

# ORGANIC MARKET NEWS



OUTLOOK FOR FEBRUARY 18 - FEBRUARY 25, 2016

## ORGANIC ZUCCHINI IN SEASON



**Organic Zucchini** continues to be in abundant supply out of Mexico as multiple shippers have strong volume being harvested in the fields.

The rest of February and early March are shaping up to be an excellent time to promote **Organic Zucchini**.

Quality has been very good. Expect prices to remain low throughout the next week.



### OG CA MANDARINS

**Organic Murcott Mandarins** continue in both bald and pouch bags. The fruit is easy to peel and delicious.

**Organic Petite Murcott Mandarin Gift Boxes** will be available for March promotions.

**Organic Tango Mandarins** are now available in 12/2lb. mesh bags.

**Organic Satsuma Mandarin** supplies are winding down for the season.

**Organic Gold Nuggets** have just come into season and will become sweeter towards mid-March.

**Organic Royal Mandarin Tangerines** are in excellent supply this week but will finish soon. This variety is tangy and juicy.



### OG TOMATOES

**OG Round Tomatoes** are in good supply out of FL & Mexico. Mexican shippers still holding firm to a higher price. Quality out of both regions is very nice.

**OG Grape Tomatoes** remain in steady supply out of FL and Mexico. Virginia may have some **Hot-house Organic Grape Tomatoes** next week

**OG Cherry Tomatoes** are in adequate supplies out of FL. Mexico is still on the limited side. **Rainbow Cherry Tomatoes** are in adequate supply out of FL.

**OG Cluster Tomatoes** are in good supply out of Mexico. Virginia may have some **Organic Clusters** next week.

**OG Roma Tomatoes** – from Mexico are abundantly supplied. This is a good time to promote.

**OG Heirloom Tomatoes** – steady supplies out of Mexico



### OG BROCCOLI & CAULIFLOWER

Supply continues to out-pace demand, leaving **Organic Broccoli** growers with little choice but to continue to discount to get movement. Product quality has been very good.

**Organic Cauliflower** supplies are steady, but later this week there may be an increase in volume. Quality has been good.

**Organic Orange** and **Purple Cauliflower** is in very tight supply.



## OG GREEN BEANS

**ALERT!** **Organic Green Beans** are in tighter supply this week. Out of FL, shippers are expecting very light supplies, even for bagged operations (like Pero Organic).

CA and Mexico report very light supplies and high demand. Quality is described as good to very good.



## OG LEMONS

**Organic Meyer Lemons** are beginning to firm as well with prices expected to rise over the next couple of weeks. Pouch bags are also back in.

California **Organic Lemon** supplies began shifting to tighter markets. Prices began rising and a trend to smaller fruit should be expected as growers move into their spring growing region.



## OG GRAPES

South African **Organic Black Seeded Grapes** are expected to begin by the weekend. Expect excellent quality.

South African **Organic Green Grapes** are available but limited this week.



## OG CELERY

**Organic Celery** is in better supply now for the rest of February. Prices have come down and the quality is very good. Expect good supplies on all sizes, and on **Organic Celery Hearts** as well.



## OG GRAPEFRUIT

California **Organic Grapefruit** prices have shifted up with the end of the main winter growing region. Fruit will remain in season, but harvests will be less abundant.

**Florida Organic Grapefruit** supplies are gapping. We do expect to see more in a couple of weeks, but supplies will be very sporadic until the end of the season.



## OG ROMANESCO

**Organic Romanesco** is in abundant supply out of CA. This is a good week to promote this specialty vegetable!



## OG APPLES

All Washington **Organic Apples** remain extremely tight, with limited supplies and high prices. This is expected to continue until imports begin in the spring. Expect to see sporadic gaps in some varieties.

**Import Organic Gala Apples** are the first variety to arrive around the 3-4th week of March from South America.



## OG PEARS

The first **Import Organic Bartlett Pears** are expected to arrive next week from South America, pending port delays. Then the first **Import Organic Red Bartlett Pears** are expected to begin a week after that.

