

# MARKET NEWS ORGANIC OUTLOOK

## ORGANIC TOMATOES OUTLOOK



**Organic Round and Roma Tomatoes** from Lady Moon will run out by the end of this week as their Florida Season finishes up. They had a strong Florida run and quality has been excellent. Lady Moon **Organic Grape Tomatoes** will still be available. Quality is always excellent on this premium product. Look to also promote **Organic Cherry** and **Rainbow Cherry Tomatoes** from Lady Moon Farms. Growers had a quick flush on the premium product take advantage while you can! Quality is outstanding.

**Organic Roma Tomatoes** from Mexico will be promotable. Quality has been excellent, and pricing has been steady.



New crop **Organic Cluster Tomatoes** out of Canada are starting to come on strong. Product from Mexico continues to be available as well. Quality on both will be great. Look to promote!

**Organic Beefsteak Tomatoes** continue to have excellent quality! Markets remain steady on this new crop Canadian hothouse product. Promote with confidence!

**Organic Heirloom Tomatoes** continue to be available, but markets will rise as weather in Mexico is cool and cloudy, which is slowing down harvests. Look for brief out of stocks. Quality continues to be excellent from Covilli.



### OG BERRIES

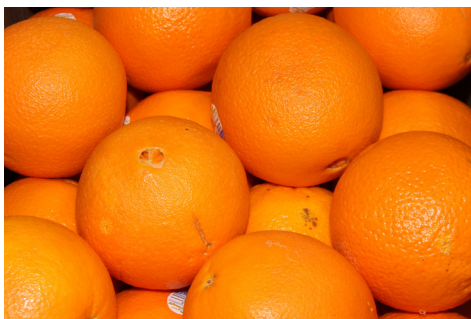
Chilean **Organic Blueberries** are in excellent supply!

Driscoll's **Organic Blueberries** have ramped up significantly out of Chile and Mexico. Prices have plummeted with some of the best quality of the year.

Driscoll's **Organic Strawberry** supply has reversed to a very tight supply due to storms and cold weather delaying harvests. Expect shorter shelf life. Other brands are very limited but supplies are expected to improve over the next few weeks if the weather improves.

Driscoll's **Organic Raspberry** supplies continue to be tight this week. Expect prices to rise and stay there for a month or more until supplies improve. Other brands are back in limited supply. Expect this to continue until weather improves.

Driscoll's **Organic Blackberries** out of Mexico are in tighter supply this week with wet cold weather. Other brands out of Mexico are improving in supply and pricing



### OG CITRUS

**Organic Navel Oranges** continue in good supply in all sizes and bags. **Organic Cara Cara Oranges** continue in very firm supply after the rain. Don't forget to enter the Sunkist Display Contest!

**Organic Minneola Tangelos** continue in steady supply, but are expected to wrap up for the season in March.

**Organic Blood Oranges** continue in excellent supply.

**Organic Mandarins** are available in bulk, pouch bags, and net bags. They are expected to remain promotable for March. The Tango and Murcott varieties are tasting great!

**Organic Golden Nugget Mandarins** are in steady supply.

California **Organic Grapefruit** continues in excellent supply with promotional opportunities available.



### OG HASS AVOCADOS

Four Seasons is now offering a new bagged **Hass Avocado** program. Be sure to check out the 14/6ct **Lil' Cados** bagged line, featuring "single serve" **Hass Avocados** that are great for lunches or on the go! These are available both in Organic and Conventional bags.

We are also now offering a 15/4ct **Organic Hass Avocado** in the "I Love Avocado" bag from West Pak. This will replace our 15/4ct "Spring Leaf" Program bag.

60ct supplies of **Organic Hass Avocados** have tightened over the last few weeks. Look to promote 40 and 48ct sizes, as their pricing is advantageous. In general, supplies are good going forward with steady pricing.





## OG LETTUCE

**Organic Leaf Lettuce** will be in excellent supply from Lady Moon Farms in Florida. Both **Organic Green Leaf** and **Red Leaf Lettuces** have been beautiful, and now is the time to promote!

