

ORGANIC MARKET NEWS

FEBRUARY 18 - FEBRUARY 25, 2022

ORGANIC MANGO SEASON OUTLOOK





The 2022 new crop Mexican **Organic Mango** season kicks off in the southern regions of Chiapas and Oaxaca! **Organic Mangos** will primarily come those regions through the end of April.

The Mexican season started off on time this year. There was no drought present this winter, so the fruit is expected to be big, sweet, and juicy. Growers are seeing faster ripening times than last two seasons as the drought in past kept the fruit a bit greener. Sizing is expected to be on the bigger side of normal. The last few seasons, the fruit has been smaller from the drought.

Four Seasons' partner, Crespo Organic, reports good volumes for this upcoming season. They have continued to increase organic orchard acreage in the south that feeds into their Oaxaca and Chiapas packhouses. Most sizes are readily available and both Organic Ataulfo Honey and Tommy Atkins Round Mangos are promotable as we head into March!

Prices are a bit higher this season on **Organic Mangos** as inflation has taken a toll on the entire supply chain. Meanwhile in the US, conventional mango markets are at an all-time high and anticipated to be such for a while.

April will be very bountiful with volume and a good time to promote. Then, Nayarit is expected to begin in May, followed by Sinaloa in June and beyond.



OG AVOCADOS

ALERT! Dominating much of the produce industry news was that **Organic Hass Avocado** supplies from Mexico came to a screeching halt at the US borders on Super Bowl Sunday.

A USDA APHIS inspector received a threatening message to their government issued mobile device while in the state of Michoacan, Mexico inspecting and certifying fruit. This spurred the US government to immediately stop all Mexican Avocado imports until further notice.

There is still much to be resolved by both countries and prices have jumped up on any fruit that was already in the supply chain.

As of Friday 2/18 mid-day, the suspension continues to be in place, so we anticipate gaps in supply and out-of-stocks on **Organic Hass Avocados** during late February.

For more info: npr.org/2022/02/17/1081452471/mexico-avocado-ban



OG BERRIES

Organic Strawberry prices are finally showing signs of easing down in late February from Mexico. Driscoll's prices have dropped closer to other brands as their volumes continue to increase. This trend should continue into March as more production ramps up in Mexico and Florida. Quality has looked very nice.

Organic Blueberry prices from Chile remain promotable. Flavor has been good. Quality has been less consistent on the mid-February arrivals as supplies have been on the water and on ports longer due to delays. Driscoll's continues to bring in supplies from Mexico, and quality has been outstanding.

Shipper brands of **Organic Blackberries** from Mexico will be promotable. Quality has been nice. Driscoll's prices are rising some as their production is declining.

Organic Raspberry prices will remain high to slow down demand. Harvests out of Mexico are light as production is on the decline. Quality has been nice.



OG CITRUS

Organic Lemons, Navel Oranges, Blood Oranges, Murcott Mandarins, and Cara Cara Oranges from California continue to be in excellent supply and will be featured in our huge Sunkist display contest and promotion for the month of March!

Organic Grapefruit is in excellent supply out of Mexico and California with nice pink to red flesh. California **Organic Minneola Tangelos** are in good supply.

Buck Brand **Organic Specialty Citrus** is still struggling with supply on all commodities this season, so snag what you can when it's available.

A small shot of **Organic Pixie** and **Gold Nuggets** are due in late February. Make sure to get you pre-orders in as they will be extremely limited and gone before you realize it.

ALERT! Organic Limes out of Mexico continue to be extremely limited with very high prices.



OG BROCCOLI

Organic Broccoli from SoCal and Yuma, AZ growing regions continues to flourish, allowing for promotional opportunities for the rest of February.

Organic Sweet Baby Broccoli and Organic Broccoli Rabe remain in steady availability in February and pricing has leveled out, however pricing does remains higher than average as demand remains strong.



OG BEANS AND BRUSSELS

Organic Green Beans and Brussels Sprouts continue in strong production from Mexico, so promotional opportunities will be available for the rest of February.

Organic Mesh Brussels Sprouts are back in season, so make sure to add them to displays to offer a grab and go option for shoppers.



OG ASPARAGUS

Organic Asparagus is being priced in line with conventional in the short term while supplies on all asparagus are tight. New inbounds have shown some outstanding quality with steady availability on **Organic Asparagus** right now.

