



# ORGANIC MARKET NEWS



MARCH 3 - MARCH 10, 2023

## PROMOTABLE ORGANIC ASPARAGUS FOR MARCH



**GOOD NEWS!** Organic Asparagus will be very promotable for the entire month of March with the Hippy Organics brand. Quality is outstanding, and availability will be steady.

The organic market is still crossing plenty of product which is different than conventional asparagus, so ads and in-store specials should catch consumer attention.

Organic Brussels Sprouts from Mexico will be promotable throughout March and into April! As many other vegetable commodities face supply issues, Organic Brussels Sprouts will add a great value for consumers with outstanding quality.

Look to add high graphic pre-packaged 1 lb Organic Brussels Sprouts bags from Hippy Organics to displays as an excellent “grab and go” option.



### OG LETTUCES & GREENS

**GOOD NEWS!** Organic Greens, Lettuces, and Parsleys from Lady Moon Farms in Punta Gorda, FL are in peak volume and quality during March.

Promotional opportunities will be available across these commodities, like Organic Kale, Collards, Romaine, and more, to encourage strong additional sales.

Lady Moon's Florida Organic Romaine Heart program is going well and allowing East Coast retailers access to product that is fresher by days!

**ALERT!** Organic Dill quality issues will create a shortage of product throughout March. Anticipate a complete gap in availability for much of March.



### OG BERRIES

**GOOD NEWS!** Organic Strawberry prices will be promotable out of Baja, Mexico. Harvests are flushing, leading to the deal buy opportunities. Florida fruit remains available as well, but their flush has slowed down to a steadier pace for the most part. Quality has been exceptional from both regions.

Organic Raspberry prices continue to ease off as supplies get better out of Baja and Central Mexico. Quality has been very nice and they're eating very well. Look for more promotable opportunities towards the end of March.

Organic Blackberry prices are going up slightly as supplies naturally slow down. Quality has been good and the fruit is eating very well.

**NOTE:** Organic Blueberry prices are increasing as supplies remain tight. Low harvests out of Mexico and Peru this time of year keep supplies tight. Quality has been exceptional from Peru and Mexico.



### OG CITRUS

Another round of snow and rains hit the California growing regions, and with all the wetness, it kept many growers from harvesting. That said, the overall crop continues to be in good shape and there will be Organic Citrus to promote for March and early April.

Organic Grapefruit, Lemons, Mandarins, Cara Cara Oranges, Blood Oranges, Pummelos, Minneola Tangelos, and Navel Oranges are in excellent supply. Now is the time to promote!

On the specialty side, Buck Brand Organic TDE Mandarins are in peak season for early to mid-March. This triple cross variety has Temple Tangor, Dancy Mandarin, and Encore Mandarin parentage.

Organic TDE Mandarins are known for their rich sweet taste and juicy flesh - messy in the best way!

**ALERT!** Mexican Organic Limes continue to be challenging with very high prices.





## OG ONIONS

**Organic "Ever-Mild" Sweet Onions** from Peri & Sons on both the bulk and bags will continue until mid-March, at which point we will transition over to new crop Mexican **Organic Sweet Onions**.

**Organic Cippolinis** from Peri & Sons will be available for early March but will then be done for the season until the fall growing season.



## OG MANGOS

Larger sized 12-14ct **Organic Ataulfo Honey Mangos** from Mexico will be steady. Smaller 16 and 18ct sizes have been limited but should soon rebound.

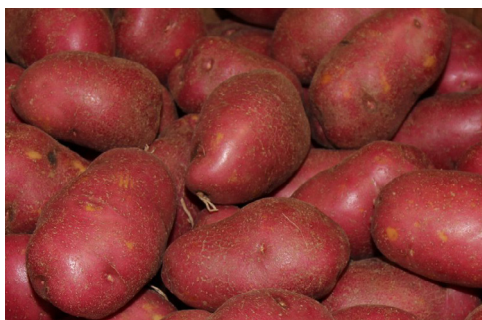
The beginning of March will mark the transition from **Kent Organic Mangos** from Peru and the start of the Mexican season. New crop **Organic Tommy Atkins Mangos** fruit from Mexico will be arriving the week of 3/6.



