

ORGANIC MARKET NEWS



MARCH 17 - MARCH 24, 2023

ORGANIC MANGO PEAK SEASON COMING



The new crop of Mexican **Organic Mangos** is ramping up for the 2023 Spring and Summer season!

8ct and 10ct will be the primary sizes of **Organic Tommy Atkins Mangos** for March and April. Tommy Atkins variety will be the first round Mango of the season. 12ct fruit has been very limited to start. Pricing is still higher than the Peru crop finished at as fruit harvests are still not in full swing.

In April, a new club pack will be available for consumer peak season buys, This mini box will have six 9 sz **Organic Round Mangos** in it. The cases will ship as 8/6 ct (40+lb).



In peak season for Spring are **Organic Ataulfo Honey Mangos** from Mexico! Smaller 18ct sizes have rebounded a bit and should be in pretty good supply for the rest of March to go along with the larger sized 12/4 ct.

Ataulfo (aka Honey) Mangos ripen at room temperature from (tart) light-lime green to yellow to gold (extra sweet).



FLOODING IN CALIFORNIA

Another atmospheric river of consecutive days of rain pounded much of California in mid-March. Flash floods swamped fields in the Santa Maria and Salinas growing regions. The Pajaro and Salinas Rivers overflowed causing destruction to some farms and communities. Washouts took out bridges and roadways in some towns in the Central Valley citrus growing regions.

The biggest impacts will be on the Spring Crops of Iceberg Lettuce, Romaine Lettuce, and Strawberries that were set to begin in late March and April. Many of these fields will need to be replanted after deemed safe to do so and when the equipment can operate again in what are now muddy fields.

ALERT! When the winter veg season ends here in late March out of Yuma, AZ and the Imperial Valley of CA, and Strawberries end in Florida... that is when pricing and availability on Lettuces, Strawberries, and some other row crop veg will become very challenging through April and parts of May.



OG TOMATOES

Organic Campari Tomatoes are in-house with consistent availability in the Sunset Label. Quality is fantastic and pricing will be steady. Savoura **Organic Cocktail** and **Cherry On-the-Vine Tomatoes** are also abundant and tasting great.

Organic Grape Tomatoes from Lady Moon will be promotable through Easter from Florida. Quality has been great and there is plenty of product to grab.

Organic Heirloom Tomatoes out of Mexico will be steady and promotable into the end of march. We also have **Organic Darklooms** from Covilli Fair Trade available.

Organic Roma Tomato pricing has started to increase slightly into the end of March. This is usually a sign that rounds and other Tomatoes will follow as **Romas** usually lead the pack. Quality is outstanding and availability will be steady.



OG CITRUS

The big story this week is California **Organic Citrus** and the impacts of rainy weather.

California continues to get record breaking, destructive rains and flooding hampering the harvesting of **Organic Citrus**. When there are breaks between rain storms growers are harvesting as much as they can, so they have fruit to pack when it starts raining again.

Overall, it appears we'll be able to stay in fairly decent supply on items like **Organic Mandarins, Navels, Blood** and **Cara Cara Oranges**.

ALERT! "Buck Brand" **Specialty Organic Citrus** will be in sporadic supply at best the rest of the season since their groves were hit hard by rains, and flooding washed out a key bridge into their area hampering logistics.



OG PEARS

Organic Abate Pears have arrived from Argentina, they are expected to be in decent supply,

New crop **Organic Green** and **Red Bartlett** are also in good supply out of Argentina.

Organic Bosc out of Washington are winding down for the season and should finish around the end of March and we are expecting imports in early April. **Organic Washington Red Pears** are also expected to wrap up for the season before the end of March



OG GREENS

Organic Greens and Kales from Lady Moon Florida remain in steady supply, but like most vegetable commodities in springtime, these items will begin to see less volume as they prepare to conclude the Florida growing season and transition to Georgia fields.

Transitions on most of these items should be seamless here on the East Coast. In the case of possible shorts during the transition, California supplies will be available as a supplementary option.



OG POTATOES

Organic Gold Potatoes out of Manitoba, Canada will be finished for the season through mid-March. Then we will have a smooth transition into this Pure label **Organic Gold Potato** that will be hitting in mid-March on both **Gold A** and **Gold 16/3** from PEI.

NOTE: **Organic Red Potatoes** out of Manitoba, Canada will be limited until new crop starts in California in mid-April.

