



ORGANIC OUTLOOK

FEBRUARY 23 - MARCH 2, 2018



WWW.FSPRODUCE.COM 8/1 LB

PROMOTABLE ORGANIC BERRIES

Organic Strawberry supplies out of Florida, Mexico, and Southern California are excellent. Late February and early March will be an ideal time to promote **Organic Strawberries!**

South American **Organic Blueberries** continue in peak season supply. It's a good time to promote! 12/1 pt packs at price-points your shoppers will appreciate!

Driscoll's proprietary variety **Organic Blueberries** are in excellent supply from Mexico with steady pricing and promotional opportunities.

Driscoll's Organic Blackberry supplies are back in good supply with prices easing down. Big promotional opportunities will be available for March. Other brands of **Organic Blackberries** continue in steady supply out of Mexico. Prices are firmer and will remain slightly higher in March.

Driscoll's Organic Raspberries are in an unexpected small flush in the fields. Expect good volume and lower pricing for early March. Supplies will then firm up and prices will be higher. Other brands of **Organic Raspberries** continue in steady supply this week.



OG MANGOS

The peak season of **Organic Kent Mangos** from Peru is past the half way point. Some shippers are winding down, others continue to have fruit available in both organic and Fair Trade programs. Quality has been very nice this year.

Mexico is expecting to have fruit available in early March and hopefully that will mitigate any gaps in fruit between the Peru and Mexican season.

Organic Ataulfo Mangos from Mexico remain in good supply. The crop is sizing bigger than it had been to start and will transition into bigger sized fruit for early March! Pricing should remain steady.



OG TOMATOES

Organic 2-Layer Round Tomatoes are increasing in supply out of both Mexico and Florida. Prices from Mexico are dropping more quickly than Florida. Quality is very good.

Organic Cluster Tomatoes are increasing in supply and prices are beginning to drop. Even more volume should be available for early March. **Organic 15lb Hothouse Tomatoes** are limited.

Organic Red and **Rainbow Cherry Tomatoes**, plus **Organic Heirloom Tomatoes** are in good supply. Pricing is steady.

Organic Grape Tomatoes are in good supply out of Florida, and Mexico has abundant volumes, with cheap prices.

Organic Roma Tomatoes are increasing in supply out of Mexico. Prices are lower. Florida has adequate supply.



OG CITRUS

Orange Navel Oranges are steady this week with some promotional opportunities.

Organic Blood and **Cara Cara Oranges** are in peak season supply. Flavor is excellent.

Organic Murcott Mandarins are back in excellent supply this week. High graphic pouch bags from Homegrown, 2lb Candy Mandys net bags, and 25 lb loose packs are all available.

Organic Kumquats, Minneola, Pummelos, Golden Nugget, and Murcott Mandarins continue in nice supply and quality.



OG GRAPES

South African **Organic Green** and **Black Grapes** are in firm supply this week in 10lb cases.

A small late-season 18lb. **Organic Grape** deal out of Peru is here. Expect very tight supplies for a couple of weeks and then finish for the season. A late-season Peruvian **Organic Red Grape** sale is also expected to reappear sometime in March.



OG CAULIFLOWER

ALERT! **Organic Cauliflower** pricing shot up because of cooler temperatures, which have slowed harvests. Prices are expected to go up even higher next week. Quality overall has been better this week.

Organic Romanesco is in good supply out of CA.



OG CABBAGE

California growers report adequate supplies of **Organic Red, Green, and Napa Cabbage**.

Organic Red and **Green Cabbage** is in good supply out of Florida.



OG CUCUMBERS

Organic Cucumbers are in better supply this week out of Mexico. Pricing is down somewhat. Florida Organic Cucumbers will be available in early March.

Organic Hothouse Cucumbers out of Mexico are tighter in supply, but pricing is steady.



OG PINEAPPLES

Organic Pineapple supplies will remain on the tighter side with prices remaining elevated a bit due to decreased production in Costa Rica.



OG BROCCOLI

Organic Broccoli prices are still lower this week as a lot of volume has come on at once. While cheap now, this will result in higher prices in early March.

Organic Broccoli Crowns are available in good supply. Some shippers are still having yellow discoloration issues on the crowns.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts are in abundant supply out of Mexico. Quality has been very good.

8/1lb microwaveable bags are in good supply as well. Pricing is low and promotional opportunities abound.



OG HASS AVOCADOS

Organic Hass Avocados will continue to be in steady supply and pricing from Mexico.

Fair Trade Organic Hass Avocado supplies from OKE's Equal Exchange program have been somewhat limited. We continue to work together with them to fill supply lines particularly in the 60ct size.



OG ASPARAGUS

NOTE: **Organic Asparagus** supplies are becoming more limited for the end of February. Expect pricing to go up from historic winter lows we've seen.

