



ORGANIC MARKET NEWS



JANUARY 12 - JANUARY 18, 2024

PROMOTABLE ORGANIC BROCCOLI & CAULIFLOWER



GOOD NEWS! In January, **Organic Broccoli** remains reasonably priced and easily accessible. Since December, the quantity and caliber of **Organic Bunch Broccoli** supply coming from the East and West Coasts has stayed good. Keep promoting with confidence!

Following a period of limited supply and high pricing, West Coast-grown **Organic Cauliflower** experienced a volume boost in early January. Availability, affordability, and quality are ideal. Promote while supplies last; as February approaches, conditions will begin to return to normal.

Organic Broccoli Rabe will be promotable for mid-January with nice quality.

Organic Sweet Baby Broccoli is in good steady volume and reasonable pricing for January. **Regenerative-Organic Sweet Baby Broccoli** from Josie's will return in February.



OG LETTUCE

GOOD NEWS! In January's "diet season," there is a steady supply of **Organic Leaf** and **Romaine Lettuce** from Lady Moon Farms in Florida, despite the impact of colder temperatures. Anticipate a consistent supply going forward, with additional California supply available.

Organic Iceberg Lettuce and **Organic Romaine Hearts** from southern California and Arizona are accessible and maintain their high quality. Conditions are expected to stay largely unchanged throughout January.

OG APPLES

GOOD NEWS! It's a great time to showcase a stellar selection of **Organic Apples**, variety assortment this year and volume are big.

Ensure your shelves are stocked with a variety to satisfy all taste buds: **Ambrosia, Autumn Glory, Cosmic Crisp, Envy, Fuji, Gala, Gold Delicious, Granny Smith, Honeycrisp, Lady Alice, Opal, Pinata, Pink Lady, Rockit, SugarBee, and Sweetango.**

There's opportunity this January to participate in the **Organic Envy Apple** display contest and promo to boost sales, bring smiles to customers, and stand a chance to win attractive prizes in display building.

OG BERRIES

Organic Strawberry production is increasing out of Baja, Mexico leading to easing prices and improved availability through the mid-January.

Organic Blackberry production from Mexico is set to increase, leading to easing prices and improved quality.

Organic Raspberry production continues to be limited but with improving supplies and excellent quality.

NOTE: **Organic Blueberries** will remain on the tighter side in mid-January, with larger supplies expected by the end of January for a promotable February.

NOTE: Nature Fresh's Greenhouse **Organic Strawberry** production is down for mid-January.



OG BRUSSELS SPROUTS

Due to a limited supply, **Organic Brussels Sprouts** are still pricey in early to mid-January. As January progresses, Mexican supplies will gradually increase, leading to lower prices.

Despite the limited supply, quality has not diminished, and it is expected to strengthen as supply from fresh growing regions improves.



OG BABY ARUGULA

ALERT! Taylor Farms/Earthbound and Organicgirl are pro-rating and cutting orders on **Organic Baby Arugula** due to cold weather impacting quality, with mildew and discoloration defects on the rise.

Expect fill-rates to be impacted for much of mid to late-January on salads with **Organic Baby Arugula**.



OG ASPARAGUS

ALERT! **Organic Asparagus** will remain limited and expensive through January.



OG PEARS

GOOD NEWS! Seize the opportunity to promote **Organic Pears** this winter. Explore a range of varieties including **Anjou, Bosc, Comice, and Red Pears**. Supplies are good.

NOTE: While USA **Organic Bartlett Pears** have concluded for the season, anticipate the arrival of new crop Argentinean **Organic Bartletts** in mid-February.

NOTE: **Organic Asian Pears** have finished their season.



OG PEPPERS

Organic Color Bell Peppers are finally seeing pricing ease down. We will continue to see this pricing decline into the end of the month.

Organic Packaged Bell Peppers are back in stock with better pricing for retail.



OG CELERY

Organic Celery from California has been expensive in January; but the outlook is better. As the month progresses, volume is expected to increase, and costs are expected to decrease. By mid- to late-January, improvements in market conditions and quality are anticipated.



OG ROOTS

Organic Red Turmeric from Florida is now available from Phoenix Rising Farms. Limited quantities of premium **Turmeric** are expected.

NOTE: **Organic Ginger** from Peru is limited for the month of January, with slightly higher pricing for the rest of the month.



OG TROPICALS

Organic Pineapples are in steady supply for the month of January.

Expect steady supplies of **Organic Papaya** from Mexico with good overall fruit quality, making it a great option for holiday promotions.

ALERT! Peru's **Organic Mango** supplies are extremely tight, leading to high pricing. Fruit quality is fair, and this situation is anticipated to persist through January.