**Organic Romaine Hearts** grown in El Centro, California will be in excellent supply, and this week will be a great time to promote. With celery, cauliflower, and broccoli being higher priced, this will be a great value item. Quality on the **Organic Romaine Lettuce** has been excellent.



## OG SALADS

**ALERT!** **Organic Salads** have again been impacted by poorer growing conditions, mostly weather. Some organic shippers have postponed AD planning through at least the month of March. **Organic Baby Arugula** has been hit the hardest and fill rates have been affected greatly.



## OG CUCUMBERS

New crop Canadian **Organic Euro Seedless Cucumbers** and **Mini Seedless Cucumbers** are available in good supply going forward.

**Organic Cucumbers** are in good supply this week from Mexico. New growing areas will begin by mid-March, providing better supplies.



## OG APPLES

Washington **Organic Gala Apples** are in excellent supply this week with some promotional opportunities. Washington shippers realized they have more fruit in controlled atmosphere (C.A.) storage than they want for this time in the season with new crop imports coming soon.

Washington **Organic Honeycrisp Apples** are winding down for the season with some shippers completely finished. Expect to transition to 27lb. euro boxes in March. Prices will rise until everyone finishes for the season.

Washington **Organic Envy Apples** are going to be in promotional supply for all of March, and then wrap up for the season early April.



## OG ASPARAGUS

The **Organic Asparagus** market remains steady. Pricing continues to hold as production has been on the lower side due to cooler temps in Mexico. Weather has improved and farmers are waiting to see better yields from the fields. Quality has been good.



## OG CELERY

**ALERT!** **Organic Celery** is in extremely short supply from California and Arizona. At this point, it looks like the only options might be 18 count **Organic Celery Hearts** for the first week of March. This should improve by mid to late March, but until then, pricing will be extremely higher than usual.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli** is becoming much tighter this week out of California and Arizona. Supplies are much lighter than usual, and pricing has really jumped up. Look for pricing to remain high through early March on both bunch 14's and crowns.

**ALERT!** **Organic Cauliflower** will also be in very short supply this week. We're trying to source as much product as possible including 16ct, but expect pro-rates and occasional out-of-stocks. Supplies should improve by mid-March.



## OG PEPPERS

**Organic Red, Yellow, and Orange Bell Peppers** continue to be in good supply from Israel. We're only a few weeks away until the Holland season kicks off. This transition to Holland should be seamless. Quality has been very nice.



## OG PEARS

The first new crop Argentinean **Organic Green Bartlett Pears** are available with excellent quality and supply.

**Organic Red Bartlett Pears** are expected to arrive the first week of March. We aren't expecting to see any other Argentinean varieties until April.





## OG CABBAGE

**Organic Cabbage** is steady out of Florida and California, and quality has been very nice. We'll be ready to cover your St. Patty Day needs!



## OG GRAPES

South African **Organic "Thompson" Green Seedless** and **"Dan Ben Hannah" Black Seeded Grapes** are back in firm but steady supply.



## OG LEMONS

**Organic Lemons** out of California and Mexico continue in excellent supply and quality. Some promotional opportunities are available on 75 and 140ct fruit.

**Organic Meyer Lemons** continue in steady supply.



## OG GOLDENBERRIES

Supplies of **Organic Peeled Goldenberries** out of Columbia continue to improve. Prices remain steady.



## OG SQUASH

**ALERT!** **Organic Spaghetti Squash** will be very limited this week and pricing will be much higher. New growing areas haven't started as soon as expected, causing a small gap. This should improve over the next couple weeks.

Also in a supply gap are **Organic Kabocha, Delicata, and Acorn Squash**.



## OG PARSNIPS

**ALERT!** **Organic Parsnips** will be in a supply gap through the late winter and into spring due to a crop failure in California.



## OG KIWIFRUIT

The 2019 New Zealand **Zespri Organic Green Kiwifruit** crop is expected to get started in May as usual. Right now, a good crop is expected.

Italian **Zespri Organic Sungold Kiwifruit** are in steady supply but expected to finish for the season in early March. Italian **Organic Green Kiwifruit** is more limited this week with slightly higher prices on bulk, 1-layer, and 20/1 lb bags.

