

ORGANIC MARKET NEWS

MARCH 4 - MARCH 11, 2022

EARLY MARCH ORGANIC BERRY OPPORTUNITIES



Organic Strawberries remain very promotable for early March out of Mexico. Harvests continue to come on strong, leading to better volumes right now at reasonable prices. Most of our volume will be Fair Trade from Driscoll's.

Florida continues to harvest **Organic Strawberries** as well but is expected to finish before the end of March. California production has also begun, and quality is looking excellent on the early harvests. Weather conditions in all 3 areas are ideal for Strawberry production, so expect markets to remain fairly promotable through the month of March.

Organic Raspberries are promotable through March as a flush from Mexico continues. Quality has been very nice. Prices will firm back up for the end of March as new crops from California begin. Prices will then ease off to promotable levels once again in early April as stronger supplies are expected to come on.

Organic Blackberry prices will begin to ease off through the month of March as new crops begin from California, leading to stronger supplies. Quality has been consistently excellent with great flavor and sugar.

Organic Blueberry prices are expected to start rising during the 2nd half of March. South American import product is on the decline as supplies start to finish up. Mexico continues to have some harvests, but supplies are limited. Quality out of Mexico continues to be excellent, while import quality has improved but remains fair-good to end the Chilean season.



OG LETTUCES

Good news: **Organic Leaf** and **Romaine Lettuce** from Lady Moon Farms in Florida have returned to peak availability and will be promotable in March. Quality has remained outstanding throughout the season.

Bad News: **ALERT! Organic Romaine Hearts** and **Iceberg Lettuces** from Arizona and SoCal are experiencing very limited volumes, and some suppliers are gapping in production due to heavy aphid (insect) pressure, making crops unable to harvest.

Some growers have ended their southern growing region season early because of the issue, while others are trying to salvage what has not been affected. Supplies will be limited throughout March and pricing will remain elevated until transition to Salinas, CA, set for late March.



OG BROCCOLI

Organic Broccoli from SoCal/Yuma, AZ is yielding plentiful volumes in early March, and promotional opportunities will be available.

The transition to northern growing regions from the Salinas Valley will begin in mid to late March. Transition periods can be difficult and affect the pricing or availability.

Organic Sweet Baby Broccoli is in better availability with more affordable pricing.

Check it out! **Organic Purple Sweet Baby Broccoli** is available in limited volumes for March.

Organic Broccoli Rabe will begin to transition back to Salinas, CA in early March. This may create some additional cost in transportation.



OG PEPPERS

Organic Mini Mix Sweet Peppers from both Mexico and Lady Moon Farms in Punta Gorda, FL are experiencing peak production. Quality and availability are outstanding - ideal for promotional opportunities available in March.

Organic Green Bell Pepper supplies from Lady Moon Farms in Punta Gorda, FL are exceptional in early March. Promotional opportunities will continue in March with good pricing and outstanding quality, perfect for a display or ADs.

Organic Color Bell Peppers are beginning to see improvements in supply from Mexico, and pricing will improve in March. Israeli **Organic Peppers** will continue to remain steady in price, quality, and availability.



OG SQUASH

Organic Zucchini and **Yellow Squash** continue to be steady in volume and pricing during early March, however **Organic Zucchini** volume is expected to strengthen headed into mid-March.

Outlook: **Organic Zucchini** harvests from Lady Moon Farms' Punta Gorda farm in Florida, will begin again in mid to late March and volumes will grow swiftly!



OG CAULIFLOWER

Organic Cauliflower production will be inconsistent for early March after colder temperatures slowed growth in the desert growing regions.

Organic Cauliflower growth can be fickle at time due to colder weather slowing, followed by warmer temperatures creating strong production. Product limitations are only expected to effect production temporarily. **Organic Cauliflower** production will transition north in mid-March.



OG CUCUMBERS

Organic Cucumbers remain in plentiful supplies in early March from Mexico, giving way to promotional opportunities! Pricing will remain attractive, and quality will continue to be exceptional in early March.