## OG WARM VEG

**Organic Cucumbers, Zucchini, and Yellow Squash** costs from Mexico have begun to ease in early March. Steady availability, good quality, and improving prices should be expected.

Florida grown **Organic Green Bell Peppers** and **Eggplant** from Lady Moon Farms are in steady supply in early March. Anticipate stable costs and top-notch quality. Supply from Mexico will remain available on both commodities in March as a supplemental option.



## OG POTATOES

**Organic Red** and **Gold Potatoes** from Manitoba, Canada have pushed up on price due to increased demand.

**ALERT!** **Organic Russet Potatoes** continue to be extremely tight nationwide while we prepare for supply gap shortage on **Organic Russet Potatoes** in mid-late March and early April until new growing regions begin their new crop.



## OG PREMIUM VARIETY APPLES

**Organic Cosmic Crisp Apples** are sizing very large right now, and there are plenty of them. Make sure to take advantage of promotional opportunities now available in 27lb 2-layer Euro boxes.

**Organic Opal** and **SugarBee Apples** will finish for the season by mid-March. **Organic Pinata Apples** have finished for the season.



## OG CABBAGE

**Organic Green Cabbage** is limited as St. Patrick's Day approaches. Although supply volume remains limited, there will be no shortages for the holiday favorite. Due to conditions, costs will not be at a promotional price point.



## OG CELERY

**NOTE:** **Organic Celery** supply volume will begin to weaken in early March from the Imperial Valley of California. Costs will begin to increase with less production. Expect all of March and into April, potentially longer, to be difficult conditions for all commodities as growing regions conclude and transitions occur.



## OG PEARS

New crop **Organic Red** and **Green Bartlett Pears** imports are now available in good supply.

Storage crop **Organic Pears** continue to wind down out of Washington and most varieties will be finished by the end of March with a smooth transition into imports.



## OG GRAPES

**Organic Grapes** are still being imported for Peru, but the market is slowly correcting itself. We are seeing promotable pricing on **Organic Greens**, but **Organic Reds** will be tight for early March.

**Organic Black Grapes** from South Africa will be available in a limited way!





## OG SWEET POTATOES

**NEW!** We received our first arrival of the **Organic "Ben Yagi" Purple Sweet Potatoes** in code 234694. Now is a great time to check out this new sweet potato variety with light purple flesh that has good moisture content.



## OG GREENHOUSE CUCUMBERS

**Organic Euro and Mini Seedless Cucumber** prices have dropped and will be promotable in mid-March! Quality is great and new crop Canadian product has started.



## OG PINEAPPLES

**Organic Pineapple** supplies from Costa Rica have been strong. Quality has been excellent. **Organic Pineapples** will be promotable for the start of March.



## OG TOMATOES

**GOOD NEWS!** **Organic Grape Tomatoes** from Lady Moon Farms will be a promotable through Easter. Quality has been great and there is plenty of product to grab.

**Organic Darkloom and Heirloom Tomatoes** out of Mexico will be steady and promotable into mid-March.

**Organic Roma Tomato** prices have fallen, and demand has dropped, which is keeping this a promotable item. Quality is outstanding, and availability will be steady. This is expected to hold until at least the middle of March.



## OG PEPPERS

**Organic Mini Mix Sweet Peppers** in clamshells from Lady Moon Farms in Florida are in good supply with promotional pricing. Quality is outstanding and will be the perfect addition to any display to add a pop of color. 12/1lb pouch bag supply from Mexico will remain available in March as a supplemental option.

**Organic Red, Yellow, and Orange Peppers** from Mexico and Israel are in ok supply in March. Mexican volume has slowed in late February causing increased costs as March begins, while Israeli production remains steady in volume and costs. Quality from both regions remain strong.



## OG BROCCOLI & CAULIFLOWER

**Organic Broccoli and Cauliflower** supplies from the Imperial Valley of California will wind down throughout March as the desert season concludes and growers begin to transition North.

**NOTE:** **Organic Broccoli** costs will begin to increase in early March and will continue to rise as supply volume begins to dwindle.

**ALERT!** **Organic Sweet Baby Broccoli** will remain limited in early to mid-March. Expect elevated costs and gaps in supply availability.

**ALERT!** **Organic Cauliflower** will remain limited as it has since mid-February. Costs will continue to increase as supply volume diminishes in early March.