UPC packaged **Organic Asparagus** is back in stock - 20/12oz code 228139.



OG CARROTS

Organic Baby Rainbow Carrots are now back in stock as Cal-O has resumed production. Be sure to add this back into your carrot section!

A specialty product for the wet veg cases, **Organic Red Bunched Carrots**, are in season from Cal-O.

Overall, **Organic Carrot** production remains lighter, however supply and demand seem to have caught up and fill rates are improving across the entire category.



OG LETTUCE

NOTE: Organic Leaf and Romaine Lettuce from Lady Moon Farms in Florida continues to experience lighter supplies due to colder temperatures earlier in the month. Pricing is up, but quality remains outstanding

ALERT! Organic Romaine Hearts outlook is bleak for late February as aphid pressure (an insect) has unexpectedly occurred, creating shortages due to not being able to harvest. Some shippers will now end their desert seasons early. Expect price increases in late February and supplies to tighten quickly.



OG CAULIFLOWER

Organic Cauliflower from the desert growing region continues to experience steady availability and quality during February.

However, some price and availability volatility is expected as we get closer to March when growers end their season in this region and transition back to Central California.



OG ARTICHOKES

Organic Artichokes continue to yield consistent availability and pricing will remain promotable during February. Quality is outstanding.



OG BANANAS

Poly pack **Organic Bananas** cases will arrive in late February from Equal Exchange. As we head into the rainy season in Ecuador, these bags help maintain good quality through the supply chain.



OG CUCUMBERS

Organic Cucumbers continue to have strong harvest yields from Mexico. Good volume and excellent quality will provide promotional opportunities in late February.



OG CELERY

Organic Celery continues to yield steady production and strong quality. Promotional opportunities will continue through the rest of February.



OG PEPPERS

Organic Green Bell Peppers from Lady Moon Farms in Punta Gorda, Florida continue in strong availability and quality. Promotional opportunities are expected as we get closer to March.

Organic Mini Sweet Peppers remain in steady supply during February from Mexico with promotional pricing. Organic Mini Peppers from Lady Moon Farms are making a recovery from cold weather in early February. Expect increased supplies and excellent quality.

Organic Color Bell Peppers continue to have lighter supplies from Mexico driving price increases. Production from Israeli continue to remains steady in supplies, however pricing will continue to remain elevated in comparison to Mexican production. Quality has been outstanding from Israel, and provide a great option as Mexican Peppers quality has been subpar and supplies tighten.

- NOTE: Organic Mini Watermelons will be in a short gap. Expect small shortages as new harvests are expected to begin but are delayed due to cooler temps.
- Organic Zucchini and Yellow Squash remain steady, but there is not an overabundance, and product is expected to tighten some as late February approaches. Organic Zucchini quality continues to be strong, (NOTE) however Organic Yellow Squash quality has been up and down which will potentially impact availability as the month continues.



OG HARD SQUASH

Organic Butternut, Acorn, Spaghetti, and Kabocha Squash quality has been really nice, and pricing is steady out of Mexico.

Organic Delicata Squash is still rolling strong with good supply, but will end before the other varieties.



OG APPLES & PEARS

Organic Envy and **Opal Apples** are in promotable supply through March.

Organic Cosmic Crisp Apples are now available in bulk 38lb, euro 27lb, and 12/2lb high-graphic pouch bags.

Organic Granny Smith and **Pink Lady Apples** out of the Pacific Northwest are in excellent supply.

Organic Fuji, Gala, and Honeycrisp Apple supplies have tightened up and are expected to continue to be tight for the remainder of the season until imports arrive in May.

We are expecting the first import **Organic Bart- lett Pears** around March 1. Overall, import **Organic Pear** volumes from the Southern Hemisphere are expected to be in lighter volumes this season (March - June).

OTHER STORIES

- ALERT! Organic Green and Red Grapes continue to be extremely limited with high prices.
- NOTE: Organic Pomegranate Arils will be back in stock, but prices will be higher. Import fruit from Peru costs more than the domestic arils that were being used.



OG ONIONS

Peri & Sons **Organic Onions** are starting to wind down in late February on their US storage supply. After this, new crop Mexican **Organic Onions** will start, which will last us through March and April.

Then, we will see desert grown El Centro, California **Organic Onions** slated to start in early May.