OG KIWI

Promote **Organic Kiwi** throughout the month of January. There are good supplies from Italy and Greece arriving to the east coast.

Zespri **Organic Sungold Kiwi** from Italy will be available for the month of January in both bulk and clamshell options, providing an exciting option for your customers.



OG CARROTS

ALERT! **Organic Carrot** (Cello bags and Baby Peeled) supplies remain limited due to last year's hurricanes necessitating replanting. There will be pro-rates and lighter fill-rates for mid-January.

Improved availability is expected by the end of January when production starts in Georgia, addressing current gaps in product availability.



OG ONIONS

NOTE: Significant changes are on the horizon for the **Organic Onion** category. In the middle of January, anticipate notable increases in **Organic Onion** prices.

Many shippers are expected to face tight product availability through the remaining old crop in storage, with a potential gap anticipated in March and April before the arrival of new crop.

NOTE: **Organic Grapes** are becoming tight due to delayed South African vessels, potentially causing a slight gap in fruit by the end of January. Since the only **Organic Grapes** left in the supply chain are small amounts from Peru.



OG TOMATOES

ALERT! Savoura **Organic Beefsteak Tomatoes** may be hitting a gap due to cooler temps, low light, and potassium adjustments in their greenhouse. These low light conditions are causing recent rounds of picks to be way less than expected.

ALERT! **Organic Roma Tomatoes** will remain extremely tight, with very little product being produced in Mexico at the moment due to temps.

ALERT! **Organic Grape and Cherry Tomatoes** continue to be in light supply with high prices due to weather impacting production.



OG CITRUS

GOOD NEWS! **Organic Mandarins** exhibit superb quality, particularly in the Organic "Cuties" Label from Sun Pacific.

Organic Navels show strong quality with consistent pricing, especially on large fruit.

Organic Blood Oranges are peaking on larger-sized fruit, boasting top-notch quality and color.

Organic Cara Caras are peaking on larger fruit with steady pricing.

Organic Grapefruit remains very promotable with solid quality.

Organic Specialty Citrus continues to be in seasons with several unique varieties. The popular **Organic TDE Tangerine** triple cross from Buck Brand arrives from California 1/18.

OTHER STORIES

ALERT! **Organic Euro Cucumbers** have new plantings that are slow to start and will cause gaps in availability. This is all weather-related (low light).



OG AVOCADOS

GOOD NEWS! **Organic Avocado** supplies have rebounded after a shorter week at the beginning of the New Year.

Prices are remaining stable, and we anticipate good supplies for promotions throughout January and into February, ideal for the Big Game season.



OG WARM VEG

January will see a limited supply of some **Organic Warm Vegetable** commodities due to shortages in Mexico from cold weather.

ALERT! There is barely any availability of **Organic Zucchini** and **Yellow Squash**, with supply shortages expected.

However, **Organic Cucumbers** remain reasonably priced and readily available for January.

Lady Moon Farms in Florida is consistently providing **Organic Green Peppers** and **Eggplant**, from the Florida farm. Their **Organic Green Peppers** are in nice supply with good quality.

Organic Pomegranates from California are now done for the season.



NOW AVAILABLE!

JUSTMADE.COM



CODE	DESCRIPTION	PK/SZ	UPC
236222	CV Juice Beet & Turmeric	8/11.8 oz	853034007183
236223	CV Juice Better Greens Detox	8/11.8 oz	853034007046
236224	CV Juice Passion Dragon Focus	8/11.8 oz	853034007152
236226	CV Juice Pineapple Ginger Well	8/11.8 oz	853034007213
236228	CV Juice P.Pear/W.Melon Vital	8/11.8 oz	853034007664
236225	CV Juice Turmeric Defend Renew	8/11.8 oz	853034007084
236733	CV Smothie Bowl Acai Blueberry	8/11.8 oz	853034007787
236735	CV Smothie Bowl Mango Passion	8/11.8 oz	853034007770
236734	CV Smothie Bowl Super Greens	8/11.8 oz	853034007756



PHONE: 1.800.422.8384

www.fsproduce.com





NOW AVAILABLE!