## OTHER STORIES

• **ALERT!** **Organic Red Bunched Beets** production is struggling due to quality issues creating a shortage of product. Harvests will remain limited throughout March and gaps in availability should be anticipated.

• **Organic Hass Avocado** field prices continued to rise as we start March. Volume on fruit is down slightly especially on 48 size fruit and larger. Overall volume is still promotable and fruit quality and oil content has been excellent.

• Beautiful **Organic Pitahaya/Yellow Dragon Fruit** will continue to be promotable into March with small gaps in availability in between

container shipments from Ecuador. This yellow skinned, white-fleshed fruit is commonly thought to be the sweetest of the dragon fruit varieties.

• **Organic Green Beans** for Mexico remain in steady availability in early March, but volumes are plentiful. Anticipate strong quality and consistent product at an elevated cost for most of March.

• Supplies are steady on **Organic Royal Star Papayas** from Mexico. These Fair-Trade Papayas will be available to start the month of March. Quality has been excellent.

• **NOTE:** **Organic Drink & Eat Coconuts and Young Thai Coconuts** from Thailand will gap for the start of March. There should be steady supply of Young Thai Coconuts after the 2nd week of March.

• **Organic Turmeric** from our Hawaii growing partner Secret Beach Organics is back for the start of March.

• **Organic Pomegranate Arils** in cups are now back in stock with some imported fruit.





# Sunkist Growers Citrus Display Contest Extravaganza

## March 6th - April 2nd, 2023

In the month of March you can always count on three things. There is an awesome college basketball tournament which generates tons of national excitement. There is a super cool holiday mid-month that we celebrate by eating a lot of cabbage and by wearing a lot of green clothes. And the last thing you can count on is Sunkist partnering up with Four Seasons Produce to bring you the annual Citrus Extravaganza Display Contest. That's right, it's back for yet another juicy year! What better way to lead us out of the winter and into the Spring months by promoting some of the healthiest, flavorful fruit on the planet—fresh CITRUS! The citrus season this year has been incredible with outstanding quality fruit and promotable pricing and this month will be no different! So let's take a look on how you can get in on the citrus fun, grow category sales and create an atmosphere of selling excitement!

### CONTEST RULES:

- Build a SUPER creative and colorful display using beautiful Sunkist citrus. All fruit MUST be purchased from Four Seasons Produce.
- All displays must have a minimum of five (5) SKU's in your display. These can be a combination of both conventional or organic selections
- MUST use Sunkist point of sale signage, boxes or pop up ready displays bins in your displays in order to qualify. Sunkist signage will be available through your Four Seasons Sales Rep or Merchandiser.
- All Sunkist displays must remain up for one week.
- Please send all display entries to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday April 7th 2023.



### PRIZES:



**1ST PLACE**  
**MOUNTAIN BIKE**



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



**3RD PLACE**  
**CAMPING PACKAGE**



**4TH PLACE**  
**HIKING PACKAGE**



**5TH PLACE**  
**ADIRONDACK CHAIRS**

### MERCHANDISING TIPS:

- Citrus is SUPER colorful, so placing displays in a high traffic area will surely catch the attention of your customers. These high graphic display bins make it simple to put citrus anywhere!
- Maximize the citrus category by offering a nice variety of fruit. Where applicable, be sure to offer both organically and conventionally grown fruit to capture both customers.
- Cut halves and overwrap to show off the flesh of the fruit. Be sure to sticker on the back with "sample only" so consumers know that it is not for sale.
- Sampling is a super simple way to get fruit into a cart, so if you are in an area where sampling is allowed, it is a great use of time to gain sales.

For more citrus display tips and ideas, please contact your Four Seasons Sales Rep or Merchandiser.



