, but pricing has definitely increased this past week. This is mostly due to the decline in Chilean imports, and the gap in Mexican supplies. Volumes from Mexico will increase during March, and the quality will be excellent from that region, including the Driscoll's brand.



CV PEPPERS

Green Bell Pepper prices remain promotable out of Florida!

11lb Red, Orange, and Yellow Bell Pepper will be going up in price due to cold temps in Mexico limiting supplies. Imported product from Israel and Spain will help fill in.

ALERT! 15lb **Red Peppers** will be virtually unavailable for late February due to cold temps in Mexico.



CV GRAPES

Cotton Candy Grapes continue in season from Peru.

Grape prices overall have been coming down, including the premium varieties. The biggest flex has been on the LG and MD/LG **Greens** - Thompson and Sugarones. The same sizes on the **Red Grapes** are down too, but not as much due to lighter supply and stronger demand.



CV LEMONS

California **Lemons** are starting to peak to the larger sizes. Prices reflect this as cost has come off on 115sz and larger size fruit. 140sz are firm and 165sz are up a couple of dollars. The crop overall is predominately choice grade.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns were readily available out of Yuma, AZ, Mexico, and Florida. Quality has been coming in nice. Supplies might start to tighten up a bit as multiple growing regions are experiencing cooler weather.

California **Cauliflower** is experiencing much cooler temps that will tighten supplies. Yuma, AZ growers still have good supplies for now.



CV STONE FRUIT

The last shipment of **Cherries** has been in, but availability is still good, and prices look a little stronger. There's some resistance to the increase, demand has fallen off, and growers are now looking to move some fruit and are backing down the price.

Peaches are plentiful and **Nectarines** are a little snug. **Plums** continue to be tight with few arrivals for mid-February. They are primarily smaller sizes - 60s and 70s. **Apriots** are finished.



CV CUCUMBERS

NOTE: Super Select Cucumber prices will be rising this week. Extremely cold weather in Mexico is really hurting harvests and plants. Expect the Mexican market to rise and product to become very limited this week. Quality has been consistently excellent despite the weather challenges.

Seedless Euro Cucumber prices will be steady with a slight increase. Canadian production is starting in a limited fashion this week keeping markets steady. Mexico battles cold temperatures limiting harvests.



CV SUMO CITRUS

SUMO Citrus are very popular again! Movement is good and we are seeing some nice displays showcasing this variety. We have some POS materials available and we will have display bins available in mid-February.



CV ORANGES

Navel and **Cara Cara Navel Oranges** are peaking on the 56sz and larger, and pricing is becoming more aggressive. Pricing on 88 ct and smaller are firm or going up on price.



CV MANDARINS

The supply of Halos **Mandarins** is improving as growers are picking more of the Tango variety. For mid-February, expect sizing to run small to the 36/40 size which is typical to this variety as we have seen in the past. Quality is much improved.



CV ARTICHOKE

12ct **Jumbo Artichokes** are readily available, promotable, and great quality! Check out our Ocean Mist Artichoke Display Contest!



CV CELERY

Celery quality has been great. Pricing is very promotable and should be for until late February.



CV ASPARAGUS

New crop **Asparagus** from Mexico has been delayed due to cold and wet weather. Instead of kicking off with big volumes, the 28lb cases will begin trickling in during February.



CV DRAGON FRUIT

White Dragon Fruit and **Yellow Pitahaya** will be available for mid-February as Ecuador fruit becomes available. Look for lower promotable pricing over the next few weeks!



CV LETTUCE

Iceberg Lettuce quality has improved as weather has been ideal. Yuma had a quick cold snap that might have a small impact on availability.

Leaf Lettuces and **Romaine Hearts** quality has been coming in nice. **Romaine Hearts** look to be promotable for late February.



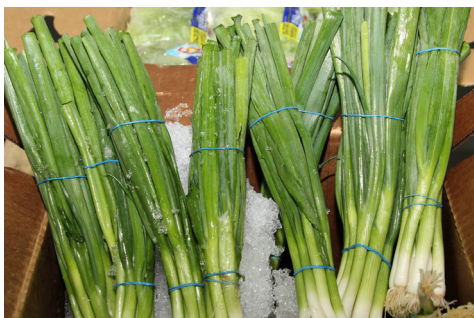
CV HASS AVOCADOS

Hass Avocado prices will be up a few dollars next week as heavy rain in Mexico has prevented growers from harvesting fruit for a few days. This has caused a small spike in pricing due to less availability crossing from Mexico.



CV BRUSSELS SPROUTS

Brussels Sprouts are readily available out of Mexico and Yuma, AZ. Quality is starting to improve.



CV SCALLIONS

Scallions have improved in availability and pricing. Some Mexican regions are experiencing cooler weather and rain. This could tighten the market again.



CV SQUASH

NOTE: Green and Yellow Squash prices will be rising this week. The cold temps will leave harvests short and plants damaged. Quality will be nice but expect limited availability.

OTHER STORIES

- **Green Kale** and **Collard Greens** are available from Florida. Quality is looking great on both items and prices remain promotable.

- **Green Cabbage** prices remain promotable out of Florida this week. Quality has been very nice.

- **Black Mission Figs** from Mexico will be available for mid-February. Quality has been nice. These are offered in a 12/8oz clamshell.

- **Young Thai Coconuts** will be in great supply and very promotable for the next few weeks.

- **Sharon Persimmons** will be in stock with limited supply from Spain.

- **Pomegranates** will be in limited supplies from Israel. These are premium large fruit that are very nice. **Pom Arils** should be in decent supply through January and into February.

- **Mango** supplies from Peru is steady, promotable, and arriving in excellent condition. **Ataulfo Honey Mangos** will be back in stock for mid-February.

- **Pineapple** will remain tight and in high demand for mid-February.