



# ORGANIC OUTLOOK

MARCH 2 - MARCH 9, 2018



WWW.FSPRODUCE.COM 25 LB

## ABUNDANT ORGANIC BRUSSELS SPROUTS

**Organic Brussels Sprouts** are in abundant supply out of Mexico. Quality has been very good! Product supplies and pricing may tighten up some in early March.

8/1lb microwaveable **Organic Brussels Sprouts** bags are also in good volume.



### OG STRAWBERRIES & BLUEBERRIES

Promotable **Organic Strawberry** are expected for mid-March from Mexico and California. But in the meantime, rain and cool weather has slowed production.

Florida growers are into better volume on **Organic Strawberries** for early March.

Driscoll's **Organic Blueberries** are in excellent supply with steady markets and promotional opportunities now available. South American **Organic Blueberry** supplies continue in pint clamshells.



### OG BLACKBERRIES & RASPBERRIES

Driscoll's **Organic Blackberries** are back in good supply with prices easing down. Big promotional opportunities are expected in March.

Other brands of **Organic Blackberries** continue with steady supplies out of Mexico. Tighter markets should be expected in March with slightly higher prices.

**ALERT!** Driscoll's **Organic Raspberry** prices back up in price. It will be April until volumes improve.



### OG TOMATOES

**Organic Cluster Tomatoes** are increasing in supply and prices have begun to drop. Volumes should continue to increase. **Organic 15lb Hot-house Tomatoes** are limited.

**Organic Cherry, Rainbow Cherry, and Grape Tomatoes** are in good supply out of Florida. Prices are steady. **Organic Grape Tomatoes** are abundant out of Mexico with cheap prices.

**Organic 2-Layer Round Tomatoes** are in adequate supply out of both Mexico and Florida. Mexican pricing dropped more quickly than Florida. Quality is very good.

**Organic Roma Tomatoes** are increasing in supply this week out of Mexico. Prices are lower. Florida is in adequate supply.



## OG KALE

**Organic Green, Lacinato, and Red Kale** are in abundant supply out of CA. Quality is good.

Product out of Florida is increasing in supply this week.



## OG BROCCOLI

**ALERT!** Slow growth in the fields, due to cold weather, has limited supplies of **Organic Broccoli** and **Broccoli Crowns**. Pricing is on the way up. Early to mid-March could be a period of higher prices and limited availability.



## OG PEARS

Import **Organic Bartlett Pears** supplies are ramping up. Expect prices to go down. **Organic Red Bartlett Pears** will become available in March.

Washington **Organic Red Anjou** will wrap up for the season here in early March.



## OG CUCUMBERS

**Organic Cucumbers** are in better supply this week out of Mexico. Pricing has moved down somewhat. Florida will begin here in early March.

**Organic Hothouse Cucumbers** out of Mexico are in tighter supply, but prices are steady.



## OG PEPPERS

Mexican growers report limited supplies of all colors of **Organic Colored Bell Peppers**. Price has moved up sharply due to high demand and low supply. Quality is good overall, but some arrival issues have been noted.

**Organic Colored Bell Pepper** quality continues to be very good out of Israel.

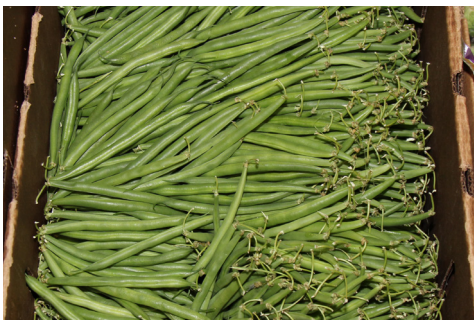
Florida growers are more limited on **Organic Green Peppers** this week, but Mexico has very good supplies.



## OG SQUASH

**ALERT!** With the cold weather, the Mexican **Organic Zucchini** and **Yellow Squash** prices shot up \$11 this week. Most shippers report very little coming in from harvests, and product is not growing as fast due to the cooler temp.

Product from Florida is also limited, but **Organic Zucchini** should increase here in early March. Prices are up.



## OG GREEN BEANS

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

Florida growers have **Organic Green Beans** again this week and should be available for March. Prices are lower this week.