ALERT! We continue to limp along with a very limited supply of **Organic Russet Potatoes**. The product that is available is extremely expensive.

ALERT! **Organic Mini Potatoes** from "Tasteful Selection" will gap until May when the new crop starts.



OG BOK CHOY

ALERT! **Organic Bok Choy** and **Baby Bok Choy** from Lady Moon Farms have concluded for the season. Under normal circumstances, we would begin to procure California supply as a supplementary option. Unfortunately, California's shippers are limited or completely gapping as the desert season prepares to conclude. Late March will bring the start of Lady Moon Farms Bainbridge, Georgia season.



OG ASPARAGUS

GOOD NEWS: **Organic Asparagus** will be extremely promotable for the entire month of March from our partners with Alpine and the Hippie label. We will also be able to hold this promotion through Easter. Let us be your **Organic Asparagus** destination for a deal that makes sense for everyone involved. Quality is outstanding, and availability will be steady.



OG GREEN BEANS

NOTE: **Organic Green Beans** remain limited during the month of March. With limited supply volume expect various pack sizes, average quality, and elevated costs. These pricing conditions are expected to remain intact through the remainder of March.



OG EGGPLANT

GOOD NEWS: **Organic Eggplant** from Lady Moon Farms in Florida remains in strong availability with excellent quality and pricing. As April begins expectations are supplies will begin to slow as the end of the Florida season approaches.



OG BRUSSELS SPROUTS

GOOD NEWS: **Organic Brussels Sprouts** from Mexico continue with it's stretch of extremely promotional opportunities. Excellent volume, strong quality, and aggressive pricing are the perfect combination for promotional opportunities as the Easter holiday approaches. Be sure to add 1 lb. high graphic **Organic Brussels Sprouts** bags for an easy grab-and-go option.



OG GRAPES

Organic Black Grapes will gap from South Africa. **Organic Red Grapes** will remain limited, and **Organic Green Grapes** will remain consistent but expect this pricing to increase as the Peru season winds down.



OG VEG RAIN IMPACT

Commodities that will be affected during April and May from the March California rains and flooding include: **Organic Broccoli, Cauliflower, Celery, Leaf Lettuces, Romaine Lettuce, Iceberg Lettuce, and Romaine Hearts.**

ALERT! Prices are expected to be up due to lighter availability in Spring. There will be a few Organic items that have East Coast production available during this time to provide some relief.



OG PEPPERS

Organic Colored Bell Peppers are in steady availability from Mexico and Israel during March. Although we have seen price increases during the month, quality from both regions has remained excellent.

Looking ahead, Israeli **Organic Color Peppers** will conclude by the end of March likely, while Mexican product continues in a limited fashion. Canadian **Organic Color Peppers** are right around the corner as they will likely begin harvest in early April. Dutch **Organic Color Peppers** will start at the end of April.

Organic Green Bell Peppers and **Mini Sweet Peppers** from Lady Moon Farms in Punta Gorda, Florida remain in steady supply in late March; however, as the end of the season approaches supply volume will decrease and concurrently costs to increase. Both commodities will be available from other growing regions; however, traditionally April and May are difficult months for consistent availability.

ALERT! **Organic Red Bunched Beets** remain in limited supply from California. As the growing season in the Imperial Valley winds down, sub par quality has arisen. Expected limited supplies or potentially total gaps in the product into April before any improvement.



OG TROPICALS

Organic Pineapple supplies from Costa Rica have been strong, but will tighten as we approach Easter. Quality has been excellent.

Organic Dragon Fruit with white flesh and pink rinds will be in season for mid-and-late March. This fruit will be offered in 10 lb cases and we should be in decent supply.



OG SQUASH & CUCUMBERS

Organic Cucumbers, Yellow Squash, and Zucchini from Mexico remain in steady supply.

Late March will mark the start of Lady Moon Farms' Florida spring **Organic Zucchini** crop. Expect volumes to begin slow with premium pricing, but quickly improve in both volume and cost as we approach April.

GOOD NEWS: **Organic Euro Cucumbers** and **Mini Seedless Cucumbers** 12ct have fallen off and will be promotable by the end of march. Quality is great and a new crop of Canadian products has started.