OG TOMATOES

Organic Heirloom and Dark Heirloom Tomatoes continue to be available into the middle February. Steady supplies will be available with volume out of Mexico, and quality has been outstanding. They're an overall great color, great tasting, excellent eating tomato.

Organic Roma Tomato prices will remain steady as we head into the end of February. Quality has been outstanding out of Mexico and there will be steady availability.

NOTE: Organic Grape Tomatoes from Lady Moon Farms in Florida will be in short supply as we head into the end of February. The market price is expected to remain steady. Quality has been outstanding, but supplies will be more limited until March.

Quality on recent arrivals out of Quebec greenhouses on **Organic Beefsteak**, **Cluster**, and **Cherry-on-the-Vine Tomatoes** has been very nice.

• NOTE: Organic Eggplant from Lady Moon Farms have experienced some issues and colder temperatures in early February have lightened supplies significantly. Gaps in Florida Lady Moon Organic Eggplant supply will continue throughout February, however Mexican supply is available for to supplement any shortages.



SUNKIST CITRUS DISPLAY CONTEST Sunkist



FEBRUARY 28 - MARCH 27, 2022

Four Seasons Produce has again partnered with Sunkist Growers to offer up a contest with massive sales potential! We are in full swing with the citrus category, and some of the best tasting fruit will come in March! Time to create your own "March Madness" and grow your sales in the citrus category!

CONTEST CRITERIA:

- Build a BEAUTIFUL display of Sunkist Citrus using fruit purchased from Four Seasons Produce
- Displays must contain at least 5 varieties of conventional fruit OR 4 varieties of organic fruit to qualify
- Displays must contain Sunkist POS signage or bins which are available through your Four Seasons sales rep or merchandiser
- All displays must remain up for at least one week
- Use of social media is not required, but strongly encouraged.
- Pictures of displays must be submitted to contests@fsproduce.com by April 1.



PRIZES:

(DISPLAYS WILL BE JUDGED OFF OF CREATIVITY, USE OF SUNKIST SIGNAGE/BINS, AND OVERALL EYE APPEAL)





Four Seasons



2ND PLACE **Breville Espresso Maker**



4TH PLACE Breville Juicer





5TH PLACE **YETI Cooler**

Every entry will receive a Sunkist hat!











AVAILABLE AT FOUR SEASONS

Sunkist is a not-for-profit marketing cooperative entirely owned by and operated for the California and Arizona citrus growers who make up its membership. For more information visit: www.sunkist.com

NAVEL ORANGES

CODE	DESCRIPTION
13615	CV Navels 10/4 lb. Bag
13563	CV Navels Fancy 56's
13567	CV Navel Fancy 88's
42175	OG Oranges Navel CA FCY 40 ct
44092	OG Oranges Navel CA FCY 48 ct
44121	OG Oranges Navel CA FCY 56 ct
44096	OG Oranges Navel CA FCY 72 ct
44100	OG Oranges Navel CA FCY 88 ct
44099	OG Oranges Navel CA 10/4 lb Bag

CARA CARA ORANGES

CODE	DESCRIPTION
	CV Cara Cara Fancy 56's CV Cara Cara 12/3 lb. Bag
43571	OG Oranges Cara Cara CA 56 ct

BLOOD ORANGES

CODE	DESCRIPTION
14004 13912	CV Bloods 88 size/44 ct CV Bloods 18/2 lb. Bag
44125	OG Oranges Blood Moro 40 lb 72/88 ct

MANDARINS

CODE	DESCRIPTION
14678	CV Mandarins 10/3 lb. Bag
	OG Mandarins USA 60-90 ct 25 lb OG Mandarins 15/2 lb Bagged

LEMONS

CODE	DESCRIPTION
13005	CV Lemons Fancy 95's
13080	CV Lemons Choice 95's
13085	CV Lemons Choice 115's
13090	CV Lemons Choice 140's
13040	CV Lemons Bag 18/2 lb
44079	OG Lemons FCY 75 ct
44057	OG Lemons FCY 95 ct
44019	OG Lemons FCY 115 ct
44012	OG Lemons FCY 140 ct
44020	OG Lemons FCY 18/2 lb Bag

GRAPEFRUIT

CODE	DESCRIPTION
12811 12556	CV Grapefruit Fancy 40's
12330	CV Grapefruit Choice 8/5's