## OG HASS AVOCADOS

**Organic Hass Avocados** will continue to be in steady supply with pricing also remaining steady.

**Fair Trade Organic Hass Avocado** supplies from OKE's Equal Exchange program should be good here in early March.



## OG ASPARAGUS

**Organic Asparagus** supplies did not decline after the rain and cold weather. Mexican product still priced low. All arrivals have been of good quality.

California will load in early March.



## OG GRAPES

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

A small late-season 18lb. **Organic Grape** deal out of Peru is available. Expect very tight supplies for a couple of weeks and then they will be done for the season.



## OG POTATOES

The sizing profile on **Count Russet Potatoes** continues to be very small. We will also see some sporadic supply gaps this week as we transition out of Colorado and over to Washington.

Quality should look nice but price is going to start to increase as supply is starting to become more limited.



## OG CAULIFLOWER

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

**Organic Romanesco** is in good supply out of CA.



## OG MANGOS

**Organic Kent Mangos** from Peru are winding down. The last of the Peruvian fruit will ship this week and small amounts of Mexican **Organic Tommy Atkins Mangos** will begin to load in Texas in early March. The pricing will be a bit higher on the Mexican fruit to start the 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 LETTUCE

**Organic Red Butter, Green Butter, Green Leaf, and Romaine Lettuces** are in good supply out of Florida. **Organic Red Leaf Lettuce** is more limited this week. Quality is excellent.

All varieties are in good supply out of CA, but product is still showing discoloration on the ribs and some of the leaves.

**ALERT! Organic Romaine Heart** prices are sky-high with very little product to load. Shippers have reportedly moved through much of their volume and are now waiting for more fields to become available to harvest. The cold has slowed growth.



## OG CELERY

**Organic Celery** is in good supply out of Mexico and California, but prices have started to move up.

**Organic Celery Hearts** are in abundant supply, but prices are up as well. Quality may become an issue due to the rain and cold weather.

**Organic Celery Root (Celeriac)** is in good supply out of CA.

## OTHER STORIES:

- **Organic Spinach** is in better supply this week. Pricing is down somewhat, but is expected to increase here in early March. Quality is very good.
- CA growers have adequate supplies of **Organic Red, Green, and Napa Cabbage**. **Organic Red and Green Cabbage** are in good supply out of Florida.
- **Organic Pineapple** supplies are still somewhat tight as rainy weather in Costa Rica has caused production to slow down.
- California **Organic Grapefruit** continues in steady supply.

- Prices are starting to come down on **Organic and All-Natural Young Thai Coconuts** as supplies are going up.
- **Organic Formosa Papayas** have been in steady supply with excellent quality.
- **ALERT!** Cooler weather has inhibited growing of **Organic Baby Arugula** and a few other **Organic Lettuces** for **Organic Packaged Salads** for early March. A few prorates can be expected.
- **Organic Eggplant** is in adequate supply Mexico. Florida product is limited.

- **Organic Cilantro** is in adequate supply out of CA and Mexico. Price has moved back down.
- **ALERT! Organic Lime** supplies are on the way down with prices on the way up due to rain and cooler weather. Expect this trend to continue.
- CA **Organic Lemon** supplies will be better this week. The early Mexican start showing a little pressure. **Organic Meyer Lemons** continue in good, steady supply with promotional opportunities available.



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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



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

<b>Bill To: 15033</b>
Spring Leaf Farms 123 Farm Lane Farm County, PA 99999

<b>Ship To: 16891</b>
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

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# CONVENTIONAL OUTLOOK

MARCH 2 - MARCH 9, 2018

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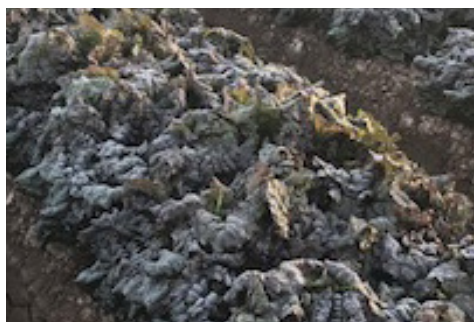
## FLORIDA STRAWBERRY FLASH SALES



Major deals on **Florida Strawberries** will continue through this week. Growers are needing to promote extra volumes from late February and the very beginning of March.

