

ORGANIC MARKET NEWS (ISBA)



FEBRUARY 21 - FEBRUARY 28, 2020

PROMOTABLE ORGANIC ASPARAGUS



Organic Asparagus prices continue to fall and become more promotable for late February. New crop harvests from Mexico are coming in strong on 11lb cases and quality looks fantastic. Promote with confidence.

During mid to late March, Four Seasons will have an exciting promotion on Hippie Organics brand Organic Asparagus in 28 lb cases. Contact your rep for more info.



OG BERRIES

NOTE: Organic Blueberries out of Chile are in much firmer supply than expected and headed towards March could become short in supply. Some new crop Mexican fruit is expected to start to ramp up by mid-March.

Driscoll's Organic Blueberries continue in very light volume out of California, though quality is excellent.

ALERT! For late February, Organic Strawberry supplies have become very tight due to poor growing conditions in parts of Mexico. Volumes are expected to ramp up during March when new growing regions start in Baja, Mexico, and prices will then come down.

NOTE: Organic Blackberries out of California and Mexico are in very firm supply due to rain and cold weather. Expect sporadic out of stocks and weaker quality during late February to early March.

Organic Raspberries volumes out of Mexico and California will be lighter due to rain and cold weather.



OG CITRUS

Organic Mandarins (Tango variety) in bulk and 12/2 lb Cuties bags and Homegrown pouches are back in excellent supply. The rest of February and the month of March will be an excellent time to promote quality and flavor of this easy peeler, including 2 lb bags from Sunkist.

Organic Navel Oranges are in abundant supply and growers are looking for more movement in their large bulk sizes and in bagged smaller sizes. Quality is very good. Organic Blood and Cara Cara Oranges continue in peak season.

Organic Grapefruit from California are in excellent supply with very nice quality and dark pink flesh. Ask about some spot deals on larger sizes.

Organic Lemons are in excellent supply with some promotional opportunities available on large and small fruit.

Organic Meyer Lemons and Kumquats continue in peak season.

Organic Lime supplies out of Mexico are back in good shape.



OG PEPPERS

Organic Mini Sweet Peppers from Mexico are in excellent supply heading into March. Look for promotional opportunities!

Organic Green Peppers are in steady supply now harvesting in Florida and Mexico. Pricing will remain reasonable through mid-March. Lady Moon Farms quality has been outstanding.

Organic Colored Bell Peppers from Israel and Mexico are both in season. Availability from Israel has been consistent; however, pricing began to increase as we come closer to the end of their season. Mexico is now beginning to see better supplies and aggressive pricing heading into March.



OG LETTUCES

Organic Iceberg Lettuce and **Romaine Hearts** from Arizona and Southern California look to have excellent supplies, aggressive pricing, and great availability through early March.

Organic Leaf Lettuces from Lady Moon Farms in Florida continue to see plentiful supplies heading into March. Display these fresh and beautiful lettuces with confidence.



OG GREENS

Organic Red & Rainbow Chard from Lady Moon Farms in Florida continue to see steady supplies heading into March. **Organic Green Chard** has concluded for the season.

Organic Kales, Collards, and other greens from Lady Moon also continue to see excellent supplies, with stellar quality and great pricing. Look from promotable opportunities to drive extra volume heading into March.



OG CUCUMBERS

ALERT! Organic Cucumbers from Mexico have become very limited once again and pricing has skyrocketed due to unfavorable weather conditions. There is nothing available from Florida at this time.



OG BROCCOLI

Organic Broccoli and **Broccoli Crowns** for Arizona, Mexico, and Southern California continue to see promotable volumes in late February with aggressive. As we head into early to mid-March, prices will begin to go back up as supplies decline.

ALERT! Organic Sweet Baby Broccoli (Broccolette) supplies are expected to tighten and see inconsistent supplies and pricing to begin to rise as we head into March.



OG CELERY

Organic Celery continued to see great supplies, excellent quality, and aggressive pricing in February. As many shippers are continuing to yield excellent supplies from California, pricing will be aggressive.

Organic Celery Hearts are also very plentiful and promotable in late February and early March.