Washington **Organic Anjou** and **Bosc Pears** will finish for the season by early March.



## OG BERRIES

**Organic Blueberries** out of Chile are in promotable supply in both 4.4oz and 6oz packs.

Mexican **Organic Blackberry** supplies continue to firm with prices on the rise.

**Organic Strawberry** and **Raspberry** prices are starting to improve in supply. Markets remain quite firm, but expect lower pricing as the pipeline fills up with product during March.





## OG ONIONS

CA and NV growers are reporting better yields on **Organic Onions** than in weeks past, which will mean their **Organic Yellow, Red, and White On-ion** crop will last longer than anticipated, at least through March.

**Organic Yellow Onions** are anticipated to wind down in about three weeks at which time we will transition to Washington and Canadian storage product.



## OG ASPARAGUS

At this time it appears there is adequate **Organic Asparagus** supply out of CA and Mexico. Quality has been very good to excellent.

Some **Organic Asparagus Tips** are available. Expect supply to continue to be decent through March.



## OG SWEET POTATOES

North Carolina **Organic Sweet Potatoes** are a lower cost alternative to **CA Organic Sweet Potatoes**. They are packed in 40lb bulk and 10/3lb bags (NEW ITEM 48721).

AV Thomas (Natural Beauty) California grown beautiful **Organic Sweet Potatoes** are in great supply and would be a good items to promote.



## OG MANGOS

**Peruvian Organic Mangos** are in great supply. Expect fruit to be slightly less hard than their Tommy Atkins counterparts. Do not let this deter you from this fruit. The excellent flavor and creaminess more than make up for it.

Early season **Organic Ataulfo Mangos** from Mexico are in stock now! These should be in steady supply for the next few weeks. Round type **Organic Mangos** from Mexico are projected a few weeks earlier than normal this year and might overlap the Peruvian season a bit towards the end.



## OG CA ORANGES

**Organic Blood Oranges** are in peak season quality and volume!

Full box **Organic Cara Cara Oranges** continue to have good flavor, a nice exterior, and a deep pink flesh. Supplies are steady.

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

**Organic Valencia Oranges** have begun in a very limited way. Better supplies are expected over the next few weeks.



## OG KALE

**Organic Kale** is in good supply out of CA and FL. Quality has been very good out of both regions, with darker color leaves coming out of CA from growers in Oxnard.

**Organic Lacinato Kale** is in good supply out of CA, while FL is more limited.

**Organic Red Kale** is in adequate supply out of CA but is limited from FL.

# OTHER STORIES:

- **ALERT!** The **Organic Lime** supply has tightened. Prices are taking some pretty big increases and smaller sizing will prevail.

- **Organic Bunched Spinach** is in good supply at this time. Quality is better this week over the last few weeks, with larger bunches now seen out of CA.

- **Organic Butternut** and **Spaghetti Squash** are dwindling in supply out of Mexico and CA. Organic Spaghetti Squash has more scarring than usual. Prices are steady. **Organic Delicata** and **Green Acorn Squash**

supplies are expected later this week.

- **ALERT!** **Organic Baby Arugula** and **Baby Spinach** will continue to be a struggle as mildew has been causing some quality and supply issues.

- **Organic Formosa Papayas** are projected to be in stock consistently over the next few months due to a strong partnership with the grower. Condition has been great!

- **ALERT!** **Organic Ginger** will be in tighter supply

for the next few weeks.

- **Organic Brussels Sprouts** continue in good supply out of Mexico and CA as multiple growers are reporting large harvests. **Organic Microwaveable Brussels Sprouts** are in good supply out of CA.

**Organic Pineapples** will be in better supply for next week. Quality has been excellent. Prices are trending lower.



# NEW ITEMS OR BACK IN SEASON

## TASTEFUL SELECTIONS BABY POTATOES & FINGERLINGS

04744



04746



04745



04340 – CV Potatoes Honey Gold 1 Bite

12/1.5 lb.