NOTE: Organic Mini Seedless Cucumber prices continue to be extremely tight. This market is still expected to drop once Canada is producing toward the middle March. Right now, there isn't a lot of product out of Mexico, but quality has been great for all inbounds.



OG CITRUS

March will be the best time of the year to promote **Organic Navel Oranges**. Quality, flavor, availability, and even pricing are all in good shape.

Organic Lemons are also very promotable from California for March.

Also in season, but in more limited volumes from California, are **Organic Grapefruit**, **Kumquats**, **Meyer Lemons**, **Murcott Mandarins**, **Golden Nugget Mandarins**, **Blood Oranges**, **Cara Cara Oranges**, and **Minneola Tangelos**.

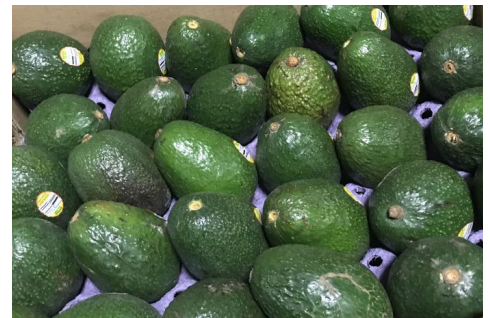


OG MANGOS & PINEAPPLES

We will be starting with Mexican **Organic Mangos** going forward for the spring and summer season with Crespo Organics.

Organic Ataulfo Honey Mangos are in good supply right now out of Mexico.

Organic Pineapple supplies and pricing will be steady as we had into March.



OG AVOCADOS

NOTE: Organic Hass Avocados remain very tight for the first week of March as growers are having a hard time getting the pipeline refilled. Prices were up just a bit.

ALERT! Organic Fair Trade Hass Avocado supplies will be limited for the start of March. Due to unforeseen circumstances, the Equal Exchange Fair Trade program will be ending sooner this year. Challenges with delays in grower certifications are limiting the volume they can sell as Fair Trade.



OG SNAP PEAS

To improve fill rates and overcome some logistical challenges, Four Seasons will be switching the package of the **Organic Snap Pea** program over to an Earthbound Farm's brand product. Code 230599 OG Peas Snap 6/6oz Earthbound will be available starting in mid-March.



OG CELERY

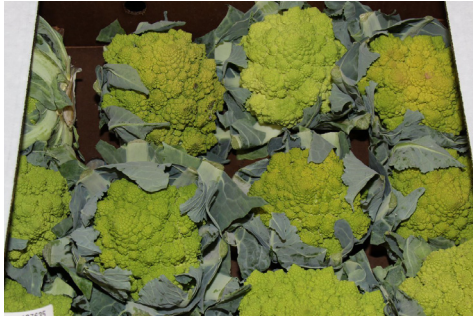
Organic Celery and **Celery Hearts** volume and pricing remain steady for early March with good quality.



OG BRUSSELS SPROUTS

Organic Brussels Sprouts volumes remain in peak production from Mexico in early March. Promotional opportunities will continue into March with outstanding quality and promotable pricing.

Organic 1lb Brussels Sprouts Mesh Bag continue to be available at a consistent price.



OG ROMANESCO

Organic Romanesco is available as a specialty addition to your cauliflower set. Supplies are coming from SoCal.



OG PEARS

The first new crop import **Organic Bartlett Pears** out of Argentina are available with very nice quality and firm supply. They are expected to be followed up by some **Organic Red Bartlett, Red Anjou, and Green Anjou Pears** for early March.



OG SPRING ONIONS

Organic Yellow and Red Spring Onions (aka fresh Grilling Onions) are now in season from So-Cal. Merchandise these bunches in your wet rack by the leeks and scallions.

Code: 218494 (Red)

Code: 218493 (Yellow)



OG TOMATOES

Greenhouse grown **Organic Tomatoes** are starting to ramp up in availability as we get closer to April. **Organic Cocktail, Cluster, and Beefsteak Tomatoes** all have nice quality for March.