Cooler temps out of Mexico and CA have slowed harvests. CA is basically out until the first week of March and Mexico has very low volumes.



OG GREEN BEANS

Organic Green Beans are in slightly better supply out of Mexico this week. Prices are still high.

Florida **Organic Green Beans** are back in supply this week and should be for March. Pricing is lower.



OG KALE

Organic Green, Lacinato, and Red Kale are in abundant supply out of CA.

Supplies of **Organic Kale** are good out of Florida with premium quality.



OG POTATOES

The sizing profile on **Organic Count Russet Potatoes** is peaking to 90ct. This will likely be the majority of the count russet sizing for **Organic Russets** for the next couple weeks.



OG LETTUCE

Organic Red Butter, Green Butter, Green Leaf, and Romaine Lettuce are in good supply out of Florida. **Organic Red Leaf** is more limited this week. Quality is outstanding from Lady Moon Farms.

CA has good supply on all varieties, but product still has brown discoloration on the ribs and on some of the leaves.



OG PEARS

The first import **Organic Bartlett Pears** have arrived from Argentina this week with very tight supplies for early March. Prices are expected to lower as supplies ramp up. **Organic Red Bartlett Pears** are expected in early March.

Washington **Organic Red Anjou Pears** will continue headed into March, but will then finish for the season.



OG PEPPERS

Mexico is overrun with all colors of **Organic Peppers**. Deals are available! Quality is good. Product out of Israel will tighten in supply for early March, but quality is good.

Organic Green Peppers coming out of Mexico are in very good supply, but Florida is more limited.

OTHER STORIES:

- **Organic Lemon** are in better supply this week, showing a little pressure from an early Mexican start. **Organic Meyer Lemons** continue in good, steady supply. Promotional opportunities are available.

- **Organic Lime** supplies are on the way down, with prices on the way up due to rain and cooler weather.

- **Organic Celery** is in good supply out of Mexico and CA. Pricing has started to move up. **Organic**

Celery Hearts are still in abundant supply. Pricing is steady. **Organic Celery Root (Celeriac)** is in good supply out of CA.

- **Organic Cilantro** is in adequate supply out of CA and Mexico. Price has moved back down.

- **Organic Eggplant** is in adequate supply out of Mexico, but limited from Florida.

- **Organic Bunched Spinach** is in better supply this week. Pricing is down somewhat, but is ex-

pected to increase for next week's loading. Quality is very good.

- **Organic Young Thai Coconut** supplies should rebound and pricing should begin to follow.

- **Organic Formosa Papayas** have been in steady supply with excellent quality.

NEW RICED VEGETABLES

NEW



CAULIFLOWER & BROCCOLI

CODE: 44674
SIZE: 6 / 14 OZ
UPC: 032601951665

CAULIFLOWER MEDLEY

CODE: 44673
SIZE: 6 / 14 OZ
UPC: 032601951655

CAULIFLOWER RICED

CODE: 44908
SIZE: 6 / 14 OZ
UPC: 032601951658

organic FRESH VEGETABLES

CONTACT YOUR SALES REP FOR PRICING!

CAULIFLOWER & BROCCOLI

VITAMIN A **4%** CALCIUM **2%**
POTASSIUM **4%** VITAMIN C **4%**

CAULIFLOWER MEDLEY

VITAMIN A **10%** CALCIUM **2%**
POTASSIUM **6%** VITAMIN C **40%**

CAULIFLOWER RICED

VITAMIN A **4%** CALCIUM **2%**
POTASSIUM **6%** VITAMIN C **60%**

AVAILABLE FOR DELIVERY STARTING MONDAY, FEBRUARY 26TH

CONTACT YOUR SALES REP TO ADD THIS NEW FLAVOR TO YOUR NEXT ORDER!



DRIVING
HEALTHY,
DISTRIBUTION™

400 Wabash Road
PO Box 788
Ephrata, PA 17522
1-717-721-2800
www.fsproduce.com



*“Technology has the shelf life of a banana.”
- Scott McNealy*

UPDATING TECHNOLOGY: TO BETTER SERVE IN THE FUTURE

FEBRUARY 16, 2018

To our customers: **THANK YOU** for your business and partnership. Here's some important information.

WHAT IS THE CHANGE?

After 17 years using a legacy program, Four Seasons Produce will be implementing a new ERP (Enterprise Resource Planning - JD Edwards) software system to run all of the transaction aspects of our business. By moving to a modern and robust ERP, we'll be better positioned to meet the changing demands of fresh produce distribution for years to come.

Your business will likely have new needs and evolving requirements as you face the next decade, and we want to have the system capabilities to support your success next year, 5 years from now, and 10 years from now.

WHAT CAN YOU EXPECT DURING THE CUTOVER TO THE NEW SYSTEM?