We are expecting a little bit of California **Organic Kiwifruit** this week.



## OG POTATO & ONIONS

**Organic Count Russet Potatoes** continue to tighten up this week with pricing starting to follow suit.

**Organic Red and Gold Potatoes** are in steady supply from Canada, Colorado, and the Pacific Northwest. However, some of the storage crop is showing poor quality appearance, so we'll be searching from vendor to vendor to find the best until new crop CA starts in April.

**Organic Onions** are steady this week and quality on storage **Organic Onions** continues to be fantastic.



## OG MANGOS

**Organic Kent Mangos** from Peru will be in stock next week. 10 and 12ct **Fair-Trade Organic Mangos** from Peru will be featured as Peru winds down. Pricing from both Peru and Mexico are elevated due to increased demand and lower supplies during the transition.

**Organic Ataulfo "Honey" Mangos** will be in good supply for early March from Mexico.





**AVAILABLE 3/3/19 AT FOUR SEASONS!**



**VALUE BAGS!**



Code: 218700  
OG Salad Italian  
Earthbound Bags 6/10oz  
UPC: 0-32601-70825-2

Code: 218701  
OG Salad Romaine Blend  
Earthbound Bags 6/10oz  
UPC: 0-32601-70925-9



Code: 218702  
OG Salad Mighty Spinach  
Earthbound Clamshell 6/5oz  
UPC: 0-32601-95210-5



Code: 218703  
OG Salad Red Baby Butter  
Earthbound Clamshell 6/5oz  
UPC: 0-32601-95028-2



Code: 218704  
OG Salad Rose' Blend  
Earthbound Clamshell 6/5oz  
UPC: 0-32601-95211-2

**TALK TO YOUR SALES REP OR MERCHANDISER FOR MORE INFORMATION!**



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# AVOCADOS FROM MEXICO CONTEST WINNERS!

From December 31, 2018 to February 3, 2019 we ran our avocado display contest in a partnership with Avocados From Mexico. We had some incredible entries with fantastic displays. Thank you to everyone who helped participate in this event. Check out the top five winners below!