PHONE: 1.800.422.8384 | FAX: 1.717.721.2597 | [www.fsproduce.com](http://www.fsproduce.com)

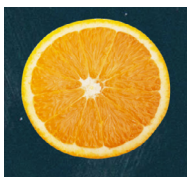




# AVAILABLE AT FOUR SEASONS

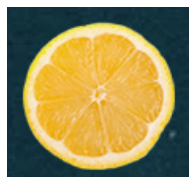
Sunkist is a not-for-profit marketing cooperative entirely owned by and operated for the California and Arizona citrus growers who make up its membership. For more information visit: [www.sunkist.com](http://www.sunkist.com)

Due to availability, there might be times where we will need to sub in non Sunkist fruit. This will NOT disqualify your entry from the display contest



## NAVEL ORANGES

13563 - CV Oranges Navel CA 56 ct Sunkist  
13615 - CV Oranges Navel 10/4 lb Sunkist  
13565 CV Oranges Navel CA 72 ct Sunkist  
13567 CV Oranges Navel CA 88 ct Sunkist  
44100 - OG Oranges Navel CA FCY 88 ct Sunkist  
44099 - OG Oranges Navel CA 10/4 lb Bag Sunkist



## LEMONS

13005 - CV Lemons Fancy 95 ct Sunkist  
13040 - CV Lemons Choice 18/2 lb SK Pouch Bag  
13085 - CV Lemons Choice 115 ct SK



## GRAPEFRUIT

12811 - CV Grapefruit Rio Star TX 40 ct Sunkist



## MINNEOLA TANGELOS

14345 - CV Tangelos Minneola Choice 12/3 lb Sunkist  
14349 - CV Tangelos Minneola CA FCY 64 ct



## BLOOD ORANGES

14004 - CV Oranges Blood 88/113 sz 44 ct Sunkist  
13912 - CV Oranges Blood 18/2 lb Sunkist  
44125 - OG Oranges Blood Moro 72/113ct Sunkist



## MANDARINS

14641 CV Mandarins Gold Nugget 10/3 lb Bag  
44302 - OG Mandarins USA 60-90 ct 25 lb Sunkist  
234590 - OG Mandarins USA 12/2 lb Bagged 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  
42730-OG Oranges Cara Cara 88/113 ct Sunkist



## AVAILABLE 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 Bin Navel Bin 1 ea Sunkist  
32250 - POS Display Bin Blood Orange 1 ea Sunkist  
218196 - POS Display Bin OG Multi 1 ea Sunkist  
223679 - POS Display Bin OG Multi 1/4 Bin 1 ea Sunkist  
223671 - POS Display Bin Lemon 1/4 Bin 1 ea Sunkist  
223541 - POS Display Bin CV Multi 1/4 Bin 1 ea Sunkist  
218922 - POS Display Bin Navel 1/4 Bin 1 ea Sunkist





# ASPARAGUS AND BRUSSELS SPROUTS DISPLAY CONTEST

**MARCH 13<sup>TH</sup> - APRIL 9<sup>TH</sup>, 2023**

Ready to "spear" head your asparagus sales and watch your Brussels movement "sprout"! Four Seasons Produce has teamed up with Alpine Fresh (Hippie Organics) to bring you a display contest and promotion that is sure to drive volume and put the green into your registers. BEAUTIFUL Hippie label asparagus is in season with OUTSTANDING quality and sales potential, and when coupled with now a customer favorite in Brussels Sprouts, you have a display surely built for success! Beautiful organic product plus razor sharp packaging is great math for great sales. Lets get creative and build some awesome displays of Hippie label Organic Asparagus and Brussels Sprouts!

## CONTEST RULES

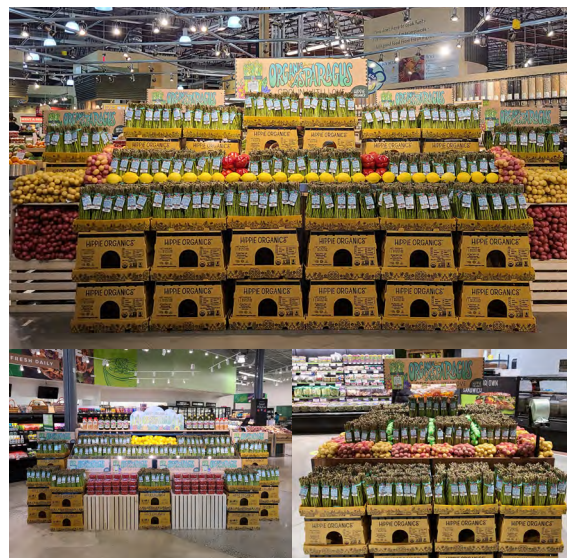
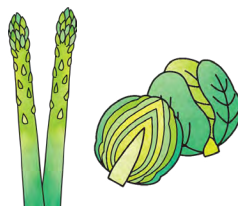
- Build an amazing display of Hippie Organics Asparagus and Brussels Sprouts in your department. All product **MUST** be purchased from Four Seasons Produce.
- Must purchase at least 15 cases of product over the contest period to qualify. This can be a combination of Asparagus and Brussels Sprouts.
- All stores must cross merchandise at least two (2) items within your display to add color and some flair. Some great tie ins and codes are listed below.
- All displays must include Hippie Organics signage or utilize the Asparagus or Brussels Sprout boxes to show off the Hippie brand. Point of sale can be gotten through your Four Seasons Sales Rep or Merchandiser
- All displays must remain up for at least one week.
- Send all contest entries to [contests@fsproduce.com](mailto:contests@fsproduce.com) by Friday April 14th 2023.