CINDYSKITCHEN.COM



CODE	DESCRIPTION	PK/SZ	UPC
237956	OG Dressing Balsamic	6/11 oz	814453021563
237953	OG Dressing Balsamic Fig	6/11 oz	814453021549
237955	OG Dressing Caesar Garlic	6/11 oz	814453021570
237954	OG Dressing Miso Creamy	6/11 oz	814453021556
237965	CV Dressing Avocado	6/11 oz	814453021020
237961	CV Dressing Balsamic Fat Free	6/11 oz	814453021044
237962	CV Dressing Barcelona	6/11 oz	814453021068
238017	CV Dressing Blue Cheese	6/11 oz	814453021143
238018	CV Dressing Buttermilk Ranch	6/11 oz	814453021075
237966	CV Dressing Caesar Vegan	6/11 oz	814453021600
237967	CV Dressing Cheddar White	6/11 oz	814453021174
238021	CV Dressing Creamy Italian	6/11 oz	814453021228
237958	CV Dressing French	6/11 oz	814453021235
237959	CV Dressing Greek with Feta	6/11 oz	814453021099
238022	CV Dressing Honey Dijon	6/11 oz	814453021112
237963	CV Dressing Italian Creamy	6/11 oz	814453021228
238019	CV Dressing Lemon Shallot	6/11 oz	814453021129
238020	CV Dressing Meyer Lemon	6/11 oz	814453021198
238016	CV Dressing Roasted Garlic	6/11 oz	814453021150
237957	CV Dressing Sesame Roasted	6/11 oz	814453021594
237964	CV Dressing Wild Blueberry	6/11 oz	814453021242



PHONE: 1.800.422.8384

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WINTER EMERGENCY PREPAREDNESS

Are you prepared for the next snowstorm in your area? Four Seasons is dedicated to getting you the product you need, and we want to help you be ready in the event of a storm. There is incredible value in proper planning. These tips can help your team be prepared for the next big event.

BEFORE THE STORM

Here are a few tips of what to do **before** a storm is forecasted:

Make sure that your phone/ contact list is up to date and includes:

- Department Associates
- Store Manager, Assistant Store Manager
- Four Seasons Dispatch Line
- Four Seasons Sales
- Four Seasons Merchandisers

Research options in case of power loss:

- Rental companies for generators.
- Companies for dry ice.

FORECASTED STORM

Here are some tips to consider when a storm is **forecasted**:

- Beef up pre-storm orders.
- Prepare for extra business – add a night or early set up person.
- Set up an online account with us so that you can submit an order from home if weather prevents you from getting into work.
- Prepare an “emergency order” and file it in the store office in the event you cannot be contacted or if you have a power failure at home and cannot enter it online.
- Adjust your schedule – Bring in extra help before the storm and/ or rearrange days off afterwards.
- Arrange for carpooling/ picking up associates that are not able to drive in the storm or take public transportation.
- Make sure that more than one person will have a key to the store.

FORECASTED STORM (CONT.)

Always consider the following when a storm hits your area:

- Weather information sources – websites, local news, weather channel, etc.
- Road closures
- States of Emergency

AFTER THE STORM

Here are a few tips to consider *after* the storm:

- Clear docks, side walks and unloading areas of snow and ice for safe delivery access.
- Evaluate your department for missed sales opportunities and excess inventory.
- Take notes of what happened and the impact on your department for the next storm.
- Adjust your plans for future storm planning based on results.

Your Four Seasons Merchandisers can review your emergency plan with you at any time. They may be able to offer you a few additional tips unique to your store and department.



Should **WINTER WEATHER** throw a wrench into your plans....



Customers who

CANNOT ACCEPT DELIVERY



on orders they have placed are asked
to please call our **24/7 dispatcher** at

717-721-2803

or

888-237-1971



Help us re-route our drivers safely and keep them moving!





CONVENTIONAL MARKET NEWS

JANUARY 12 - JANUARY 18, 2024

PEAK SEASON CALIFORNIA CITRUS



GOOD NEWS! California **Citrus** is in peak season with a broad variety of colors and flavors to feature. There are opportunities to promote ahead.

California **Navel Oranges** are peaking on large size fruit with smaller fruit becoming less abundant. **Jumbo Navels** in bins and cartons can be a nice promo item this winter.

Blood Oranges are maintaining a steady crop with the smaller fruit being more plentiful. 18/2 lb bags and bulk are available. **Cara Cara Oranges** are in excellent supply, particularly on larger fruit.

Minneola Tangelos are expected to arrive at the end of January from California. The wet season has delayed the crop.

Mandarins continue to show steady supply with prime quality coming out of California. Great supply in "Halos" from Wonderful. **Stem and Leaf Mandarins** are available in bulk and 10/3 lb clamshells.

"Vintage Sweet" **Heirloom Navel Oranges** are in season with 36 ct Jumbo Bulk and 10/ 3 lb bag options.

Sumo Citrus (Dekopon Mandarins) are into peak season with promo opportunities emerging for late January on this big, high flavor citrus.

Lemon prices have dropped with increased supply from California. **Seedless Lemons** available from Wonderful Citrus and **Meyer Lemons** available from Sunkist.



CV BERRIES

Blueberries from Chile will start arriving, easing prices weekly throughout the start of the year.