Organic Grape Tomatoes from Lady Moon Farms will be in more limited supply as we head into the middle of March. Expect better supply availability towards the end of March.

Organic Heirloom and Darkloom Tomatoes continue to be available heading into the middle of March out of Mexico. Steady supplies will be available, and quality has been outstanding. Prices are expected to increase slightly over the course of the month.

Organic Roma Tomatoes prices will remain steady as we head into the middle of March. Quality has been outstanding out of Mexico, and there will be steady availability.



OG APPLES

The USA storage crop of 2021 **Organic Apples** will wind down for some varieties and will keep going down for others during the spring months. Fresh crop imports will not ramp up until May/June/July.

Organic Fuji Apple supplies are proving to be much smaller than anticipated, with some quality not expected to hold up. This is driving prices up, and sporadic supplies should be expected as we move into April.

Organic Gala and Honeycrisp Apple supplies are dwindling quickly, and might not make it until the imports start in May. Expect rising prices through March.

We had an excellent **Organic SugarBee Apple** season, but it's wrapping up and will be completely done by the middle of March.



OG TURMERIC

Secret Beach Organic Farm should be harvesting **Organic Turmeric** this year through August 2022 before they take a 3 month break. Their farm sits back from a bluff just over Secret Beach in Kilauea, Kauai on 140 acres. They irrigate their **Premium Hawaii Red Variety Turmeric** using their on-site well that taps into one of Kauai's mineral rich aquifers. They of course use 100% certified organic and regenerative farming practices and use premium inputs and non-harmful fertilizers to feed the crop throughout the year. They carefully harvest, wash, and pack by hand to ensure less breakage and a cleaner more visually appealing product.

Phoenix Rising Farms of South Florida has a good supply of their **Premium Organic Red Turmeric** left. They anticipate harvesting through March, possibly into April. There is plenty of turmeric in the ground to continue harvesting into April, but labor and weather could put a halt to their season sooner than that.

OTHER STORIES

- **Organic Eggplant** from Lady Moon Farms continue to experience sizing-related issues due to colder temperatures in February. Gaps in Lady Moon's supply will continue for the foreseeable future, however Mexican product is available to supplement any shortages at a consumer-friendly price and great quality.

- **NOTE: Organic Black, Red, and Green Seedless Grapes** out of Peru and South Africa are limited in volume with sporadic arrivals. Expect short gaps between arrivals and high pricing until we finish in April and gap until Mexico is expected to begin in May.

- **Organic Green Beans** from Mexico remain in steady supply, but colder temperatures in late February have slowed production for early March. Quality will remain strong and no gaps in supply are expected at this time, however price increases are to be expected in March.

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)



2ND PLACE
Breville
Espresso Maker



4TH PLACE
Breville Juicer



3RD PLACE
Grill & Grill Set



5TH PLACE
YETI Cooler

****Every entry will receive a Sunkist hat!****



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



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

13818	CV Cara Cara Fancy 56's
13774	CV Cara Cara 12/3 lb. Bag
43571	OG Oranges Cara Cara CA 56 ct

BLOOD ORANGES

CODE DESCRIPTION

14004	CV Bloods 88 size/44 ct
13912	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
44302	OG Mandarins USA 60-90 ct 25 lb
44503	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	CV Grapefruit Fancy 40's
12556	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 Square
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
218196	POS Display Multi Variety OG 1 ea Sunkist Rectangle
223679	POS Display Multi Variety OG 1 ea Sunkist Square





Lil Snappers
kid size fruit

Lil Snappers®

Apples and pears in the right flavors and size for kids

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!



PHONE: 800.422.8384

WWW.FSPRODUCE.COM



CONVENTIONAL MARKET NEWS

MARCH 4 - MARCH 11, 2022

MARCH CITRUS PROMOTIONS



SUMO Citrus (branded Dekopon) continues to be in good supply. We continue to receive steady arrivals of 22 ct trays through March.