SUNKIST DISPLAY BINS

CODE	DESCRIPTION
32250	POS Display Blood CV 1 ea Sunkist Rectangle
32247	POS Display Blood CV 1 ea Sunkist Square
218197	POS Display Multi Variety CV 1 ea Sunkist Rectangle
223541	POS Display Multi Variety CV 1 ea Sunkist Square
32244	POS Display Cara CV 1 ea Sunkist Rectangle
32246	POS Display Cara CV 1 ea Sunkist Square
32245	POS Display Navel CV 1 ea Sunkist Rectangle
218922	POS Display Navel CV 1 ea Sunkist Rectangle
222963	POS Display Minneola CV 1 ea Sunkist Rectangle
223539	POS Display Minneola CV 1 ea Sunkist Square
223540	POS Display Mandarin CV 1 ea Sunkist Rectangle
223542	POS Display Mandarin CV 1 ea Sunkist Square
223543	POS Display Pummelo CV 1 ea Sunkist Rectangle
223544	POS Display Pummelo CV 1 ea Sunkist Square
223545	POS Display Lemon CV 1 ea Sunkist Rectangle
223671	POS Display Lemon CV 1 ea Sunkist Square
227240	POS Display Meyer CV 1 ea Sunkist Rectangle
32243	POS Display Meyer CV 1 ea Sunkist Square
230186	POS Box Empty Formed OG 1 ea
	POS Display Multi Variety OG 1 ea Sunkist Rectangle
223679	POS Display Multi Variety OG 1 ea Sunkist Square

















Do you want to boost sales in your apple category, while adding value and convenience for your customers? Four Seasons Produce has the solution for you!

We have partnered with Stemilt World Famous Fruit to bring you a promotion sure to satisfy that apple craving your customers have with their Lil Snapper line of products. All varieties of Lil Snappers, both conventional and organic, are on promotion from February 21 - March 13, 2022 and are ready for your displays. Talk to your Four Seasons Sales Rep or merchandiser for pricing, information, and display tips.

CONVENTIONAL

12179 - CV Apples Fuji 9/3 lb Lil Snappers Pouch Bag

12175 - CV Apples Gala 9/3 lb Lil Snappers Pouch Bag

12178 - CV Apples Gr. Smith 9/3 lb Lil Snappers Pouch Bag

230362 - CV Apples Honeycrisp 9/3 lb Lil Snappers

12176 - CV Apples Pinata 9/3 lb Lil Snappers Pouch Bag

12177 - CV Apples Pink Lady 9/3 lb Lil Snappers Pouch Bag

12192 - CV Apples Red Del. 9/3 lb Lil Snappers Pouch Bag

ORGANIC

44664 - OG Apples Fuji 9/3 lb Lil Snappers

44663 - OG Apples Gala 9/3 lb Lil Snappers

44662 - OG Apples Gr. Smith 9/3 lb Lil Snappers

227682 - OG Apples Pink 9/3 lb Lil Snappers

POS

230357 - POS Box Empty Formed Lil Snap 1 ea Open Top

12174 - POS Display Bin 1 ea Lil Snappers

230356 - POS Display Pop Up Apple Tree 1 ea Stemilt















About The Fruit

Lil Snappers[®] are delicious Stemilt apples in kids' favorite sizes and flavors. These fruits may be petite, but they are big on flavor and loved for their crisp and juicy bites.

You can tell by the package and size of fruit that these apples were born for snacking. They are the perfect lunchbox addition but could also be sliced and served for a snack. Diabetics love the portion size of Lil Snappers® fruits too!









ASK ABOUT PREORDERS ON WONDERFUL PISTACHIOS, FRESH GOURMET BANANA BREAD & CROUTONS, AND ORGANIC MECHANIC SOIL!



















CONVENTIONAL MARKET NEWS

FEBRUARY 18 - FEBRUARY 25, 2022

IMPORT GRAPES BECOMING MORE PROMOTABLE





After a winter of high pricing, **Grapes** from the Southern Hemisphere are finally starting to become more affordable with steadier supplies.

Red Seedless Grapes are very promotable for the end of February. We will have excellent opportunities on large fruit at more affordable pric-





Extra-large **Red Seedless Grapes**, on the proprietary varieties out of Peru, are also beginning to drop in price as we get into March.

ing, especially out of Chile.