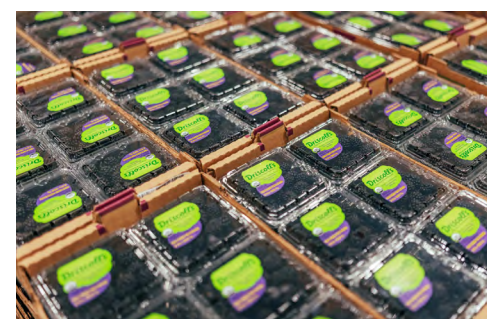


OG AVOCADOS

Organic Avocado volume is still promotable and fruit quality and oil content have been excellent.

Some fruit harvested right now may appear darker in color, while remaining hard to firm. This fruit especially, should have the excellent oil content that makes Mexican **Organic Avocados** so creamy and taste so good!

Equal Exchange Fair Trade **Organic Avocados** will be in good supply as we start March on 48 and 60ct cases and the 8/4ct pack.



OG BERRIES

NOTE: **Organic Blackberry** prices are rising as crops transition from Winter to Spring crops. Quality has been nice but supplies will be light until Mid-April.

NOTE: **Organic Blueberry** prices remain tight coming out of Mexico and Peru. Overall production is very limited leaving prices higher and supplies short. Quality has been nice coming from both regions.

Organic Raspberry prices continue to ease off as availability gradually gets better week after week. The quality has been excellent. Expected to see promotable supplies Mid-April.

Organic Strawberry prices are rising as Florida production finishes up very quickly. Supplies out of Baja should be steady through Easter and quality has been excellent.

OTHER STORIES

NOTE: There is a product gap on **Organic Belgian Endive** Tray Packs. The sizing is too big to be packed into trays. It is unclear when they will be back in supply again. 10 lb Bulk will be brought in as an alternative.

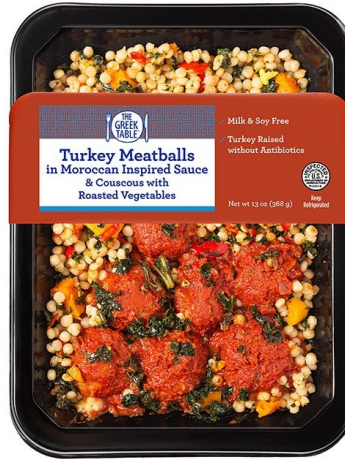
Organic Cosmic Crisp and **Fuji Apples** remain the two more promotable varieties at this point in the season.

Organic Granny Smith Apples are becoming more limited.



DEMETER'S PANTRY

- ✓ All clean ingredients
- ✓ No Antibiotics, no hormones ever proteins
- ✓ Cage Free Eggs



CODE	DESCRIPTION	PK/SZ
231658	CV Enchiladas Beef Roja	8/13.7 oz Demeters Pantry
231661	CV Enchiladas Chicken Verde	8/13.7 oz Demeters Pantry
231662	CV Bowl Chicken Greek	8/12 oz Demeters Pantry
231663	CV Turkey Meatball Moroccan	8/13 oz Demeters Pantry
231664	CV Shepard Pie Vegan	8/13 oz Demeters Pantry
231665	CV Enchilada Vegetable Verde	8/13.7 oz Demeters Pantry
231666	CV Quesadilla Black Bean Bulk (18pcs)	1/6.4 lb Demeters Pantry
231667	CV Quesadilla Chicken Roja Bulk (18pcs)	1/6.4 lb Demeters Pantry
231668	CV Quesadilla Mushroom Bulk (18pcs)	1/6.4 lb Demeters Pantry
231669	CV Coucous Israeli & Veg Bulk	2/5 lb Demeters Pantry
231670	CV Quinoa Salad Bulk	2/5 lb Demeters Pantry
231671	CV Eggplant With Feta Bulk	2/6 lb Demeters Pantry

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CONVENTIONAL MARKET NEWS

MARCH 17 - MARCH 24, 2023

ABUNDANT ASPARAGUS FOR LATE MARCH

GOOD NEWS: Asparagus prices are very promotable for mid-March into the end of March.

There will be spot deals for in-store special pricing the rest of the month on both 11lb small sizing, and 28lb cases with standard sizing. Quality is outstanding for what is crossing out of Mexico.

Looking ahead, larger demand approaching Easter in early April along with some growers wrapping up their season in Caborca Mexico at that time, will change this market. Prices will rise for early April and shippers are encouraging wholesalers and retailer to get their pre-books in now.