04740 – CV Potatoes Ruby Sensation 1 Bite

12/1.5 lb. **NEW!**

04741 – CV Potatoes White Delights 1 Bite

12/1.5 lb. **NEW!**

04742 – CV Potatoes Sunrise Medley 1 Bite

12/1.5 lb. **NEW!**

04743 – CV Potatoes Purple Passion 1 Bite

12/1.5 lb. **NEW!**

04636 – CV Potatoes Ruby Sensations 2 Bite

8/1.75 lb. (cello)

04638 – CV Potatoes Honey Gold 2 Bite

8/1.75 lb. (cello)

04744 – CV Potatoes Fingerling Red

12/1.75 lb. **NEW!**

04745 – CV Potatoes Fingerling Gold

12/1.75 lb. **NEW!**

04746 – CV Potatoes Fingerling Sunset Medley

12/1.75 lb. **NEW!**

41970 – OG Potatoes Ruby Sensations 1 Bite

12/1.5 lb. (organic)

41971 – OG Potatoes Honey Gold One Bite

12/1.5 lb. (organic)

41972 – OG Potatoes Sunrise Medley 1 Bite

12/1.5 lb. (organic)

04792



04340



04740



04743



04741



04638



04636



41972



41971



41970



## TAYLOR FARMS CHOPPED SALADS



03609 Kale Chopped 6/13.4 oz.

03608 BBQ Ranch Chopped 6/12.75 oz.

24728 Sweet Kale Chopped 6/9.25 oz.

03611 Asian Chopped 6/13 oz.

03606 Greek Chopped 6/10.89 oz.

03612 Southwest Chopped 6/12.55 oz.

03607 Italian Chopped 6/13 oz.



Tender Kale, Shaved Brussels Sprouts, Radicchio with Asiago Cheese, Herb Crouton Crumble & LEMON GARLIC VINAIGRETTE



Romaine Lettuce, Green Onions, Red Cabbage, Savoy Cabbage, Broccoli, Carrots, BBQ Sauce, Bacon, Lime Tortilla Chips & RANCH DRESSING



Broccoli, Kale, Brussels Sprouts, Cabbage, Radicchio, with Dried Cranberries, Roasted Pumpkin Seeds & POPPYSEED DRESSING



Savoy Cabbage, Green Cabbage, Carrots, Celery, Green Onions, Cilantro, Wonton Noodles, Sliced Toasted Almonds & SESAME GINGER DRESSING



Cabbage, Tomatoes, Romaine Lettuce, Broccoli, Green Olives, Green Onion, Parsley, Celery, Flat Bread Chips & GREEK VINAIGRETTE



Green Cabbage, Romaine Lettuce, Carrots, Pumpkin Seeds, Green Onions, Tortilla Strips, Cilantro & CREAMY CILANTRO DRESSING



Romaine Lettuce, Broccoli, Red Cabbage, Celery, Italian Cheese Blend, Green Onions, Salami, Parsley & ITALIAN DRESSING

# NEW ITEMS OR BACK IN SEASON

## RECIPE PACKS



CODE: 00605

CV Broccoli Crowns Tray Wrap  
w/Recipe 8/14 oz.



CODE: 23379

CV Tomato Roma Clam w/Recipe 9/2 lb.



CODE: 00689

CV Brussels Sprouts Clam w/Recipe 12/1 lb.

## VINTAGE SWEETS HEIRLOOM NAVEL ORANGES



CODE: 12169

CV Orange Vintage Sweet Navel 10/3 lb.



CODE: 12168

CV Orange Vintage Sweet Navel 6/6 ct



CODE: 12167

Vintage Sweet Display Bin  
\*free, while supplies last

## CONVENTIONAL

06435 - CV Pears Bartlett 90 ct Import	40 lb
06555 - CV Pears Bartlett 100 ct Import	40 lb
10044 - CV Blueberries Driscoll's	12/6 oz
17942 - CV Pineapple Gold Ripe	4 ct
23369 - CV Tomato Medley "Wild Wonders"	10/12 oz
13151 - CV Mandarins Stem & Leaf Tango	22 lb.