Green Seedless Grapes are improving in supply, but the pricing is not dropping as quickly as on the Reds. Peru is winding down, but Chilean supplies are gradually ramping up. On the Greens, there is also a spread between the higher priced extra-large proprietary varieties and the value large.

Cotton Candy Grapes continue in season out of Peru, with high sugars and nice quality.



CV AVOCADOS

ALERT! The huge produce industry news was that **Hass Avocado** supplies from Mexico came to a screeching halt at the US borders on Super Bowl Sunday.

A USDA APHIS inspector received a threatening message to their government issued mobile device while in the state of Michoacan, Mexico inspecting and certifying fruit. This spurred the US government to immediately stop all Mexican Avocado imports until further notice.

There is still much to be resolved by both countries and prices have jumped up on any fruit that was already in the supply chain.

For more info:

 $\underline{\mathsf{npr.org}/2022/02/17/1081452471/\mathsf{mexico-avocado-ban}}$

As of Friday 2/18 mid-day, the suspension continues to be in place, so we anticipate gaps in supply and out-of-stocks on **Hass Avocados** during late February. If **Hass Avocados** from the Dominican Republic or Colombia become available in the meantime, we might try to source some.



CV BERRIES

Strawberry prices are expected to become more affordable as volumes ramp up closer to March. Florida is expected to be in peak production the 1st week of March with very promotable supplies available. Quality has been excellent as well with great color and flavor.

Blueberries from Chile and Peru remain very promotable. Vessels continue to bring in product, leading to very good volumes. Peru quality has been nice, but Chilean product has been fair to good, so keep that origin turning quickly on your shelves. Mexico supplies from Driscoll's are limited and command premium prices as quality and flavor are excellent.

Blackberry prices will remain steady out of Mexico. Volume is expected to remain decent in early March. Quality has been very nice from Driscoll's.

Raspberry prices are rising as production begins to slow down out of Mexico. Quality has been nice. Supplies will be steady.



CV PEPPERS

Green Peppers are promotable as we head toward the end of February.

The abundance of **Green Peppers** from Mexico is expected to be a result of growers picking **Color Bell Peppers** early, and as expected. Quality has been excellent, and availability is solid.

11lb Hothouse Color Bell Pepper prices are expected to fall toward the end of February as Mexico is expected to flush again. Quality is excellent and availably is not a concern as of right now.

New crop Canadian **Hothouse Color Bell Peppers** are expected to start the last week of February and into early March.

Mini Mix Sweet Peppers are in excellent supply for late February and early March, and primed for impulse buy promotions and big displays!



CV ASPARAGUS

NOTE: Asparagus continues to be limited and priced on the higher side. The market is expected to stay that way through February. There is some cooler weather likely to hit Mexico again, although shippers do not think it will hurt the crop any more than the first frost has.

As growers are still getting through product that was hurt from the frost, they are trying to keep up with demand and the combination of the two factors causing prices to stay high.



CV LEMONS & LIMES

Lemons are in excellent supply from California, and as we head into March, we'll see some excellent promotional opportunities. These deals will be across all sizes from 75's to 165's. Quality continues to run very nice.

ALERT! Limes continue to be extremely limited for Mexico, and market pricing is much higher than usual. We have good supplies from Colombia and Peru especially on 230ct to help with the lack of supply from Mexico. 17/2lb bag opportunities are also available on the imports.



CV SUMO CITRUS

SUMO Citrus (branded Dekopon variety fruit) is finally in excellent supply, and this will continue heading into March. Sizing will continue to be in the 18ct to 22ct range as this season produced really large fruit. Quality is exceptional.



CV MANGOS

Kent Mangos from Peru will be readily available as we close February. This end of season influx of volume, paired with Mexico **Tommy Atkins** fruit starting, should help lower costs as the mango markets have reached all-time highs over the past few months.

Ataulfo Honey Mangos from Mexico are going to be promotable for the end of February! Four Seasons will begin offering Champagne Mangos from Ciruli Brothers in March. This branded Ataulfo Mango is known as one of the best in the industry, with their consistency of pack and beautiful, sweet and creamy fruit.