Looking even further ahead, local Asparagus will start in a small way in mid-April out of New Jersey and Delaware, and then ramp up for peak season in mid-May.



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The biggest impacts will be on the Spring Crops of Iceberg Lettuce, Romaine Lettuce, and Strawberries that were set to begin in late March and April. Many of these fields will need to be replanted after deemed safe to do so and when the equipment can operate again in what are now muddy fields.

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CV CITRUS

Mandarins from California are showing superb quality as we are pushing the "Tango" variety (24-28ct peaking). We will continue to offer 10/3 lb and 15/2 lb from "Halos" brand. There will be value lines available on import fruit from Morocco.

Grapefruit is finishing up end of March in Florida, and mid-April for Texas, while the California Desert crop (Star Rubies) is up and running with real volumes coming near the end of March.

Lemons are peaking on large fruit with smaller fruit suddenly becomes more limited. More volume is coming so expect to see promotable prices through Easter.

Navels are peaking on 88's/113's with 72's and larger getting tight with prices firming up. This remains an excellent time to promote 10/4 Sunkist Bagged Navels and 10/3 lb Heirloom Vintage Sweets.

Cara Cara's are peaking on smaller fruit however large fruit is still available through the rains. Excellent time to promote 12/3 bags!



CV TOMATOES

GOOD NEWS: Heirloom Tomatoes out of Mexico are promotable along with new crop Canadian flushing again. This will be a deal item as we head into the end of March with availability increasing.

GOOD NEWS: Round Tomato prices are starting to increase slightly into the end of March. Vine Ripes and Gas Round Tomatoes are available but smaller-size Tomatoes are still priced at a premium.

Beefsteak Tomato prices are expected to remain steady if not promotable with crops out of Mexico and volume out of Florida on Vine Ripe Rounds and Gas Rounds. Quality has been excellent, and supply will be steady.

Roma Tomato pricing has increased slightly out of Mexico. This is usually a sign that rounds and other tomatoes will follow as Romas usually lead the pack. There is product out of Mexico and Florida and the quality is fantastic.



CV BERRIES

GOOD NEWS: **Raspberry** prices are promotable. Supplies are expected to remain strong primarily coming out of Mexico. Quality has been outstanding and expects spot buys to be available as well.

Blueberries supplies still seem to be tight overall. Demand is not crazy as orders are being filled but prices remain on the higher side. Florida fruit did begin but supplies are very light to start but will get stronger as we move into April. Mexico's production is light to steady overall and the quality has been excellent.



CV GRAPES

Grapes remain in an overcrowded volume and very promotable pricing situation with both Chile and Peru in the arena with a little bit of Brazil. The bulk of Chile has landed on the East Coast allowing for lots of spot deals!

Red Grapes and **Green Grapes** will be highly promotable through March going forward.

Additional offerings include **Cotton Candy Grapes**, **Black Grapes**, **Bi-color Clamshells** and **Seeded Red Globes**!



CV ONIONS

24ct **Knob Onions** are here. These fresh onions are great for grilling! We will be highlighting this beautiful spring item throughout March leading up to the **Vidalia Onion** Season! Which will start in Georgia during mid-April.

Sweet Onions continue to be a great item to promote with some really sharp pricing. The product is coming from both Mexico and Peru at the moment and both origins have outstanding quality.



CV BROCCOLI

Broccoli Crowns continue to gap in Florida but Mexican supply seems to be able to fill the gaps. Florida crops are expected to be in better supply by end of March.

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



CV KIWI

California grown "Mighties" label **Green Kiwi** Clamshells will be available in good supply. These will be offered in a 16/1lb clamshell.

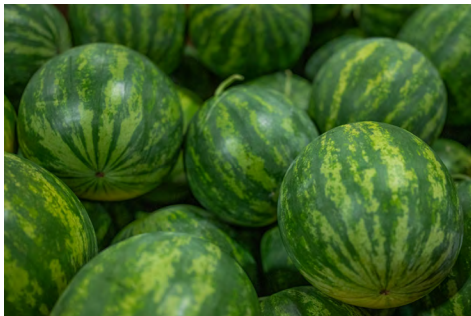
Green Kiwi supplies are steady from Italy and Greece. Pricing is up just a bit as some volume of fruit is being shipped to the west coast since California volume is down. Quality has been good.