OG MANGOS

Organic Kent Mangos from Peru continue to be very affordable, especially on the 8 ct and 10 ct larger fruit. Promote - quality is good!

Organic Ataulfo (Honey) Mangos are now in season from Mexico, with pricing dropping each week a little bit. Look for opportunities to promote in March!



OG HARD SQUASH

Organic Spaghetti Squash will have a little scarring this week that should be short lived as we get into new fields starting the last week of February out of Mexico.

ALERT! Organic Acorn Squash pricing is extremely high as supply is very limited.

Organic Delicata Squash is in very sporadic supply out of Mexico. The next availability will likely be in early March.



OG HASS AVOCADOS

ALERT! Organic Hass Avocados have seen considerable price increases as fruit has tightened up coming out of Mexico due to slow maturity. California fruit is starting to be harvested and could prevent Mexican fruit from going even higher during March.

48ct and 60ct **Organic Fair-Trade Avocados** will be available next week in limited supplies from Mexico.



OG SQUASH

ALERT! Organic Zucchini and **Yellow Squash** continue to see inconsistent supplies and pricing on the rise as we head towards late February and prepare for a rough March as far as supplies go due to extremely cold weather during the early stages of growth.

Florida will begin in early March in a limited way.



OG DRAGON FRUIT

Organic Yellow Pitaya Dragon fruit is available for late February! Sizing is large.

The organic crop from Ecuador was increased from last year's production. This beautiful tropical fruit will be available through early March.

This yellow-skin, white-flesh variety is the sweetest of all dragon fruit.



OG TOMATOES

Organic Grape Tomatoes from Lady Moon Farms and other Florida growers have looked great and continue to be promotable.

Organic Beefsteak and **Cluster Tomatoes** will be available this week and quality has looked great. Field-grown **Vine Ripe Round Tomatoes** are gapping.

ALERT! Organic Roma Tomatoes will be unavailable this week out of Florida and Mexico. Mexican crops are extremely tight and suffered damage from bad weather a few weeks back and Florida production has not yet come on.

Organic Mixed Heirlooms and "Darkloom" Heirlooms continue to be promotable this week and quality is fantastic.

- Organic Eggplant from Lady Moon Farms in Florida will be in limited supplies for late February. We will supplement with some product from Mexico.
- Organic Brussels Sprouts from Mexico continue see plentiful volumes and excellent quality. Early March will be a great time to promote!



OG POTATOES

NOTE: Organic Russet Potato quality has been a little challenging this week in regard to the presence of "peepers". All product has been hit with an organic-approved sprout inhibitor (clove oil) but we are still seeing small "peepers" in most arrivals.

We will switch regions from Idaho to Washington this week in hopes of finding better quality.



OG CABBAGE

Organic Cabbage continues in very high volumes from Lady Moon Farms in Florida. Expect to see continued plentiful supplies and stellar quality in late February and early March. For St. Patty's Day (March 17th), we will have promotable Organic Cabbage from Lady Moon, to move extra volume as it is a popular item during that time of the year.

Organic Savoy Cabbage from California continues to see aggressive pricing and great quality.

Organic Napa Cabbage will be limited and see sporadic gaps in supply for early March.



OG ARTICHOKES

Organic Artichokes from California will be back in supply during late February and early March.

Pricing will be steady and quality will be good, but supplies may be a little inconsistent to start the season.



OG GRAPES

There is some overlap in growing regions on **Organic Grapes** between 18 lb Peru (ending) and 10 lb South Africa (starting).

Organic Red Seedless Grapes are the most promotable with Organic Green Seedless and Red Globe Seedled Grapes in average supply.

Also available for late February are **Organic Black Seeded Grapes.**

OTHER STORIES

- NOTE: Organic Cauliflower is poised to go up in price for March as harvests will be lighter following a mid-February flush.
- Organic Green Beans from Florida and Mexico will continue to be in excellent supplies. Also look for our retail ready pouch bags from Florida for a great grab and go option for customers.
- Organic Bok Choy and Baby Bok Choy for Lady Moon Farms in Florida continue to be in steady supply with great quality and reasonable pricing through mid-March.
- Organic Ginger from Peru is beginning to wind down. We will be transitioning to new crop product from Mexico during March.
- ALERT! Organic Horseradish will be very tight until early March.