Mandarins from California will be in short supply for the remainder of the month. We will have some California Sunkist 10/3 lb bags available for the month-long display contest, but we've made the move to mostly import **Mandarins** due to the short supply out west, including the "Halo's" label. Supplies from Morocco have been excellent, and pricing on all import 10/3lb and 15/2lb is very promotable. We expect these attractive prices to last through mid-March, and then we should see pricing move higher. Quality on the import fruit is excellent!



Navel Orange quality from California has been excellent, and we expect steady supplies all month. We will continue to carry good supplies on 40sz, 56sz, 88sz, large size bins, as well as the 10/4 lb bags. Continue to promote the **Vintage Sweets Heirloom Navel Oranges** as they've been eating excellent. This fruit will have brix levels of 15+.

Lemons will continue to be in excellent supply from California. Peak season on Lemons will be from now through the end of April, so this will be the best time to promote all **Lemons**. On another note, our first arrival of the **Seedless Lemons** from Wonderful has arrived, and the quality is excellent. Sizing so far is excellent, with most lemons looking to be a 75 or 95 size.



Grapefruit remain in steady supply as we kick off the first week of March. As mentioned previously, we're in the Rio variety now, but within a few weeks we'll make the transition into the Star Ruby. All California **Grapefruit** has been absolutely beautiful.



CV STRAWBERRIES & RASPBERRIES

Strawberries remain promotable out of Florida and Mexico as the harvest flush continues to crank out heavy supplies. Weather is favorable and harvests just keep coming on strong. Quality has been ok to good.

California has also starting **Strawberry** production. Prices are bit higher as CA farms will command a premium for new fruit. Expect to see CA fruit start rolling in the 2nd half of March as we begin to transition out of Florida.

Raspberries will be very promotable out of Mexico as a strong harvest flush continues. Quality has been excellent, and supplies are strong. Prices will should remain fairly promotable through March and into April as new areas are expected to begin.



CV BLUEBERRIES & BLACKBERRIES

Blueberries continue to be promotable out of Mexico, Chile, and Peru. Prices are overall low as supplies just continue to be readily available. Quality from Mexico continues to be the premium and markets will lead to promotable prices to compete.

Chilean **Blueberry** prices remain the most promotable as quality remains fair to good but keep these turning. Peru product remains very nice but will begin to finish up in early March.

Blackberry prices are easing off some as a production begins to increase. Quality has been excellent. Expect prices to continue to ease off through March as more supplies start becoming available.



CV GRAPES

Green and **Red Seedless Grapes** are in better supplies for early March from Chile and Peru, but Reds are certainly more promotable.

For the remainder of the month, **Red Grapes** will be very promotable. This will be on both sizes – Large and Extra Large, so get ready to promote all month!

Cotton Candy Grapes will begin to wind down over the next couple weeks, and then should ramp up again as we transition to Mexico in April.

Mexico looks to ramp up new crop production on **Grapes** in April. It's right around the corner!



CV SQUASH

Green Squash from Mexico will continue to arrive with outstanding quality and be promotable. Availability will be steady through the middle of March. Product out of Mexico is expected to continue until the Florida crop improves.

The **Yellow Squash** market is coming off as there is more product available out of Mexico. Product out of Mexico is expected to continue until the Florida crop improves.



CV MANGOS

Ataulfo Honey Mangos from Mexico are available. Four Seasons is now offering "Champagne" brand **Mangos** in a 14ct size from our partner Cirruli Brothers for the beginning of March. Look for opportunities to promote!

Kent Mangos from Peru are still available, along with new Guatemala and Mexico Tommy Atkins fruit beginning as well. Prices are down just a bit.



CV CUCUMBERS

Super Select Cucumber prices remain steady, and quality has been excellent out of Mexico. Pricing is on the higher side.

There has not been solid quality from **Cucumbers** out of Florida, although their harvest is supposed to start around week 11 or 12 for new crop.



CV PEARS

Washington **Anjou Pears** are in excellent promotional supply.

Washington **Asian Pears** are expected to finish up by the end of March.