CV CANTALOUPE & HONEYDEW

Cantaloupe and Honeydew supplies are in great shape and quality has been outstanding on the newer plantings out of Central America. Prices are dropping.

Mexico and Texas will tentatively start harvesting during the beginning of May.



CV WATERMELON

Watermelon prices are steady. Mexico supplies are shortening up as the transition from winter to spring crops begins.

Early Florida harvests could be in the last week of March. Most Florida production is scheduled for April 10th.



CV ARTICHOKE

Baby Artichokes in 12/2 lb clamshells will be available for a limited time from Ocean Mist during March. Ask your sales rep if you'd like to pre-book.



CV MASHER POTATOES

Four Seasons Produce will get started with the new Green Giant **Minute Mashers Potato** line. In stock the week of 3/20.



CV AVOCADOS

Hass Avocado demand has remained very strong. 48ct and larger sized fruit pricing leveled off a bit, while 60ct fruit has gone up for the middle of March.



CV SEEDLESS CUCUMBERS

Euro Cucumbers 12ct and 12/6 ct **Mini Seedless Cucumber** prices will ease off into the end of March with fields in transition in Mexico and Canada starting to ramp up. Quality is great and a new crop in Canada has started.



CV GREEN BEANS

GOOD NEWS: **Green Bean** pricing continues to be very promotable right into Easter! Quality has been excellent out of Florida and availability is steady at this time.



CV DRAGON FRUIT

Dragon Fruit will be promotable from Ecuador for the month of March. Look for opportunities to promote! Yellow-skin/white flesh (Pitahaya) and red-skin/white flesh options will be available.



CV PINEAPPLE

Pineapple pricing is expected to rise slightly as we get closer to Easter and higher demand.

NOTE: Del Monte **HoneyGlow** and **PinkGlow Pineapples** will be limited for late March and early April.



CV APPLES

Ruby Frost, Wild Twist, and Snapdragon Apples are premium flavor and texture varieties from this past fall's Eastern Apple harvest and are holding up great for this winter's apple sales.



CV PEPPERS

Choice 25 lb **Color Peppers** are expected to be a sought-after item throughout this year. Many food service and processors are looking to lock in volume this year which is expected to be a sign that people could be planning for concerns with California again for this upcoming year.

11 lb **Hot House Color Pepper** prices have held steady but we can expect this pricing to drop into the end of March. In April Canada and Mexico will start to ramp up again about the same time causing some very promotable pricing on all three colored **Bell Peppers**. We continue to carry XL/jumbo-size **Peppers**.

15 lb **Sweet Red Pepper** will remain steady until the end of March out of Mexico. Quality has been excellent.



CV MANGOS

Round Mango markets took a jump in mid-March as Peru fruit has begun to dry up creating a gap in some markets. Mexico volume is not ready to supply the gap that Peru left. Nicaragua and Guatemala have a little volume also in the market right now. Expect pricing to be higher through March on 8-9 ct and expect 10/12 ct size fruit to be very tight.

Ciruli Brothers "Champagne" brand **Ataulfo Mangoes** will be steady for March. Four Seasons will be carrying them for the duration of their season! Four Seasons will offer a 14ct Premium pack on this beautiful fruit.



CV STRAWBERRIES

Strawberry prices were low for mid-March but will start rising as Florida production slows down at the end of their season.

The transition to Western fruit out of California and Baja, Mexico will begin across the rest of March. There are split prices with new fruit from California and Baja commanding a premium as supplies are limited after all the recent rains out there.

NOTE: Once Florida finishes expect quick rising prices and short supplies through mid-late April on **Strawberries**. Many growers in California will have to replant following the flooding in March.



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 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





ASPARAGUS AND BRUSSELS SPROUTS DISPLAY CONTEST

MARCH 13TH - APRIL 9TH, 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

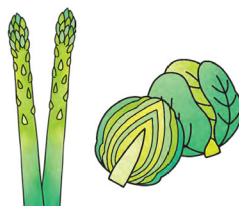
- Build an amazing display of Hippie Organics Asparagus and Brussels Sprouts in your department. All product **MUST** be purchased from Four Seasons Produce.
- Must purchase at least 15 cases of product over the contest period to qualify. This can be a combination of Asparagus and Brussels Sprouts.
- 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 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

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