### PRODUCT CODES:

**40325 - OG Hippie Asparagus 11lb**

**40511 - OG Hippie Brussels Sprouts 10 lb**

**231119 - OG Hippie Brussels Sprouts 16/11lb**



### BUILD YOUR BASKET!

Asparagus and Brussels Sprouts are great bases for building a shoppers basket, both in and out of the produce department! Tying in the following will add color to your display and create meal suggestions and ideas for your customers!

- 41971 - OG Potatoes Honey Gold One-Bite 12/24oz
- 41970 - OG Potatoes Ruby Sensations One-Bite 12/24oz
- 41972 - OG Potatoes Sun Medley One-Bite 12/24oz
- 44019 - OG Lemons FCY 115 ct
- 44020 - OG Lemons FCY 18/2 lb Bag
- 40802 - OG Peppers Red Import 11 lb
- 40267 - OG Peppers Red MEX 11 lb
- 40803 - OG Peppers Yellow Import 11 lb
- 40778 - OG Peppers Yellow MEX 11 lb
- 43381 - OG Peppers Orange Import 11 lb
- 40791 - OG Peppers Orange MEX 11 lb
- 231688 - OG Peppers Mini Mix Sweet 18/10oz
- 220958 - OG Garlic Colossal 30 lb



Every qualifying entry will receive a cool Hippie Organics t-shirt!



### CONTEST PRIZES

Top five (5) displays will receive a \$150 gift card. Display will be judged on creativity, overall eye appeal and use of Hippie signage

Also, don't forget to tie in olive oil, bread crumbs, pasta and sauce from grocery to round out an awesome looking display!



PHONE: 1.800.422.8384

[www.fsproduce.com](http://www.fsproduce.com)

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# SOME PRODUCTS ARE NOW AVAILABLE AS STOCKED ITEMS!



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## 2023 REBRAND

Click or scan QR code for more info:



NEW PACKAGING!



Spudley



Violet



Red

INTRODUCING THE EVOLUTION OF SPUDLEY, "THE SPUDDIES"



## CHOPPED SALAD KITS

You won't be able to resist the fresh layers of flavor in these salad kit combinations. Say hello to a deliciously convenient way to get your veggie fix. Who says you can't have it all?



Click or scan QR code for more info:





# CONVENTIONAL MARKET NEWS

MARCH 3 - MARCH 10, 2023

## MARCH IS FOR SUNKIST CITRUS



**Navel Oranges** are peaking on smaller fruit, but the current rain will change that trend for late March and April. This remains an excellent time to promote 10/4lb bagged Sunkist **Navel Oranges** and 88sz Fancy.

**Blood Oranges** have peak supply with quality is top notch. It's a great time to promote for the month of March!

**Cara Cara Oranges** are showing prime quality and peaking on smaller fruit, so this is a great time to promote bagged fruit.

**Golden Nuggets** (10/3lb) are in stock and peaking on Large/Jumbo fruit. Look for **Pixie Tangerines** to start in mid-March.

**Minneola Tangelos** remain in solid supply with smaller fruit from the California Central Valley peaking, so it's a great time to promote bags. Large fruit remains on the sparse side, but we will remain covered for our Sunkist Contest!

**Lemons** continue to show marvelous quality out of the California Central Valley and California Coast Regions with prices remaining promotable and sizes peaking on 115s/140s and mainly choice fruit. Great time to promote!