## ORGANIC



49689 - OG Spring Leaf Orange Blood Baby	10/1 lb
49690 - OG Spring Leaf Orange Blood Moro	18/1 lb
49691 - OG Spring Leaf Orange Blood Moro	18/2 lb
43775 - OG Watermelon Seeded 6ct	40 lb
40397 - OG Carrot Rainbow Cello	24/2 lb
40857 - OG Kohlrabi Bunch Purple	12 ct
48721 - OG Sweet Potato Yam NC Bags	10/3 lb
40412 - OG Beets Chiogga Bunch	24 ct





# Green Giant<sup>TM</sup> Fresh

## NEW AT FOUR SEASONS!

AVAILABLE FOR DELIVERY STARTING 2/22! (replacing Apio/EatSmart/Greenline)

### Brussels Sprouts - Shaved



**CODE:** 03412  
**UPC:** 6-05806 12245-3  
**PK/SZ:** 6/9 oz.

### Brussels Sprouts - Halved



**CODE:** 03413  
**UPC:** 6-05806 13631-3  
**PK/SZ:** 6/9 oz.

### French Beans



**CODE:** 03652  
**UPC:** 6-05806 13805-8  
**PK/SZ:** 6/8 oz.

### Broccoli Slaw



**CODE:** 03651  
**UPC:** 6-05806 12223-1  
**PK/SZ:** 9/12 oz.

### Tri Color Slaw



**CODE:** 03620  
**UPC:** 6-05806 12232-3  
**PK/SZ:** 9/10 oz.

### Sweet Carrot Slaw



**CODE:** 03622  
**UPC:** 6-05806 12233-0  
**PK/SZ:** 9/10 oz.



DRIVING  
HEALTHY  
DISTRIBUTION

PHONE: 1.800.422.8384

FAX: 1.717.721.2597

WEB: [www.fsproduce.com](http://www.fsproduce.com)



## NEW AT FOUR SEASONS!

AVAILABLE FOR DELIVERY STARTING 2/22! (replacing Apio/EatSmart/Greenline)



03656



03655



03615



03618



03616



03617



03653



03654



03414



03619



03415



03279

CODE	DESCRIPTION	PK/SZ	UPC
03656	Broccoli Florets	9/12 oz.	6-05806 12220-0
03655	Cauliflower Florets	9/10 oz.	6-05806 12231-6
03615	Vegetable Medley	9/12 oz.	6-05806 12222-4
03618	Vegetable Stir Fry	9/12 oz.	6-05806 13624-5
03616	Broccoli/Cauliflower Combo	9/12 oz.	6-05806 12225-5
03617	Broccoli/Carrot Combo	9/12 oz.	6-05806 12234-7
03653	Snap Peas	6/8 oz.	6-05806 00018-8
03654	Snow Peas	6/6 oz.	6-05806 00064-5
03414	Green Beans	6/12 oz.	6-05806 00006-5
03619	Brussels Sprouts	6/12 oz.	6-05806 12235-4
03415	Butternut Squash	6/12 oz.	6-05806 13801-0
03279	Cauliflower Crumbles	6/1 lb.	6-05806 00071-3

- All of these products are **microwaveable** for steaming in the bag.

- Contact your Four Seasons rep to learn more about getting started on this program or for promotional schedule information.