New crop import **Bartlett Pears** are scheduled to arrive for early March and should be in relatively good supply moving forward pending port delays.



CV APPLES

Eastern **EverCrisp Apples** are in promotional supply for the next few weeks.

Eastern **Honeycrisp Apples** will be winding down and are expected to finish for the season before the end of March. This will drive the western prices up.



CV ASPARAGUS

Asparagus prices seem to be easing down slightly, and as long as weather does not drop to freezing temperatures again, we should see better volume from Mexico.

Many shippers are expected to see increased harvests heading into the middle of March. Quality has still been excellent.



CV HASS AVOCADOS

NOTE: **Hass Avocado** prices remain elevated for the first week of March as the supply chain continues to take a while to fill up after borders were closed a few weeks ago. Pricing and availability will remain volatile through most of March.



CV LETTUCE

ALERT! **Iceberg, Romaine, and Romaine Hearts** from Arizona and SoCal are very limited due to weather. Quality issues, like discoloration and peeling, are to be expected upon arrival. Prices have skyrocketed for early March.



CV CELERY

Celery volumes are dropping, and pricing is starting to climb up somewhat for mid-March.



CV BROCCOLI

Broccoli Crowns are readily available in all regions - FL/GA, AZ/CA, MEX. Quality has been really nice. This is a good promo item for March.



CV CABBAGE

Green Cabbage prices remain steady, quality is outstanding, and there are no concerns with availability for St. Patrick's Day at this time.



CV EGGPLANT

Eggplant volumes are still tight. Quality has been so-so at best out of Florida, forcing many people to pull product from Mexico. Quality is good out of Mexico and supply will remain steady.



CV PEPPERS

11lb **Hothouse Color Pepper** prices will drop as we head into the middle of March as Mexico is expected to flush on **Color Bells** and Canada starts their hothouse deal. Quality is excellent, and supplies will increase causing a promotable market here.

Canadian **Hothouse Color Peppers** have started in a small way and will increase in production through the middle of March.

Green Peppers supplies out of Florida are tightening up just a bit as there is not a lot of quality product.

In Mexico, growers are expected to pick **Green Bells** from color bell plants to capitalize on this market. Quality has been excellent out of Mexico and there will continue to be good supply.

On the snacking front, bagged **Shishito Peppers** and bagged **Mini Sweet Peppers** are in promotable supplies.



CV MELONS

Cantaloupes will be in tighter supply for early March but should recover as we close out the month. Guatemala had a gap in production and supplies arriving to North America are much more limited than expected. Look for pricing to jump up slightly, but this should be short lived.

Honeydews are in good supply on 6ct, but we will see shorter supplies going forward on 5ct. Larger fruit is arriving to North America with more quality issues, and the majority of the fruit can't be shipped into the retail market.

Watermelon continues to be available on full size and mini from Mexico and Central America. New crop Florida **Watermelon** will start in late March or early April.



CV TOMATOES

Beefsteak Tomatoes from greenhouses in NY and Canada are ramping up production. **Cluster Tomatoes** are also at promo pricing.

Roma Tomatoes continue to be promotable as we head into the middle of March as there's an abundance of product out of Mexico. Quality has been excellent and supplies will remain steady.

Cluster Tomatoes will stay steady as we head into the middle of March. Prices are expected to be at the bottom as there is plenty of product from Mexico, and Canada will start hothouse production in large volume.

Vine Ripe Tomatoes remain steady as we head into the middle of March. Prices are expected to rise as we head towards the end of March because of 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 for all inbounds.

OTHER STORIES

- **NOTE: Baby Carrots** continue to be pro-rated by the major producers due to high demand and not enough yield to meet it. This will likely continue until April.

- **Black Mission Figs** from Mexico will be available for the start of March. Condition has been good. Availability has been slightly limited.

- **Pomegranates** from Chile will be available into the start of March in smaller single layer cases. This fruit has nice size and has been very good quality. Peru also has some fruit in the marketplace as well. Fruit from Israel is all but done.