**NOTE:** Some cooler weather is expected this week which should help to slow the increased volume we have been seeing.

California production is very limited due to the cool weather in the West. Look for markets to gain a little strength after this week.



### COLD WEATHER OUT WEST

**ALERT!** Cold weather from Mexico, to Yuma, AZ, up into the Salinas Valley of California is causing **Vegetable** supply gaps and quality issues across the board. All items are affected: **Lettuces, Broccoli, Cauliflower, Asparagus**, etc.

Prices will be high and supplies will be limited until at least the 3rd week of March. Stay tuned for more updates.



### CV PEPPERS

**Green Peppers** became extremely active at the tail end of February. Cold weather in Mexico really slowed production, and supplies out of Florida can't offset the supply that was crossing from Mexico. Prices have jumped significantly on all sizes of **Green Peppers**. Mexican growers are saying that supplies will improve by mid-March.

**Field-Grown Sweet Red Peppers** are also very tight out of Mexico. Look for pricing to rise here as well this week.

**Hothouse Bell Peppers** have also jumped up in pricing as supplies have dipped. Product out of Ontario has started, but in a small way. Look for excellent quality on these new crop Canadian bells.



### CV TOMATOES

New crop Canadian **Hothouse Tomatoes** have started in a small way, so get ready to promote beautiful fresh crop **Cluster, Beef, and Specialty Tomatoes!**

**Round** and **Roma Tomato** prices will begin to move higher as supplies out of Mexico and Florida have dropped. Both growing areas are through their flush, so supplies will be less, but quality out of both areas has been excellent.



## CV BLUEBERRIES

**Blueberries** remain promotable for early March. Volumes will be steady this week, but overall volumes will continue to decline out of Chile.

Florida growers are estimating that they will start harvesting new crop fruit in mid-March.



## CV SQUASH

**ALERT! Zucchini and Yellow Squash** will be in extremely short supply this week. Most growing areas in Mexico were hit hard with the cold weather, resulting in limited harvests. Pricing jumped significantly this past week, and it looks to go higher.



## CV GREEN BEANS

**Green Beans** are in excellent supply again this week out of Florida and the quality has been really nice.



## CV GRAPES

Although there is a range of pricing on **Red and Green Seedless Grapes**, expect to pay high prices for good quality fruit.

**Black Seedless Grapes** are over-planted and over-produced, which is leading to a difficult market. Some fruit is also arriving with less than retail quality, making the category sloppy.



## CV ONIONS

Pricing in the **Onion** market continues to be stable. Growers in Mexico are shipping large volumes of new crop **Onions**. There are plenty of supplies available throughout most storage regions.



## CV LIMES

**ALERT! The Lime** market is in overdrive! Prices jumped thirty dollars within a week and will go even higher. Even with fruit now coming in from Columbia, supplies are still inadequate to meet demands. We could see this type of market running through April.



## CV CUCUMBERS

**ALERT! Cucumbers** are extremely limited out of both Mexico and Florida this week. Pricing has jumped up significantly here, and many growers are saying that supplies will be so limited, that it could be multiple days until more volume crosses from Mexico.

Florida just started harvesting, but in a small way. Supplies will improve out of Florida by mid-March.



## CV HASS AVOCADOS

Volumes of **Hass Avocados** are steady from Mexico and CA and are anticipated to remain at this level throughout the first half of March.

Despite similar promotable volumes anticipated for the coming weeks out of Mexico, a heavy percentage of grade 2 and small fruit remains prevalent.



## CV POTATOES

The **Red Potato** market remains affordable as supplies currently exceed demand. We are expecting a tremendous Florida crop with above average yields and great quality. Look for sharp deals on bagged Red Potatoes for St. Patrick's Day!

**Russet Potato** pricing and demand remains steady throughout the country. Idaho has shown some weakness in pricing. Supplies of Russet Potatoes appear to be stable in most growing areas.

# DISPLAYS OF THE WEEK!