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# VEGETABLE/PARTY TRAYS

## NEW AT FOUR SEASONS!

AVAILABLE FOR DELIVERY STARTING 2/22! (replacing Apio/EatSmart)

### TAYLOR FARMS

#### SMALL VEG TRAY W/ DIP & PEPPERS



**CODE:** 03658  
**UPC:** 6-05806 13619-1  
**PK/SZ:** 6/18 oz

### GREEN GIANT

#### SMALL VEG TRAY W/ DIP



**CODE:** 03659  
**UPC:** 6-05806 13611-5  
**PK/SZ:** 6/20 oz.

### GREEN GIANT

#### LARGE VEG TRAY W/ DIP



**CODE:** 03660  
**UPC:** 6-05806 13612-2  
**PK/SZ:** 4/40 oz

### GREEN GIANT

#### LARGE VEG TRAY - NO DIP



**CODE:** 03661  
**UPC:** 6-05806 13623-8  
**PK/SZ:** 4/40 oz



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FAX: 1.717.721.2597

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# CONVENTIONAL MARKET NEWS

OUTLOOK FOR FEBRUARY 18 - FEBRUARY 25, 2016

## STRAWBERRY SUPPLIES IMPROVE



Time to promote Florida **Strawberries**!

Volumes will be much better for the remainder of February and through mid-March out of Florida.

Pricing could vary substantially day-to-day based on quality and which grower has extra fruit to move, but throughout, **Strawberries** should continue to be promotable.

Premium Driscoll's brand **Strawberries** from Mexico and Oxnard, CA are coming down in price, but will not be nearly as cheap as shipper labels from Florida.



### CV PINEAPPLES

**Pineapple** supplies continue to be light, but will slowly start to ramp up in early March and volumes will keep going up through the Easter ad period. Prices should remain where it is and possibly going up on the spot market the week before Easter.

The supply after Easter will drop off for the next two weeks as growers would have picked all the fruit that was ready to take care of the demand prior to the holiday. Price again will stay firm.



### CV AVOCADOS

Mexican **Hass Avocados** are in excellent supply.

Large fruit (32/36/40ct) continues to be available and there are no shortages on any specific size. Affordable price points have kept **Hass Avocados** selling great even after the "Big Game."

**Avocados** from Mexico have a terrific taste profile. This satisfying flavor will increase over the next few months. Look for more information in coming weeks on "Avocados from Mexico" promotional programs like Fanwich and Fiesta del Fuego.



### CV TOMATOES

**Cluster Tomatoes** will be lower in price this week as Mexican greenhouses hit peak volume.

**Beef Tomatoes** are leveling out in price as last week's abundance winds down. Quality is nice from Mexico.

**Vine Ripe Two-layer and 25 lb. Tomatoes** are in good supply from Mexico.

**Grape Tomato** pricing is lower with better supply from Mexico and Florida.

**Cherry Tomatoes** remain limited due to virtually no field production in Florida. We're offering greenhouse grown product again this week.





## CV ASPARAGUS

Promote **Asparagus** this week! Good supplies will continue from Mexico.

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## CV CAULIFLOWER

There seems to be a glut of supply in **Cauliflower** once again. Pricing is down this week with nice quality, allowing for more promotions.

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## CV ICEBERG LETTUCE

Supplies of **Iceberg Lettuce** are steady with steady pricing and nice quality.

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## CV SQUASH

**Zucchini** is abundant with nice quality and promotable supplies and pricing.

**Yellow Squash** supplies are more available with lower pricing this week.

**Hard Squash** is steady.

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## CV BROCCOLI

There continues to be good supply of bunched **Broccoli** and **Broccoli Crowns**. These are two items to promote again this week.

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## CV LETTUCE

**Romaine Hearts, Green Leaf, Red Leaf, and Romaine Lettuces** are in great supply with promotable volumes and aggressive pricing. Quality is nice from Yuma, AZ.

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## CV CUCUMBERS

The **Cucumber** market seems to be coming off the bottom, and pricing may be higher the second half of the week. Quality is nice from Mexico.