FRIDAY, MARCH 2

- Four Seasons will be **taking orders** for Saturday (3/3) delivery.

SATURDAY, MARCH 3

- Deliveries **WILL** be made.
- Operations are closed.
- Sales reps will be available from 8:30am - 12:30pm

SUNDAY, MARCH 4

- **NO** deliveries
- Operations will resume at noon
- Sales reps will be available from 8:00am - 1:00pm

MONDAY, MARCH 5

- **Very limited Monday delivery capabilities**
- Taking orders as normal for Tuesday (3/6) delivery.

TUESDAY, MARCH 6

- **Normal delivery schedule** will resume.

WEDNESDAY, MARCH 7

- **Extra deliveries** available in most regions.

**Your sales rep or merchandiser will be in contact with you regarding the specifics of your delivery schedule impact 3/4 & 3/5.*

***Online Ordering will be temporarily unavailable from Friday, March 2 at 5:00 pm through Sunday, March 4 at 7:00 am.*

WHAT WILL THIS MEAN FOR...?

CUSTOMER NUMBERS:

All accounts will get a new customer number. The new numbers can be found on pricelists and invoices - effective March 5.

ITEM NUMBERS:

Item Numbers (codes for ordering) are **not** changing.

Descriptions will be expanded for better clarity.

All item descriptions will start with **OG** (if product is organic) or **CV** (if product is conventional).

Item No. Description

44643	OG Salad Arugula Baby	8/5 oz Olivia's Clamshell
44644	OG Salad Spinach Baby	8/5 oz Olivia's Clamshell
44645	OG Salad Romaine Baby	8/5 oz Olivia's Clamshell
44646	OG Salad Herb	8/5 oz Olivia's Clamshell
44647	OG Salad Spring Mix	8/5 oz Olivia's Clamshell
44648	OG Salad Kale Baby	8/5 oz Olivia's Clamshell


WHAT WILL THIS MEAN FOR...? (CONT)

PRICE LISTS & ORDER GUIDES

The sequence in which items are arranged in many of our Price Lists and Product Order Guides will change in our new system. The general sequence will be alphabetical by fruit category then alphabetical vegetable category, followed by other product categories like salads, fresh cut, and beverages. Within each category the items will typically be arranged in alphabetical order or by brand program.

INVOICES, CONFIRMATIONS, & OTHER FORMS


Thanks to the new system, we have been able to update the look of many of our forms. These are mostly cosmetic improvements, and we trust you'll find them easy to use. Here's a sample of what an invoice will look like:



400 Wabash Rd, P.O. Box 788
Ephrata PA 17522
Phone 888-336-2800 | Fax 717-721-2550
www.fsproduce.com

INVOICE

Remit Payment To:
Four Seasons Produce
PO Box 62212
Baltimore MD 21264-2212



Invoice No.	97355 RI
Invoice Date	12/14/17
Order No.	4001817 SO
Customer PO	test
Customer PO 2	
Terms	STATEMENT NET 10
Route/Stop	1MAR4 / 1

Bill To: 15033
Spring Leaf Farms 123 Farm Lane Farm County, PA 99999

Ship To: 16891
Spring Leaf Farms Warehouse 456 Retailer Way Farm County, PA 99999

Appt: 00:00:00
Conf#:

Order	Qty Shipped	Item #	Item Description 1	Item Description 2	Origin	Case Price	Ext Price
5	5	750	CV Cabbage Green	50 lb	NJ	11.50	57.50
5	5	4195	CV Onions Red JBO PREM	25 lb	NV	15.50	77.50
5	5	4870	CV Sweet Potatoes Yam	40 lb	NC	17.00	85.00

SO WHAT EXACTLY IS CHANGING?

CHANGING

- Our ERP system for Sales, Procurement, & Finance
- Item Descriptions (expanding)
- Customer Account Numbers
- Look of Invoices, Price Lists, and other Forms

NOT CHANGING

- Systems that operate our Warehouse and Fleet
- Item Numbers
- Online Ordering Logins

WHAT CAN YOU EXPECT FROM US?

Tremendous thought and planning is going into minimizing and preventing disruptions to your business, but as you know, software changes are not without their complications. Our teams are learning and training. We ask for your patience during the cut-over weekend and as our associates get used to the new software. You have our commitment that we'll be doing our best.

Please share this letter with your other departments that may need to know and contact your sales rep or merchandiser for questions.

Thank you,

Jason Hollinger

General Manager - Four Seasons Produce

Four Seasons Produce, Inc.

1-717-721-2800

www.fsproduce.com



CONVENTIONAL OUTLOOK

FEBRUARY 23 - MARCH 2, 2018

WWW.FSPRODUCE.COM 12/1 LB

MINI SWEET PEPPERS ARE PROMOTABLE



Mini Sweet Peppers are very promotable at this time out of Mexico. We will have excellent opportunities on week on 12/1 lb. bags.