Sunkist



SUNKIST CITRUS BONANZA DISPLAY CONTEST

MARCH 2 - MARCH 30, 2019

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 season 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 4 varieties of conventional fruit OR 3 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.
- Pictures of displays must be submitted to Stephanie Mayer (stephf@fsproduce.com) by April 3rd.

Now is a great time to get consumers to try something new, and sampling is the easiest way to do that! While not criteria to qualify, it is a great way to sell fruit and create impulse sales!



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



1ST PLACE MOUNTAIN BIKE



2ND PLACE DRONE PACKAGE



3RD PLACE YETI COOLER



GOLF CLUBS



5TH PLACE BREVILLE JUICER



BEST ORGANIC DISPLAY 1ST PLACE CAMPING PACKAGE



BEST ORGANIC DISPLAY **2ND PLACE BOSE SOUNDLINK & ECHO DOT**











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
13555	CV Oranges Navel CA 48 ct
13560	CV Oranges Navel CA 56 ct
13565	CV Oranges Navel CA 72 ct
13570	CV Oranges Navel CA 88ct
13611	CV Oranges Navel CA 8/4lb
13601	CV Oranges Navel CA 760ct Bin 40 sa
44121	OG Oranges Navel CA FCY 56 ct
44100	OG Oranges Navel CA FCY 88 ct
44099	OG Oranges Navel CA 10/4 lb

CARA CARA ORANGES

CODE	DESCRIPTION
	CV Oranges Cara Cara 56 ct CV Oranges Cara Cara Choice 12/3lb SK bag
43571	OG Oranges Cara Cara CA 56 ct

BLOOD ORANGES

CODE	DESCRIPTION
14015	CV Oranges Blood 36 ct 72 sz 1/2 Case
13912	CV Oranges Blood 18/2 lb
44125	OG Oranges Blood Moro 40 lb 72/88 ct

MANDARINS

CODE	DESCRIPTION
14678	CV Mandarins CA10/3 lb Delite
14641	CV Mandarins Gold Nugget 10/3 lb bag
44503	OG Mandarins 15/2 lb Bag

44302 OG Mandarins USA 60-90ct 25 lb

LEMONS

CODE	DESCRIPTION
13080	CV Lemons Choice 95 ct SK
13085	CV Lemons Choice 115 ct SK
13040	CV Lemons Choice 18/2 lb SK Pouch Bag
13053	CV Lemons Meyer 18/1 lb Pouch Bag
44019	OG Lemons FCY 115 ct

MINNEOLA TANGELOS

CODE	DESCRIPTION
14348	CV Tangelos Minneola CA FCY 80 ct
14345	CV Tangelos Minneola Choice 12/3 lb

GRAPEFRUIT

CODE	DESCRIPTION
12811	CV Grapefruit Rio Star TX 40 ct
12556	CV Granefruit Rio Star TX 8/5lb Choice

SUNKIST BINS - CONVENTIONAL

CODE	DESCRIPTION	
32247	POS Display Blood Orange	1 ea Sunkist
32246	POS Display Bin Cara Cara	1 ea Sunkist
23376	POS Display Bin	1 ea Delite
32244	POS Display Meyer 1/4 Bin	1 ea Sunkist
32245	POS Display Tangelo 1/4 Bin	1 ea Sunkist
32250	POS Display Variety Bin	1 ea Sunkist
32243	POS Display Lemon 1/4 Bin	1 ea Sunkist
218197	POS Display Navel Bin	1 ea Sunkist
223545	POS Display Pop Up Square	1 ea Sunkist Multi Variety

SUNKIST BINS - ORGANIC

CODE	DESCRIPTION	
223680	POS Display Pop Up Square	1 ea Organic Sunkist Blood
223679	POS Display Pop Up Square	1 ea Organic Sunkist Multi Var
223671	POS Display Pop Up Square	1 ea Organic Sunkist Cara Cara
223673	POS Display Pop Up Square	1 ea Organic Sunkist Lemon
223675	POS Display Pop Up Square	1 ea Organic Sunkist Lemon
223681	POS Display Pop Up Square	1 ea Organic Sunkist Navel
223674	POS Display Pop Up Square	1 ea Organic Sunkist Star Ruby
218196	POS Display OG Variety Bin	1 ea Sunkist

