**Cello Wrapped Cucumbers** are limited from Mexico and Canada with higher pricing this week and nice quality.



## CV PEPPERS

**ALERT! Green Peppers** are extremely tight with higher pricing this week. Supplies are short from Mexico.

**15lb Red Peppers** are limited with nice quality. **11lb Red, Yellow, and Orange Peppers** are steady. Don't forget to try the new **9/4pk Red Peppers!**

**Mini Mixed Sweet Peppers** are steady.



## CV ONIONS

**Onions**, in all colors and sizes, have leveled off this week, but still remain in high demand and price.

**Peruvian Sweet Onions** will begin to wind down. We will see the first arrival of **Mexican Sweet Onions** this week. Availability on Mexican **Onions** has improved drastically this week causing pricing to become more advantageous than where the Peru **Onions** had been.

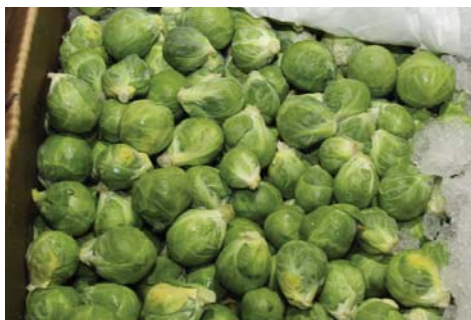




## CV BERRIES

Keep promoting **Blueberries** for the rest of this month! Chilean volumes won't be winding down for another few weeks. We're now stocking both 6 oz. and 1 pint packs. Florida **Blueberries** will start towards the end of March.

**Raspberry** and **Blackberry** supplies will remain limited this week. Prices are also high.



## CV BRUSSELS SPROUTS

There is ample supply of promotable **Brussels Sprouts** from California. Quality is nice and pricing is down.

Please be sure to ask your sales rep for details on the new recipe clamshell pack!



## CV MELONS

**Cantaloupes** from Central America will be promotable for late February and early March. We will be sourcing the extra dense and sweet Del Monte MAG variety for much of our supply.

**Honeydews** from Central America remain steady this week. Mexico will be bringing **Honeydews** in this week, helping ease the markets slightly.



## CV IMPORT PEARS

Outlook for fresh crop **Pears** from South America:

### Argentina & Chilean Bartlett Pears:

Available now in a light way, peak volume arriving mid to late March. Crop will be smaller.

### Chilean Packham Pears:

Arriving in late March to supplement Bartlett demand, especially on bigger sizes.

### Chilean Bosc Pears:

Arriving in mid-March. Storage crop Washington will be available too.

### Chilean Forelle Pears:

Arriving in April.



## CV IMPORT APPLES

Outlook for fresh crop **Apples** from South America:

### Chilean Gala Apples:

Expected in mid-March. Crop sizing looks smaller than last year.

### Chilean Granny Smith Apples:

Arrivals to US expected in late April or early May.

### Chilean Cripps Pink Apples:

First arrivals expected in June.

### Chilean Braeburn Apples:

First arrivals by late June to July.

### Chilean Fuji Apples:

First arrivals by late June to July.



## CV MANGOS

**Mangos** coming in from Peru are winding down, likely to finish in two weeks. Peak sizes on these are still 6-8 counts. Mexico is already underway with their new season with the **Tommy Atkin** variety along with **Ataulfos**. Both available in a full range of sizes.

Markets should remain firm for the next three to four weeks at which time the volume from Mexico hits full stride.

# OTHER STORIES:

- North Carolina **Sweet Potatoes** continue to be in good supply.

- Check out the CA grown **Garnet Sweet Potatoes** (red skin, orange flesh) as a premium alternative to NC product (NEW ITEM 4857).

- The **Celery** market is steady with nice quality.

- Florida **Potatoes** have begun in all colors and sizes this week. Quality will continue to improve as we head further into February.

- **Green Onions** are limited with steady to higher pricing.

- **Radishes** remain limited with steady pricing.

- **Green Beans** remain limited with steady pricing.

- **Cabbage** supplies are steady with nice quality from Florida.

- **Eggplant** supplies, pricing, and quality are steady.

- **Corn** remains limited.