

ORGANIC MARKET NEWS



JANUARY 3 - JANUARY 10, 2020

ORGANIC SPECIALTY CITRUS: BUCK BRAND



These Buck Brand items are in season for early January:

- OG Buddha Hand
- OG Mellow Gold Grapefruit
- OG Oro Blanco Grapefruit
- OG Star Ruby Grapefruit
- OG Limequats
- OG Sweet Limes
- OG T 'Orange Lemons
- OG Algerian Clementine's
- OG Heirloom Navels
- OG Lou Lou Navel Oranges
- OG African Shaddock Pummelo
- OG Red Globe Pummelo
- OG Thai Sweet Pummelo
- OG Mango Valencia

The following items are gapping through January due to rain and supply gaps but will arrive throughout the month:

- OG Finger Limes
- OG Meiwa Kumquats
- OG Nagami Kumquats
- OG Variegated Calamondin

The following new for the season Buck Brand items are expected over the start of January:

- OG Lemonade Lemons
- OG Blood Oranges
- OG Wiekewa "Lavender Gem" Tangelos

Learn more here: [Buck Brand Infographic](#)



OG BERRIES

Organic Blueberries out of Peru and Chile are now in excellent supply in both 6 oz and pints, look for promotional opportunities.

Organic Blackberries out of Mexico quality and supply are excellent with promotional opportunities available.

Organic Driscoll Blackberries out of California and Mexico are in firm but steady supply but are expected to ramp up production in the new year out of Baja, pricing should ease toward the middle to end of the month.

Organic Driscoll Raspberries out of Mexico and California are in firm but steady supply. Much of the volume will be Fair Trade.

ALERT! **Organic Strawberries** continue in extremely limited supply at expensive pricing.



OG PEPPERS

Organic Green Peppers are in steady supplies now harvesting in Florida and Mexico.

Prepare for pricing to remain steady early January, however promotional opportunities may arise if either area begins to see an increase in supplies. Quality from both Lady Moon Florida and Mexican shippers have been outstanding, and this trend is expected to continue.

Organic Colored Bell Peppers from Israel and Mexico are both currently in season. Availability from Israel has seen improvement as the season is ramping up so expect to see steady availability, pricing and quality during early January.



OG CITRUS

California Organic Mandarins in the "Cutie" label (2 lb bags) have arrived but there will most likely be a small gap before the next arrival.

Organic California Clementines are back in excellent supply in both bulk and 12/2 lb pouch bags.

Organic California Satsuma Mandarins in bulk and **Organic Candy Mandy** 12/2 lb bags are back in excellent supply.

Organic California Cara Cara Oranges (pink-flesh) and **Organic Navels** are in peak season with excellent supply in full 40 lb cases.

Organic California Pummelo continue with excellent quality and supply.



OG LETTUCE

Organic Leaf Lettuces from Lady Moon Farms in Florida are in full swing. Look for steady availability and excellent quality in the early part of January. Take advantage of diet season and expand you leaf section at store level to capitalize on extra foot traffic and higher demand for these items throughout January.

Organic Romaine Hearts from Arizona continue to see excellent quality & steady supplies during January.



OG APPLES

Organic Apples from Washington continue in excellent supply Gala, Honeycrisp, Fuji, and bagged fruit in general are the most promotable.

The Following items will continue in good supply:

OG Ambrosia	OG Gold Delicious	OG Pinata
OG Autumn Glory	OG Granny Smith	OG Pink Lady
OG Braeburn	OG Honeycrisp	OG Red Delicious
OG Cameo	OG Jazz	OG Rosalynn
OG Envy	OG Kanzi	OG Smitten
OG Fuji	OG Lady Alice	OG Sugar Bee
OG Gala	OG Opal	



OG SALADS

ALERT! Organic Salad shippers are starting to prorate some of their tender leaf blends following heavy frost in the Yuma, AZ growing region which has caused some quality issues.

Organic Salads are in huge demand in January "diet season". We're working diligently with shippers to stay as in stock as possible given these prorated orders from shippers.



OG BROCCOLI

NOTE: Organic Broccoli from Arizona and Southern California are seeing limited harvesting as we move into early January.

Quality is expected to be less than ideal as the season continues because of poor growing conditions. In the new year expect pricing to increase before stabilizing for quality to improve.



OG LEMONS AND LIMES

Organic Lemons out of California and Mexico are back in good supply with firm pricing and very good quality.

California **Organic Meyer Lemons** are now in steady supply.

Organic Limes supplies out of Mexico are in firm but steady supply.