DISPLAY CONTEST . MARCH 16 - 31, 2020

Four Seasons Produce has partnered with Hippie Organics to bring you a display contest sure to "spear"-head produce sales! Beautiful organic green asparagus is in season and primed for center stage in your produce departments! March is a great time to promote this vegetable favorite and bragging rights are on the line for this first time contest. Let's get creative, build some awesome displays and put some green asparagus into your customers carts while putting green into your registers!

CONTEST RULES

- Build a super creative display of Hippie label Organic Asparagus (code 40324) in your produce departments. Asparagus must be purchased from Four Seasons Produce.
- Must purchase a minimum of 6 cases of Hippie OG Asparagus to qualify for entry.
- All displays must be kept up for at least one week.
- Stores must cross merchandise at least two items in your displays. Great tie ins for asparagus include Hollandaise sauce, lemons, olive oil, parmesan cheese and pasta.
- Stores must utilize Point of Sale signs provided by Hippie Organics. Graphic boxes can also be used. Signs are available through your Four Seasons Merchandiser or Sales Rep.
- All pictures must be sent to Stephanie Mayer (<u>stephf@fsproduce.com</u>) by Thursday April 2nd.



PRIZES

Largest Display(Asparagus Abundance)

1st--\$250

2nd--\$125

3rd--\$75

Most Creative Display-(Asparagus Artists)

1st--\$250

2nd--\$125

3rd--\$75





There will also be one honorable mention in each category worth \$50!

Every entry will receive a Hippie Organics tote bag and cool pop socket!!

Talk to your Four Seasons Sales Rep or Merchandiser for Organic Asparagus display tips and ideas!



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | www.fsproduce.com











NOW AVAILABLE - BrightFarms fresh leafy greens are available to Independent Retailers supplied by Four Seasons. This local product from Selinsgrove, PA is grown in the largest sustainable greenhouse farm in PA!













USA FREE RANGE ORGANIC GRASS-FED BEEF

COMING IN MARCH!

Natural Food Stores, Food Coops, and Independent Retailers supplied by Four Seasons Produce now 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.







EAT SMART VEGETABLES REPLACING GREEN GIANT VEG AT FOUR SEASONS PRODUCE













NEW ITEMS AT FOUR SEASONS PRODUCE!



- 100% Plant Based KETO Beverages
- 16a Plant Based Protein
- Less Than 1g Sugar

- Prebiotics for Digestive Health
- Nutrient Dense
- Taste the Goodness











Sam's Salsa is in a class of its own, using zero preservatives or additives. They only use fresh vegetables, no pastes, to create a unique food experience for you and your family. Whether marinating meat and poultry, serving as an appetizer, or incorporating into your favorite family meal, Sam's Salsa is there for you!



CODE: DESCRIPTION UPC: 223620 CV Salsa Mild 6/16 oz 601172109395
223621 CV Salsa Medium 6/16 oz 601172111398
223622 CV Salsa Hot 6/16 oz 601172110391











CODE:	DESCRIPTION
223693	OG Salad Baby Spinach Arugula $8/4.5$ oz
223694	OG Salad Burgundy Blend 8/4.5 oz
223695	OG Salad Sup Baby Spinach Blend 8/4.5 o

44642

DECCRIPTION

OG Salad Sup Baby Spinach Blend 8/4.5 oz OG Salad Baby Butter Lettuce 8/4.5 oz UPC: 7-89707-72217-9 7-89707-72214-8 7-89707-72216-2 7-89707-72016-8



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AMERICAN
FARMERS





CONVENTIONAL MARKET NEWS

FEBRUARY 21 - FEBRUARY 28, 2020

FLORIDA STRAWBERRY PEAK WEEK



Most years there is a week or two during the winter when Florida **Strawberries** are super plentiful due to ideal weather conditions, combined with a lack of pre-planned advertised specials with national chain stores. The last week of February 2020 is that week.