### CV CITRUS

Rain, Snow, and Wind in late February in California has caused some sizes to become tight as harvests are limited due to grove conditions. The weather should not hurt the crop as the rain will help with some growth.

**Vintage Sweets Heirloom Navel Oranges** continue with great flavor and quality. Jumbo 36sz Vintage Sweets will return in mid-March.

**Halos Mandarins** from CA are showing nice quality as we are pushing the Tango variety (24-28ct peaking). **Stem & Leaf Mandarins** are promotable through mid-March.

There are excellent deal prices on 10/3lb and 15/2lb "Nadorcott" variety **Mandarins** from Morocco through mid-March!

**SUMO Citrus** are peaking on 25ct. Quality has been outstanding with praiseworthy flavor!

**Grapefruit** is peaking heavy on smaller fruit as large fruit is getting tight out of both FL and TX. **Pummelos** will remain in-stock for early March, but in 18ct size as most shipper/growers are on the last picks of the season.

**Honey Bells** from FL are back in-stock in 80ct and 12/3 options.



### CV GRAPES

**Grapes** are abundant and promotable with volumes from both Chile and Peru fighting for best price and quality. Chile is coming on to more proprietary varieties with a mix of traditional as Peru is strictly proprietary and on the later deal of this import season.

**Red Grapes** will be highly promotable through March going forward. We will continue to carry MD/LG, XL, and Jumbo sizes in both **Red** and **Green**.

Movement continues to be the name of the game, get super aggressive ads rolling for March, especially on MD/LG and LG sizing.

Additional offerings remain **Cotton Candy** (Imports), clamshells and bagged, **Black Grapes** and **Red Globes**!



### CV BERRIES

**Strawberry** prices are expected to remain promotable for early March, just not as cheap and plentiful as we have seen the past few weeks. Quality out of Florida continues to be excellent. Rain/Snow weather events have all but stopped any California harvests that were starting. Florida and Mexico are beginning to move product to supply West Coast markets cleaning up their flush of fruit.

**Raspberry** prices are continuing to ease off as supplies continue to get better week after week. Quality has been excellent and eating very well. Supplies are expected to get better as the month continues out of Mexico.

**Blackberry** prices will be rising some as natural growing cycles begin to limit supplies. Quality has been excellent but expect supplies to tighten up.

**NOTE: Blueberry** prices continue to be high with very tight supplies. Mexico is expecting a gap on some farms continuing to limit availability. Quality however has been excellent and eating very well. Chilean imports are very light but still hanging around. Quality has been hit or miss all season.





## CV CABBAGE

**Cabbage** prices are expected to stay steady short-term but will increase as we head to St. Patrick's Day. Pricing is higher than last year. It is anticipated that there is 25% less acreage planted and some of the deep freezes that growers have had this year will cause some crop damage for the holiday.

Four Seasons is locked in and ready for the holiday with volume at this time out of Florida and there will also be product in Georgia and Carolinas starting up mid-March.



## CV MANGOS

14ct "Champagne" brand **Ataulfo Honey Mangos** are beginning their season and will be in stock starting 3/6.

The **Mango** season will finish with the great eating Kent variety in 9 and 10ct sizing. Mexico will also be starting and we will transition right into some Tommy Atkins fruit from there.



## CV ASPARAGUS

**NOTE:** **Asparagus** prices continue to be elevated. There are still two cold snaps expected to hit Mexico which could hold this pricing into mid-March before the volumes ramp back up.

Shippers will not be packing 28lb during this time and will only be packing 11lb for what small amount does cross. This will switch back to 28lb cases once volume picks back up. We are expecting volume and 28lb cases to be back by end of March and in time for Easter. Quality is outstanding for what is crossing.



## CV MELONS

**Melon** supplies remain limited, but we are approaching real volume to bring this market to more profitable prices. Same story as well in both 5's and 6's! New plantings from Guatemala, Honduras, and Costa Rica are showing excellent yields for spring selling in the US.

We will continue to carry **Dino Melons**, **MAGS**, and **Galia Melons** while available.