OG EGGPLANT

Organic Eggplant from Lady Moon Florida continues to see excellent harvest yields during late December.

Look for promotional opportunities in early January to drive extra sales at store level.



OG TROPICALS

In season for January:

- OG Curry Leaves
- OG Black Sapote
- OG Mamey
- OG Cactus Leaves
- OG Starfruit
- OG Passion Fruit

NOTE: Organic Pomegranates will finish at the start of 2020. Arils will continue to be available.

Organic Pineapple supplies will be good through the beginning of January. Quality is good.



OG CABBAGE

Organic Green and Red Cabbage from the northeast is essentially finished for the season. Expect to see product from Florida and California moving forward.

Organic Green Cabbage from Lady Moon is seeing excellent volumes and they are looking to promote for January.



OG SQUASH

NOTE: Harvests of Organic Zucchini and Yellow Squash from Lady Moon in Florida unfortunately will not continue during the new year.

Sourcing for January will shift to Mexican grown product.



OG AVOCADOS

Organic Avocados from Mexico are tightening as growers were not picking over the holiday weeks. 48ct fruit is particularly tight with prices rising. 60ct fruit has been steady.

Organic Fair-trade 48ct Avocados are in good supply. 60ct fruit will also be available.

Organic Smooth Skin Avocados will continue to be available from Florida through the start of January.



OG MANGOS

Organic Tommy Atkins Mangos are winding down from Ecuador. Fruit is tightening on the east coast.

New crop **Organic Mangos** from Peru will begin in early January.



OG GREENS

Organic Green, Red & Rainbow Chard from Lady Moon Florida continue to see excellent supplies into early January.

Organic Kales, Collard & other Greens from Lady Moon also are in excellent supplies, with stellar quality and great pricing.

Look for promotable opportunities to drive extra volume during diet seasons to capitalize on extra foot traffic at store level.



OG CELERY

Organic Celery continues to see great supplies, excellent quality and aggressive pricing in early January. As many shippers are continuing to yield excellent supplies from California, store will continue to see aggressive pricing to drive extra volume.

Organic Celery will be in high demand as the new year will kick off diet season, prepare to expand your Organic Celery to capitalize on extra business.



OG POTATOES

January will kick off the start to the second annual AV Thomas Natural Beauty Organic Sweet Potato display contest. Start talking to your merchandiser or sales rep now to lock in those big displays!

Organic Russet Potatoes will continue to be steady in price throughout January. Quality looks very nice.

The new year will bring a price increase by a couple dollars on the **Organic Red and Gold Potatoes** out of Canada. Price is still very aggressive in comparison to product coming out of the Pacific Northwest.



OG CUCUMBERS

ALERT! Expect to see inconsistent supplies and increasing pricing on **Organic Cucumbers** into mid-January and possible even longer.

Lady Moon Florida season has come to a close and will begin again in late February or early March. This puts all of the sourcing pressure on Mexico that has had some cool and wet weather.

Organic Cauliflower from Arizona and southern California is seeing decent supplies for early January. However, except pricing and availability to begin to become tight in mid-January.

Organic Brussels Sprouts from Mexico have seen improved volumes. January looks like a decent time to promote!

Organic Grapefruit supply has returned with good

supplies and quality now available from California and Mexico.

New crop **Organic Grapes** out of Peru are expected to begin by mid to late January.

NOTE: Import Organic Cherries are finished for the season out of Chile, there may be a few Argentinean fruit available.

Organic Green Beans growers expect to see increasing volumes and steady pricing as we move into January from Mexico, while Florida is ramping up in supplies for the New Year.

OTHER STORIES

AV THOMAS "NATURAL BEAUTY" ORGANIC SWEET POTATO DISPLAY CONTEST

DECEMBER 30, 2019 - FEBRUARY 3, 2020



Want to "sweeten" your sales and profits in your department in the month of January? Want to capitalize on a growing commodity focused on health and flavor? Then we have a simple solution!

Four Seasons Produce has partnered with AV Thomas in bringing to you a Sweet Potato Display Contest! AV Thomas is the premier grower of the finest sweet potatoes you could ever offer to your customers.

CONTEST RULES & CRITERIA

- Build a 'sweet' display using AV Thomas sweet potatoes purchased from Four Seasons Produce.
- Utilize the variety card showing the difference in sweet potato varieties. Sign cards will be available.
- Keep your displays up at least one week.
- Displays must contain at least four (4) varieties/SKU's of sweet potatoes. Selections will include Garnet, Jewel, Hannah, Oriental, 16 oz Baby Tray, and 12/2 ct Tray.