Strawberries are in a flush situation from Florida. Look for super aggressive opportunities to promote all week on 8/1 lb fruit. Quality has been pretty nice - time to build some big displays!

Driscoll's brand fruit out of Mexico is less abundant and growers are still battling weather related quality issues out of that region.



CV BERRIES

NOTE: Blueberries will continue to be in tight supply once again this week.

Volumes from Chile will remain lighter, and now growers are switching to packing more 6 oz clamshells instead of pints. This shift will begin this week as new containers arrive in the states. Mexico is beginning to ship more product, but pricing will be at a premium compared to the Chilean product. So far quality has been good on all imports, with the best quality coming from Mexico.

Raspberries and Blackberries are in steady supply from Mexico, and this will continue over the next couple weeks. Looking forward, volumes from Mexico should increase as we head into March.



CV TOMATOES

Beefsteak Tomatoes will be steady this week. Quality continues to be excellent out of Canada and US.

Cluster Tomatoes prices are rising some this week. Mexico has very little production crossing the border and Canada is still a few weeks away from good harvest numbers. Quality from the US has been excellent.

Grape Tomatoes are steady this week. Mexican crops were hurt, and Florida continues to feel the demand. Quality out of Florida is excellent.

ALERT! "Campari" brand **Cocktail Tomatoes** are in very short supply. We will however have other **Cocktail Tomato** brands with good quality as an alternative.

ALERT! Roma Tomato prices jumped up significantly this week. Mexico has very little production coming across, putting pressure on Florida. Florida has little availability, causing the spike in markets.



CV TROPICALS/SPECIALTY

Mango supplies from Peru are steady and promotable on the Kent variety, especially 8 ct and 10 ct. The Peruvian fruit has had very nice quality. Honey (Ataulfo) Mangos are back in peak season from Mexico.

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

Black Mission Figs from Mexico will be in steady supply through at least April. Quality has been nice! These are offered in a 12/8oz clamshell.

White Dragon Fruit and Yellow Pitaya are very promotable right now from Ecuador. Pricing should be the lowest of the year!

Pineapples will be in good supply. Quality has been good and pricing should be down slightly.

Pom Arils from Wonderful Brand are now done for the season. We will now offer an import 12/4.4oz Aril cup for the next few months.



CV HASS AVOCADOS

ALERT! Hass Avocado prices have skyrocketed as fruit has tightened in supply considerably due to the fruit maturing slowly on the trees.

Large fruit is very tight and the high demand for 48ct fruit has pushed pricing to be very close to organic fruit prices. Expect pricing to remain elevated until early March.



CV POTATOES

Russet Potato market prices remain steady out of Idaho this week. Burbank variety **Russets** are just about finished for the season and will transition to Norkotah's.

Product overall is fairly tight and limited, and sizing seems to be peaking small, causing very high prices on the larger **Count Russet Potatoes**.



CV SWEET ONIONS

We will see our first arrival of Mexican 10-15 variety **Sweet Onions** for the end of February. We plan to use both Peruvian and Mexican for this time period to meet the **Sweet Onions** demand. Both regions look fairly good in quality.



CV SQUASH

Green Squash will be promotable this week from Mexico and Florida. Both areas are having warm temps, bringing on a flush of product. Quality has been nice.

Yellow Squash markets will be steady this week. Farmers are still struggling with low yields.



CV PEPPERS

Mini Sweet Peppers from Mexico are very promotable this week. Quality has been very strong.

Green Bell Peppers will be promotable this week. Florida crops are flushing, and quality is outstanding.

11lb **Orange, Yellow,** and **Red Peppers** are becoming more promotable out of Mexico. Crops are starting to come on pretty well and quality has been very nice.



CV BROCCOLI

Broccoli Crowns are readily available and are coming in with great quality. Pricing is very promotable through mid-March, especially out of Mexico.

Sweet Baby Broccoli is very promotable and coming in beautiful. Expect promotable prices for the next few weeks.



CV ROOT VEGETABLES

A great selection of **Root Vegetables**, ranging from **Malanga Coco**, **Name**, and **Yuca**, will be available again for early March!



CV ARTICHOKES

12ct **Jumbo Artichokes** are readily available and very promotable from Coachella, CA! They are coming in with great quality.