Karns Foods - Hershey, PA



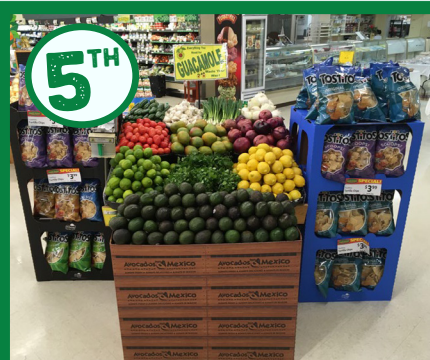
Karns Foods - Lemoyne, PA



Karns Foods - Linglestown, PA

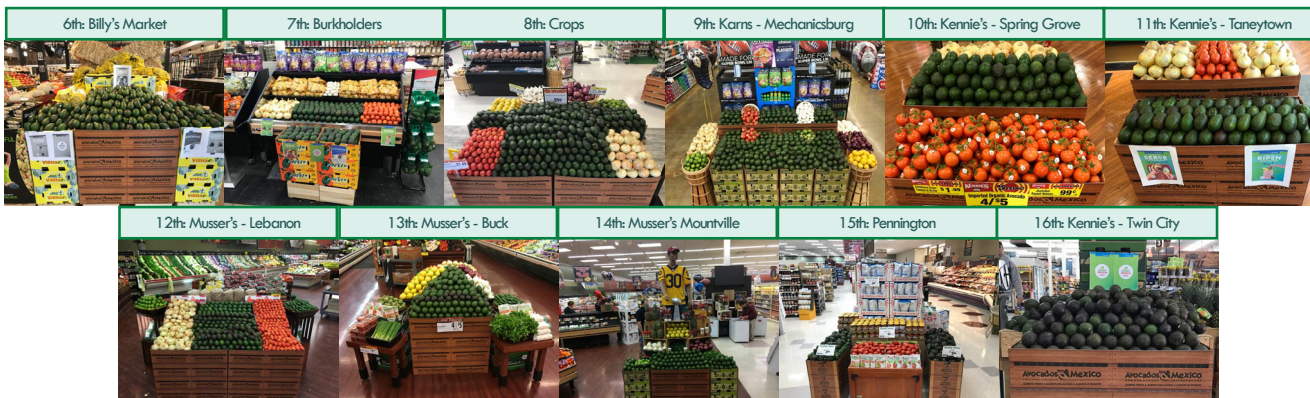


Takoma Park - Takoma, MD



Yoder's Market - New Holland, PA

## HONORABLE MENTIONS







# SUNKIST GROWERS CITRUS DISPLAY CONTEST

## MARCH 4 - APRIL 1, 2019

March brings us so many things right? The first day of Spring, an awesome college basketball tournament, and the perfect time to sell some amazing citrus!! So, who is up for building sales in the citrus category? Sunkist has partnered again with Four Seasons Produce to bring you a display contest for the month of March!

### RULES:

- Build a beautiful, creative, and eye appealing display using Sunkist citrus purchased from Four Seasons Produce!
- You must carry a minimum of four (4) conventional OR three (3) organic varieties in your displays. Use the high graphic Sunkist bins or Sunkist Point of Sale variety signage in your display
- You must keep your Sunkist displays up for at least one week.

Send all photos to Steph Fleetman ([stephf@fsproduce.com](mailto:stephf@fsproduce.com)) by Friday, April 5th.

Use of social media is strongly suggested.

Sampling this great tasting fruit is also encouraged to build sales and encourage your customers to try new varieties!



### PRIZES:



**1ST PLACE**  
**JUICER**



**2ND PLACE**  
**GOLF CLUBS**



**3RD PLACE**  
**"TIME TO RELAX" PACKAGE**  
(HAMMOCK, TUMBLER KINDLE FIRE)



**4TH PLACE**  
**GRILL SET**



**5TH PLACE**  
**LENOVO SMART DISPLAY**  
WITH GOOGLE ASSISTANT



**BEST ORGANIC DISPLAY**  
**CAMPING PACKAGE**

EVERY entry will  
receive a Sunkist hat!



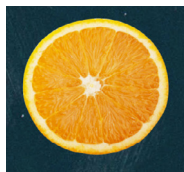
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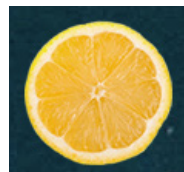
# AVAILABLE AT FOUR SEASONS

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](http://www.sunkist.com)



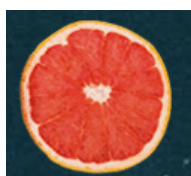
## NAVEL ORANGES

13560 - CV Oranges Navel CA 56 ct Sunkist  
13565 - CV Oranges Navel CA 72 ct Sunkist  
13570 - CV Oranges Navel CA 88 ct Sunkist  
13575 - CV Oranges Navel CA 113 ct Sunkist  
D44096 - OG Oranges Navel 72ct Sunkist  
D44099 - OG Oranges Navel 10/4lb Sunkist



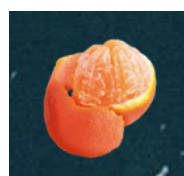
## LEMONS

13005 - CV Lemons Fancy 95 ct Sunkist  
13080 - CV Lemons Choice 95 ct SK  
13085 - CV Lemons Choice 115 ct SK  
13090 - CV Lemons Choice 140 ct SK  
13095 - CV Lemons Choice 165 ct SK  
13040 - CV Lemons Choice 18/2 lb SK Pouch Bag



## GRAPEFRUIT

12810 - CV Grapefruit Rio Star TX 27 ct  
12815 - CV Grapefruit Rio Star TX 36 ct  
12811 - CV Grapefruit Rio Star TX 40 ct  
12556 - CV Grapefruit Rio Star TX 8/5 lb