- Recipe point of sale flyers/cards and cross merchandising is encouraged. You can also find some great recipes at one of these websites:

avthomasproduce.com/recipes-temp/

casweetpotatoes.com/recipes

casweetpotatoes.com/#natural-fit

- Use of social media is also encouraged. Use #sweetpotatoessweetsales

- Send all entry submissions to Steph Mayer (stephf@fsproduce.com) by Friday February 7, 2020.

CONTEST CATEGORIES & PRIZES

Prizes will be awarded for the 1st, 2nd, & 3rd place finishers for EACH the following categories:
(Along with a single prize for the best social media post)

Largest

Best Small Store Display

(3 or less registers)

Most Creative

Best Social Media Post

Will receive \$100 Visa Card

1st - \$300

2nd - \$200

3rd - \$100

Talk to your Four Seasons Sales Rep or Merchandiser for display ideas, point of sale material, and pricing information!

NATURAL BEAUTY ORGANIC SWEET POTATO CODES:

41650 OG Sweet Potatoes Garnet #1 40 lb
41652 OG Sweet Potatoes Jewel #1 40 lb
41660 OG Sweet Potatoes Hannah 40 lb

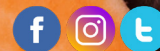
41649 OG Sweet Potatoes Oriental #1 40 lb
41673 OG Sweet Potatoes Mix Baby 18/16 oz Tray
41669 OG Sweet Potatoes Microwave 12/2 ct Tray



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CONVENTIONAL MARKET NEWS

JANUARY 3 - JANUARY 10, 2020

BERRY SUPPLIES IMPROVE FOR EARLY JANUARY



Strawberries will be in much better supply out of Florida through the beginning of January. Growers have experienced great weather during the holidays, and now volumes are looking to be excellent.

Early to mid January will be a good time to promote Florida **Strawberries** - both Driscoll's brand and other Florida shippers. Quality and flavor are excellent.

Blackberries and Raspberries will be in very good supply as we kick off the new year. Look for pricing to remain promotable on both. Quality has been solid out of California and Mexican growing areas.

Blueberries continue to be in really good supplies, and pricing to certainly lower than usual for the start of year. Peru's supply is coming to an end, but imports from Chile and Argentina are steady, and we haven't had to deal with a gap in supply. Quality on fruit from Chile and Argentina will continue to be excellent.



CV LETTUCE

ALERT! Iceberg Lettuce is becoming limited due to overnight frosts in Arizona and a lack of labor. Expect to see inconsistency in sizing and epidermal peeling.

Romaine/Romaine Hearts prices are starting to increase due to some of the same issues as Iceberg. Some growers expect to be light throughout the middle of January.

Expect fluctuation in pricing throughout January. Quality will be hit or miss as well due to the cooler mornings and recent rain.



CV SALADS

ALERT! Fresh Express has announced they will be suspending production of several SKUs in order to increase service levels on the highest velocity items during the peak January Healthy Eating/ New Year's Resolution period.

These **Fresh Express** items will not be produced from 1/6 to 1/21:

- 6 oz. Garden Salad
- 24 oz. Garden Salad
- Lettuce Trio
- Double Carrots
- Strawberry Fields
- Citrus Burst
- Organic Baby Kale 5 oz.

Other salad shippers are starting to have trouble filling orders in full following the frost damage in Yuma, AZ along with the increased "diet season" demand.



CV TOMATOES

ALERT! Roma Tomato pricing is still rather expensive. Mexico and Florida are now in production however, but demand remains very strong.

ALERT! Field Grown Round Tomato pricing is extremely tight with very little supplies and availability. Mexican production has not yet fully started.

Grape Tomato pricing is starting to weaken as supplies get better. Quality has looked great out of Florida expect more promotable pricing as we continue into the new year barring any weather-related issues.

Campari Tomato pricing are tightening as demand grows stronger. Expect higher pricing but supplies should remain steady heading into "diet season".



CV SQUASH

Green Squash pricing remains promotable out of Mexico with great quality.

Yellow Squash however is a bit tighter as Florida production has been hurt from the recent spell of cold and rain. Mexico has just started harvesting new fields.



CV CUCUMBERS

Super Cucumbers pricing remains steady through the beginning of January. Mexico is seeing better production with excellent quality as we head into the New Year. Expect pricing to start easing off throughout January.

Seedless Cucumber pricing is starting to lower as Mexico is into better harvests and quality. Look for more promotable pricing towards end of January.



CV POTATOES

Idaho grown count (loose) **Russet Potatoes** have leveled off in price for the start of the new year. Quality is nice.

Look for some sharp deals on **Red and Gold Bagged Potatoes** out of Prince Edward Island, Canada.