## CV BROCCOLI

**Broccoli Crowns** prices bumped higher. Expect reasonable but slightly increased pricing the first half of March.

**ALERT!** **Sweet Baby Broccoli** is extremely limited and quality has been a struggle. Expect gaps with inventory.



## CV PEARS

Washington storage **Bartlett Pears** are winding down fast and will finish for the season by the end of March. Supplies will transition into new crop **Bartlett Pears** from South America in the spring.

**Comice Pears** are expected to finish for the season by mid-March.



## CV GREEN BEANS

**GOOD NEWS!** **Green Bean** prices really fell off and are very promotable. The warmer weather that has hit Florida brought on a lot of beans very fast. Quality has been excellent out of Florida and availability is steady at this time.



## CV CAULIFLOWER

**ALERT!** Limited supplies and higher pricing continue for **Cauliflower** as we kick off the month of March. This will be a tough commodity for the next few weeks.



## CV PREMIUM BULK POTATOES

Supplies have made the transition over to new crop Florida grown **Red**, **Gold**, and **White Potatoes**. **White Potatoes** continue to be limited while **Gold** and **Red Potatoes** have been more plentiful this week.





## CV BRUSSELS SPROUTS

**Brussels Sprouts** remain one of the few wet veg items that is staying consistent in pricing and promotable.



## CV TOMATOES

**GOOD NEWS!** **Roma Tomato** prices are at the minimum out of Mexico. This is usually a sign that **Rounds/Vine Ripes** will follow this trend. There is product out of Mexico and Florida, and quality is fantastic.

**GOOD NEWS!** **Vine Ripe Tomato** prices have dropped and will be promotable into the middle of March. Smaller size tomatoes are still pricing at a premium since there is not a lot of smaller size around.

**Beefsteak** and **Cluster Tomato** prices will remain steady. Quality has been excellent, and supplies are steady.

**Heirloom Tomatoes** out of Mexico will remain steady and promotable as we head into the end of March.

- **ALERT!** **Limes** remain in a turbulent market with reduced volume from the winter crop creating a demand exceeds supply issue. These prices continue to soar on both Mexican and Import (Peru/Colombia) fruit! Bagged fruit 17/2's and 230's are available.

- **Euro** and **Mini Seedless Cucumber** are still promotable as we head into the middle of March. Quality is great and new crop Canadian product has started.



## CV FUJI APPLES

Washington **Fuji Apples** are in excellent supply. Look for promotional opportunities for the month of March!



## CV IMPORT STONE FRUIT

**Peaches**, and especially **Nectarines**, continue in excellent promotional supply and great quality, and are expected to continue this way for the whole month of March. **Donut Peaches** are now available.

**Black Plums**, while tighter in supply, are currently available and except for a small gap here and there between arrivals should remain this way for the month of March.

**Dapple Pluots** will be in and out of supply for March.

**Lemon Plums** have come and gone for the import season.

**Cherries** will finish for the season in early March. Then, we will gap until California begins around the first week of May. Early predictions are pointing mid-May to mid-June being in excellent supply to promote, of course this is barring any major weather events between now and then.

## OTHER STORIES

- **Hass Avocados** pricing is holding its higher cost in the marketplace, though retail price points are still decent.

- **Pineapple** supplies will be steady to start the month of March. Quality has been good. Del Monte **PinkGlow Pineapples** will be limited for the start of March.



## CV ARTICHOKES

**GOOD NEWS!** **12ct Jumbo Artichokes** remain promotable through St. Patrick's Day!



## CV PEPPERS

11lb Hothouse **Red, Orange, and Yellow Bell Pepper** prices have increased across the board. Mexico is in a gap on all three colors and Canada will not start until mid-March. Canada and Mexico will start to ramp up again about the same time causing some very promotable pricing. We continue to carry XL /jumbo size Peppers.

15lb **Red Elongated Sweet Peppers** will remain steady into mid-March out of Mexico. Quality has been excellent.

**NOTE:** **Jumbo Green Bell Peppers** will start to increase due to low volume crossing from Mexico. This market will be tighter until the end of the month when Mexico ramps back up. Quality is good both out of Mexico and Florida.

- All **Lettuces** continue to be readily available. Demand hasn't been as strong as the past keeping pricing steady. As the month continues, prices are expected to rise.

- **GOOD NEWS!** Dole is back in full production on their **Salad** lines following over a week of disruption due to a cyber attack.