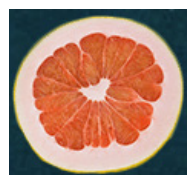
## MINNEOLA TANGELOS

14349 - CV Tangelos Minneola Fancy CA 64 ct  
14348 - CV Tangelos Minneola Fancy CA 80 ct  
14345 - CV Tangelos Minneola Choice 12/3 lb  
14346 - CV Tangelos Minneola Fancy CA 100 ct Sunkist



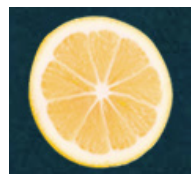
## BLOOD ORANGES

14004 - CV Oranges Blood 88/113 sz 44 ct  
13912 - CV Oranges Blood 18/2 lb Sunkist  
D44125 - OG Oranges Blood Moro 72/88ct



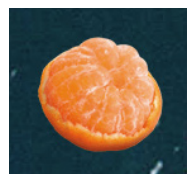
## PUMMELOS

17582 - CV Pummelos 12 ct Sunkist



## MEYER LEMONS

13053 - CV Lemons Meyer 18/1 lb Pouch Sunkist



## MANDARINS

14678 - CV Mandarins CA 10/3 lb "Sunkist Delites"  
D218729 - OG Mandarins Murcott 10/3lb Sunkist



## SUNKIST BINS

32247 - POS Display Blood Orange 1 ea Sunkist  
32246 - POS Display Bin Cara Cara 1 ea Sunkist  
23376 - POS Display Bin 1 ea "Delites"  
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  
32241 - POS Display OG Citrus 1 ea Sunkist



## CARA CARA ORANGES

13818 - CV Oranges Cara Cara 56 ct Sunkist  
13747 - CV Oranges Cara Cara Choice 12/3 lb SK Bag  
205619 - CV Oranges Cara Cara 48 ct Sunkist



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# MARKET NEWS

# CONVENTIONAL OUTLOOK

## CITRUS MERCHANDISING CORNER

Our Sunkist Display Contest kicks off on March 4th! What a great month to promote all varieties of citrus!

One surefire way to increase your citrus sales is to **sample**. With SO many varieties available, having samples out allows the customer to try them before they buy, and will definitely increase your chances on impulse sales.

**Halving** citrus on display also offers a glimpse into the inside flesh of the fruit as well as creates an awesome aroma around your displays!

Ask your Four Seasons merchandiser for more displays tips and ideas.



### CV CUCUMBERS

**Super Select Cucumbers** in Mexico are steady. Imports are also steady, but some shippers report quality issues.

**Euro Seedless Cucumbers** are steady out of Mexico and have started in Canada. Expect prices to ease next week. Quality remains excellent in both growing regions.

Tray pack **Mini Seedless Cucumbers** are improving. Markets will continue to adjust downward as supplies increase.



### CV BERRIES

**Strawberries** will begin to strengthen this week as Florida is finally through their flush. Berries will still be promotable, just not as aggressively as they were. Quality has been very nice on all Florida fruit.

**Blueberries** remain generally promotable, but are beginning to tighten as supplies from Chile are winding down for the season. Look for pricing to climb slightly the first week of March, but then much higher the week following. Chilean fruit has been arriving very nice.

**Raspberries** and **Blackberries** from Mexico will remain in good supplies this week. Continue to promote both items in early March.



### CV SQUASH

**Green** and **Yellow Squash** from Mexico is starting to strengthen. Growers are transitioning from southern Sonora to the northern part of the country. We may see a slight decline in quality as growers wrap up some of their older fields.

Cheaper **Squash** is available from Florida, but quality is marginal.





## CV ASPARAGUS

**Asparagus** prices should start to come down again this week after a slight bump due to the freeze in Caborcca, Mexico. Shippers are still seeing low production numbers from the fields and are waiting for that to increase to bring the cost down.

Production is expected to get better daily with ideal growing conditions currently.



## CV LETTUCE

**ALERT!** All **Cello Iceberg** and **Leaf Lettuce** in the desert have been affected by the recent frosts. Expect lighter supplies across the board due to quality and harvesting delays. We will continue to see fringe burn, wind burn, and epidermal peeling on **Romaine Lettuce**.