There will also be some really attractive quality and price on the 10/5 lb PA grown **White Potatoes**.



CV GREEN BEANS

Green Bean pricing has been steady.

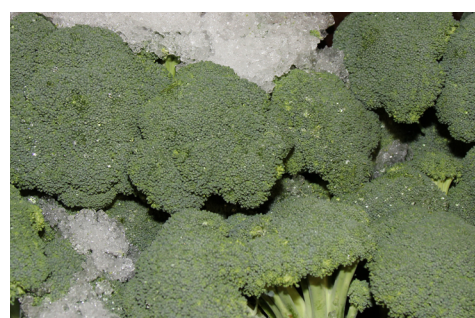
However, Florida has experienced cold and rainy weather over the end of December halting production through the start of January. Mexico is in good production however so expect pricing to stay steady for now.



CV ASPARAGUS

Asparagus pricing will remain higher for most of January.

Expect these tighter supplies until new crop Mexican production can begin again sometime by the end of the January.



CV BROCCOLI

Eastern **Broccoli Crowns** have been coming in nice out of GA and FL. Western Broccoli is getting tight due to weather and lack of labor.

Some growers have been struggling with pin rot due to the recent rain. The beginning of January is expected to have better weather and labor should be returning.



CV CAULIFLOWER

NOTE: Western **Cauliflower** is expected to tighten through January.

Prices are already starting to climb. Expect to see light mildew with recent rain.



CV SCALLIONS

ALERT! Labor was hard to come by in Mexico over the holidays which severely limited harvests on **Scallions**. There have also been quality issues.

Scallions should have increased availability by mid January as labor returns and quality improves.



CV BRUSSELS SPROUTS

Western **Brussels Sprouts** have been pretty consistent in pricing through January. There might be a slight increase in pricing due to more "diet season" demand.

Some recent arrivals have shown occasional "water logging" issues due to heavy rains.



CV ARTICHOKE

ALERT! Artichokes are still limited. Smaller sizes are slowly becoming available. By the end of January there is hope for availability to increase and pricing to mellow.



CV APPLES

Now that the **Sugarbee Apple** is basically wrapped up for the year, stores may want to consider adding **Juici Apples** - another delicious apple with Honeycrisp parentage and GREAT eating quality.

Washington growers are starting to pack more **Cosmic Crisp Apples** for January from their younger trees that are in year two of harvest. So far these pack outs are very light in volume and the fruit is sizing to 64 sz+. Limited quantities of 27 lb cases will be available starting 1/8.



CV JUICES

As diet season kicks in be sure to update your juice and premium beverage sets with lines like functional juices/smoothies, cold pressed juices, fruit juices and kombuchas.

A few brands to check out include:

- Sofresco
- Natalie's
- Bolthouse Farms
- Remedy
- Baba's Berew
- Aqua Vitea
- Alo



CV PEPPERS

11 lb Red, Yellow and Orange Pepper pricing remains slightly higher as production and harvests remain limited. Mexico is behind on harvests creating great demand and tight pricing.

Green Bell Pepper pricing is staying steady as Mexico continues to see better harvests. Quality has looked excellent from new fields and areas. Florida also continues harvest nice quality product as well, but supplies are tighter.



CV TROPICALS

Pineapple supplies will be in good shape for January fruit salads and "diet season".

Hass Avocados from Mexico are in steady supply with good condition. 48 ct fruit has been tightening a bit but 60 ct fruit remains very promotable with heavy volume on the smaller side.

Mango supplies from Ecuador will be steady for the start of January. Ataulfo Honey Mangoes will also be available.

POM Wonderful Pomegranates are winding down for the season. There will be limited quantities available.

Fuyu Persimmons will be in stock through the start of January. We will not have any Hachiya for the first week of the year.



CV GRAPES

California **Grape** season is over.

We are now fully into new crop **Grapes** from Peru and other Southern Hemisphere countries. Generally, this new crop fruit is trading at higher prices so far in January but will become more promotable heading toward February and the Chilean crop.

New this week, in limited quantities, **Cotton Candy** and **Sweet Sapphire**.



CV CITRUS

California Mandarins continue in peak season. Halo's brand are trading at higher prices than other shipper labels but benefit from consumer recognition.

Blood Oranges, Cara Cara Oranges and Minneola Tangelos are now in peak season from California and ready for promotion!

Jumbo Navels are available in bins as well as cartons (36/40 sz - 684 ct+). **"Vintage Sweet"** brand **Heirloom Navels** are now in peak season in 10/3 lb bags.