CV CAULIFLOWER

Mexican 12ct **Cauliflower** will be a good option sinc there's a small gap of availability out of AZ and CA. Pricing has remained steady out of Mexico. Quality is beautiful.



CV LETTUCE

24ct **Iceberg Lettuce** out of Mexico has been excellent quality. There is a brief harvest gap out of AZ and CA and they are experiencing some smaller weights, inconsistent sizing, and a few have mentioned some discoloration. Expect some roller-coaster pricing due to supply and demand next few weeks.

Leaf Lettuces and **Romaine Hearts** are readily available out of CA and AZ. Pricing remains on the low end and is expected to stay promotable through the beginning of March. Quality has been great.



CV BRUSSELS SPROUTS

25lb **Brussels Sprouts** are coming in beautiful as growing conditions have been ideal. Expect sprouts to be promotable for the next few weeks. Check out our deals!



CV MELONS

Cantaloupe supplies exceed demand, especially on 12ct and 15ct melons from Central America, including Del Monte 12 ct MAG variety arriving for the last week of February.

There are some spot deals on 6ct **Honeydew** from Guatemala and Costa Rico to promote for late February and early March.

ALERT! Watermelons out of Mexico will be tight this week. Cooler temps are leaving fruit immature and not ready to harvest.



CV ASPARAGUS

Asparagus prices are becoming more and more promotable as the month continues. Quality is excellent right now out of Mexico.



CV CUCUMBERS

ALERT! Super Select Cucumbers remain extremely tight as Mexico struggles to rebound from the terrible weather a few weeks ago. Prices remain high this week with tight availability. Quality however remains great.

Seedless Euro Cucumbers out of Canada are starting to come in. Prices are coming down and quality have looked good on this new crop.

Mini Seedless Cucumbers are rising a bit as product from Mexico is extremely tight and Canada has not yet begun.



CV STONE FRUIT

In season from Chile right now are **Peaches, Nectarines, Plums,** and **Lemon Plums.**

Cherries are finished for the season.



CV SPECIALTY CITRUS

Promotable for late February and March:

- MandaRosa Red Mandarins (15/2 lb bags)
- Stem & Leaf Tango Mandarins
- SUMO Citrus
- Vintage Sweets Heirloom Navel Oranges
- Blood and Cara Cara Oranges
- Minneola Tangelos



CV PREMIUM APPLES

Promotable for late February and March:

- Cosmic Crisp
- Juici
- Envy
- Kiku
- EverCrispJazz
- Ruby Frost
- Wild Twist

OTHER STORIES

- Celery has been arriving nice and is expected to be promotable for the next few weeks.
- **Snow** and **Snap Peas** remain very promotable for the end of February. Quality has looked great.
- Green Cabbage remains promotable this week. Quality out of Florida has been outstanding.
- Green Bean prices are up this week due to a small crop skip. Growers are in between fields, creating tighter supplies. Quality remains excellent out of Florida.



IROPICALS

FEBRUARY 21 - MARCH 6TH, 2020



PASSION **FRUIT**

CODE: 46110

Size: 20-36 ct



POMEGRANATE ARILS

CODE: 49227

Size: 12/4.4 oz



BLACK SAPOTE

CODE: 45026

Size: 5 lb



NAME **ROOT**

CODE: 1413

Size: 40 lb



DRAGON **FRUIT**

CODE: 17737

Size: 10 lb



GUAYA

CODE: 17540

Size: 10 lb



HONEY ATAULFO **MANGOES**

CODE: 17457

Size: 14 ct



MARADOL PAPAYAS

CODE: 17714

Size: 35 lb

FEATURED ITEM PITAHAYA



CODE: 216812

Size: 5.5 lb

A pitaya or pitahaya is the fruit of several different cactus species indigenous to the Americas. Pitaya usually refers to fruit of the genus Stenocereus, while pitahaya or dragon fruit refers to fruit of the genus Hylocereus, both in the family Cactaceae.



Call: (717) 721-2800 | FSPRODUCE.COM

See more on Mustagram (@kennys_tropical_corner)

For more information and additional availability on tropical items please contact your FSPI sales associate.