Mini Sweet Peppers are ideal for snacking and dipping. They're also great for roasting or stuffed as an appetizer.



CV PEPPERS

Green Peppers are in excellent supply for this upcoming week as Mexico and Florida are still in steady volumes. This will be an excellent week to promote **Green Peppers**, but this could change the first week of March. Growing areas in Mexico had much cooler weather, so harvests will be off.

All **Colored Bell Peppers** out of Mexico are much tighter in supply. Look for pricing to increase on all **Red, Yellow, and Orange Peppers** until Canada begins harvesting in a few weeks. We will still have promotional opportunities on **10/3pk Rainbow Peppers**.

The flush on field **Red Peppers** is now over and pricing will begin to move up. Quality has been very nice and sizing is mostly XLG and Jumbo.



CV STRAWBERRIES

The **Strawberry** deals out of Florida are here. Very promotable pricing will continue into the first week of March.

The weather outlook for Florida is showing very warm temperatures. This could cause quality issues to arise quickly. We will keep a close eye on arrivals.

Driscoll's brand and their propriety variety **Strawberries** are less abundant since their harvests are winding down in Florida and parts of Mexico. They are transitioning to Oxnard, CA production soon.



CV CUCUMBERS

Pricing is beginning to slide and become more promotable for **Hothouse Mini Seedless** and **European Seedless Cucumbers** out of Canada. Look for supplies to improve again this week and pricing to drop further. Quality has been excellent on these new crop **Hothouse Cucumbers**.

ALERT! Supplies on **Super Cucumbers** will be much lighter this week out of Mexico, and pricing will begin to climb. Growing areas in Mexico are experiencing much cooler weather than normal for this time of year, which is slowing production.



CV EGGPLANT

ALERT! Eggplant has jumped up in pricing significantly this week as supplies out of Mexico dropped drastically. Look for this market to remain higher priced heading into March.



CV GRAPES

Expect higher prices on both **Red** and **White Seedless Grapes**. There still is a wide range in pricing, but it is time to step up and pay the price for good, strong **Grapes**.



CV TOMATOES

The first **Cluster Tomatoes** out of Canada have arrived and they're beautiful!

Once again, all **Tomatoes** are in excellent supply this week. Mexico and Florida continue to have good harvests on all varieties, and quality has been very nice.



CV LIMES

ALERT! Lime prices are soaring! Supplies are limited crossing from Mexico. Some product is coming in from Columbia, but not enough to stabilize prices. Cost has doubled in a week and we will potentially see strong pricing now through the end of April.



CV MANGOS

The supply on **Honey (Ataulfo) Mangos** is increasing as more growers are crossing product from Mexico.

On **Round Mangos**, supplies are good from Central America with Mexico to start in late March.



CV ASPARAGUS

Keep promoting **Asparagus** this week. Supplies will be excellent and pricing is aggressive. We will see this market turn as we get into March and get closer to Easter demand. Prices will increase through the month.



CV BLUEBERRIES

Steady volumes of **Blueberries** will continue this week out of Chile, but look for supplies to start to decline over the next few weeks. Pricing will hold this week and start to move up with supply drops.

Driscoll's brand **Blueberries** from Mexico are of outstanding quality and flavor!

Florida growers are estimating a mid-March start to their spring Blueberry season.



CV LETTUCE

ALERT! Cold weather in the desert has slowed **Iceberg** and **Leaf Lettuce** production and given some strength to the markets. Look for pricing to be up a few dollars this week.

The cold weather has also hit the Santa Maria and Salinas regions. This is expected to push back their start by about a week. We will keep a close eye on a potential gap in mid-March.



CV ONIONS

As Michigan growers complete their storage **Onion** season, new crop from Mexico is now crossing the border in large volume.

Overall, the **Onion** market weakened due to light demand and an influx of new supplies. There are still plenty of supplies from the Pacific Northwest and other storage regions as well. The market is expected to remain soft for the short term, especially smaller-sized **Yellow Onions**.



CV POTATOES

Russet Potato demand remains steady throughout the country. Pricing remains stable in all areas, excluding Idaho. Spot buys may be available on slow moving items. February is notoriously a slow-moving month for **Russet Potatoes**.



CV BROCCOLI

Keep promoting **Broccoli!** Mexican supplies will continue to be promotable this week.



CV CAULIFLOWER

ALERT! Look for **Cauliflower** prices to increase this week. The cold weather has hit **Cauliflower** the hardest. Harvest estimates have been cut in half. Supplies will be limited for the next few weeks.



CV CANTALOUPE

Keep promoting **Cantaloupes!** Supplies are good and pricing is aggressive again this week. The newer varieties from Central America are tasting pretty good!