Florida **Cello Iceberg** and **Romaine Lettuce** are available, but persistent rain continues to limit harvests to a few days per week.



## CV PEPPERS

**Red, Yellow, and Orange Bell Pepper** prices are a little stronger this week.

Florida **Green Pepper** prices are also stronger, bolstered by high demand and light supplies from Mexico. Shippers in Mexico and Florida report outstanding quality.



## CV BROCCOLI

**Broccoli Crowns** remain tight, especially in Yuma, AZ. Warmer weather this week and next will accelerate production - expect markets to change quickly over the next week or two.

There are light supplies of eastern **Broccoli**, with most product packed as bunched 14ct.



## CV CAULIFLOWER

**ALERT!** **Cauliflower** production in the desert has been dramatically affected by the cold weather. Expect very high prices for early March. A little bit of product is available from both Florida and Texas, but also at high pricing.

A few weeks of warmer weather will drastically improve availability headed into April.



## CV PEAS

**Snow Pea** prices will come up a bit but will still be promotable.

**Snap Pea** markets remain very promotable as product continues to flush.



## CV HOTHOUSE TOMATOES

**Campari Tomatoes** are promotable. Product is beginning out of Canada, and Mexico still continues to harvest. Quality is excellent.

**Cluster Tomatoes** continue to be promotable from Ohio. Quality has been outstanding! **Beefsteak Tomatoes** are also very promotable. Product is flushing from Mexico, and Canadian greenhouses are also starting production. Look to promote both!



## CV FIELD TOMATOES

**Roma Tomatoes** will continue to be promotable this week from Florida or Mexico. **Round Tomato** prices are also promotable. Product continues to flush, and markets will remain weak. Quality continues to be excellent.

**Grape Tomatoes** continue to be very promotable as well. Quality from both Florida and Mexico have been excellent - continue to promote!



## CV LIMES

Old crop **Limes** are winding down and new crop are slow ramping up. With less fruit crossing from Mexico we saw prices take a dramatic jump a couple of dollars. Sizes will be peaking on the smaller sizes as we move all into new crop.





## CV ONIONS

The market on **Onions** continues to gain some strength this week as shippers are starting to see the end nearing on their storage supplies. Paired with the lack of abundant availability on Mexican new crop **Onions** at the moment, has caused this market to increase this week.

However, new crop Mexican **Onions** are becoming more available. Mostly **Yellow** and **Sweet Onions** at this time, but **White** and **Red Onions** are in a bit of a gap. We are expecting to see better supplies of all colors the week of 3/11. Much of the Mexican crop is being sold domestically and not crossing into the US.



## CV GRAPES

Last week, we finally saw more **Grapes** arrivals and vendors are now finally able to work off building inventories. Going forward we will see more **Red Seedless Grapes** for March with promotable volumes and pricing.

We are still seeing a shortfall of **Green Grapes**, but we did see a drop in price this week. We will see strong arrivals for a couple weeks in March and then see volumes fall back again as we hit the end of March and beginning of April. With **Green Grapes** being short, importers will save the strong storage greens and will try to hold out as long as possible to get a premium price. With a small supply of these storage **Green Grape** prices will be high and may see gaps in supply until Mexico starts in mid-April.



## CV CELERY

**ALERT!** The Oxnard, CA **Celery** deal continues to be challenged by rain and cold weather. There are widespread issues with pitting and blight. Yuma, AZ and Brawley, CA are harvesting but have minimal volume.

Little Bear label **Celery** out of Texas has minimal volume but expect better supplies by early March. Prices in all regions will remain elevated through mid-March.



## CV ARTICHOKE

Promotional **Artichoke** volume is tapering off this week. From here we're settle into average weekly production. Quality remains outstanding.



## CV MELONS

With prices being very high a few weeks back, slowing demand and with a little more fruit coming in, we saw prices on both **Honeydews** and **Cantaloupes** drop prices by almost half.



## CV HASS AVOCADOS

Prices are ticking up as less clean #1 and more #2 **Hass Avocados** increase. Fruit is peaking on 48 counts and larger with 60 count drawing the higher price.