CV SQUASH

Green Squash from Mexico will continue to arrive with outstanding quality and prices continue to fall. There is a lot of smaller sized **Squash**, which shippers have a lot of, and there are opportunities for promotions, but medium size **Squash** is available also, which is preferred.

We continue to source product from Mexico, and we are expected to see lowest market price in late February.



CV MANDARINS

Mandarins are still in tighter supply from California. Pricing remains higher on domestic fruit, but volumes have been increasing on imported fruit from Morocco. This value option out of Morocco will be available into March.



CV BROCCOLI & CAULIFLOWER

Broccoli Crowns quality has consistently been great. Small amounts are available out of Florida. Mexico, Arizona, and California have bountiful supplies. Pricing continues to have a little wiggle room up and down as demand holds strong.

Cauliflower is readily available and quality is nice, but pricing has not been at deep discounts.

Broccoli Rabe will be in better availability heading into March. Pricing will slowly come off.



CV NAVEL ORANGES

Navel Oranges are in good supply from California, but demand has continually been increasing, and we expect the pricing to move higher as we head into March.

We will continue to see a full range of options on sizing, and so far, quality has been outstanding. We will continue to have opportunities on bins with 36/40 size fruit as well.



CV CUCUMBERS

Cucumbers tightened up, and prices are expected to stay elevated before we see any relief in late February. Quality has been so-so at best from the east coast, and there is minimal product out of Mexico until early March. The product that is available is excellent quality out of Mexico.



CV CABBAGE

Green Cabbage prices remains steady, and quality is outstanding. Many farms were damaged with frost in Texas which may cause a stir in the market for St. Patrick's Day, but availability is not expected to be a concern.



CV MELONS

Cantaloupes are in steady supply with occasional spot buys available. Pricing headed into March is expected to be higher. Sizing has been running very large with most containers arriving to the East Coast with 9ct. We are not seeing many 12ct or smaller, and this pricing is actually higher than 9ct . Quality has been extremely nice.

Honeydews have been very nice, and sizing here has also been running large with most fruit being 5ct. Honduras and Guatemala are the main growing regions at this time.

Seedless Watermelon prices are easing off as more off-shore production becomes available. We are sticking with great quality out of Mexico for premium flavor for cuts. Florida is expected to begin early harvests in mid-March.



CV BRUSSELS SPROUTS

Brussels Sprouts quality is much improved. Prices are coming down.



CV VARIETAL CITRUS

Peak season continues on California Blood Oranges, Cara Cara Oranges, Minneola Tangelos, and Meyer Lemons.

There will be an exciting promotional event with Sunkist during March for independent retailers partnered with Four Seasons.



CV TOMATOES

Vine Ripe Round Tomatoes remain in steady supply and price right now, but prices are expected to rise due to the frost that hit Florida. There will be less product in Florida, and Mexico is not expected to have enough product to keep market prices steady. Quality has been excellent.

Cluster Tomatoes will stay steady as we head into the end of February. Prices are expected to stay at the bottom as there is plenty of product from Mexico. Canada will also start hothouse production in large volumes in early March.

Roma Tomato prices remain steady in late February. There is an abundance of product out of Mexico and quality has been excellent.



CV SPECIALTY FRUIT

White Dragon Fruit and Yellow Pitahaya Dragon Fruit are available with nice quality in February.

Fresh Black Mission Figs in 12/8oz containers are available from Mexico.

Guava and Star Fruit are also in season.



CV APPLES

Washington Apples are in firm but steady supply heading into March with freight rates easing back from the super high January levels.

- Braeburn
- Hunnyz
- Envy
- Jazz
- Fuji
- Koru
- Gala
- Pink Lady
- Gold Delicious
- Red Delicious
- Granny Smith
- SugarBee
- Honeycrisp

Eastern Apples in good supply:

- Evercrisp
- Pink Lady
- Fuji
- Red Delicious
- Gala Gold Delicious
- Ruby Frost
- Honeycrisp
- Snap Dragon Wild Twist

- McIntosh

SPECIALTY BERRIES

Driscoll's has 3 outstanding Sweetest Batch Premium Berries available for late winter:

- Sweetest Batch Blueberries 8/11 oz
- Sweetest Batch Blackberries 12/10 oz
- Sweetest Batch Strawberries 8/14 oz

The eating quality on these is exceptional!

Also available in our berry assortment are Peeled Golden Berries 12/6 oz.