Blackberry prices are expected to lower as production increases from Mexico, with improved quality predicted.

Strawberry production remains snug, with quality beginning to improve from Central Mexico with a little volume from Florida, strawberries are not likely to go up in price, perhaps poised to drop.

Raspberry production continues to be somewhat limited but is improving throughout January and February. If demand falls, shippers will need to make pricing more attractive.

"Sweetest Batch" **Blackberries** and **Blueberries** are both available from Driscoll's for the high-flavor-preferring shoppers.



CV APPLE VARIETALS

NEW! Welcome the Stemilt proprietary **Aura Apple**, a bright yellow varietal that combines the flavors of Honeycrisp and Aurora Apples. The crisp and sweet **Aura Apple**, with bursts of honey and melon, is an excellent addition to your selection. The first arrivals of 27 lb bulk and 12/2 lb pouches are expected in stock 1/18.

Check out the **Autumn Glory**, a Fuji and Golden cross with a mild flavor and a crisp bite. With a good-sized crop this year, take advantage of promotional opportunities on this variety.

Take advantage of the January **Envy Apple** Display Contest and promo. Delight your customers, boost sales, and stand a chance to win one of many possible prizes

NEW! Look forward to the introduction of the new **Sweet Emerald Apple** for the start of February. With green skin like a Granny Smith but a surprise sweetness inside and a dense crunchy bite, it's worth giving it a try and encouraging your customers to sample it.



CV FL & TEXAS CITRUS

NEW! **Juicy Crunch Tangerines** from Noble in Florida are now in season. This variety looks like a typical tangerine; however, it is easy to peel, virtually seedless, and known for a firm textured flesh that is also juicy and sweet.

January and February are peak season for **Grapefruit**. Florida **Grapefruit** are sizing smaller with less 27ct but flavor and juiciness is excellent. For the rest of January Texas Rio Star **Grapefruit** will be more promotable.





CV ONIONS

In the middle of January, there will be a transition to the “Mayan Sweet” label **Sweet Onions** from Peru, starting with arrivals of **Jumbo Sweet Onions**.

Then at the end of January we'll see the 16/3 lb high graphic bags begin to arrive. Peri & Sons is nearing the end of their “Sweetie Sweet” crop. While there will be a slight increase in price with the shift to Peruvian product, this price will remain locked in and steady at least through the month of February.



CV STONE FRUIT

Import **Stone Fruit**, including **Apricots, Cherries, Nectarines, Peaches,** and **Red and Black Plums**, is now available from Chile. While fruit quality has been very nice, erratic vessel arrivals may cause supplies to fluctuate week to week.



CV SQUASH

ALERT! Green Squash will remain very tight due to weather conditions from all regions, with pricing hitting high levels. No relief is in sight until February.



CV TOMATOES

Round and Vine Ripe Tomatoes are seeing a drop in market pricing due to a lot of gassed green rounds coming into the market. Hopefully other **Tomatoes** will follow suit, since all other **Tomatoes** are limited and expensive.

ALERT! Cluster Tomatoes On the Vine are extremely tight and expensive for January due to bigger pulls from the healthy eating season, plus the extended “low light” conditions slowing production markedly.

NOTE: Beefsteak Tomato availability is sizing smaller due to low light conditions and temps.

ALERT! Grape, Cherry, and Cocktail Tomatoes continue to be in short supply with high prices.



CV AVOCADOS

GOOD NEWS! Hass Avocado supplies are robust from Mexico, setting the stage for healthy sale through the end of January and the start of February.



CV PEARS

As we approach the end of January and move into February, promote Pacific Northwest **Pears**, including **Anjou, Bosc, Comice, Forelle, Red Anjou,** and **Seckel**.

NOTE: Bartlett Pears are winding down for the season, so anticipate yellow fruit until the end of February. Then import Bartlett Pears from South America will be in season starting in March.



CV PLANTAINS

Green Plantains will be sourced from Ecuador starting in the middle of January. This product will be offered at a substantial discount compared to the Guatemala and is ideal for marketing as **Green Cooking Plantains**.

Ripe **Plantains** from Dole out of Guatemala will provide an ideal plantain for sweeter recipes. This ripe fruit will be sold at a slightly higher premium to reflect the increased product cost as well as the ripening process.



CV ARTICHOKES

GOOD NEWS! Mid-January offers abundant volumes of **Jumbo Artichokes**, providing promotional opportunities with competitive pricing, high quality, and good supply volume.



CV GREEN BEANS

ALERT! Green Bean pricing remains very high due to cold weather and rain in Florida for mid-January.

NOTE: Packaged Green Bean fill-rates have been impacted somewhat too.



CV GRAPES

NOTE: **Green Grape** supplies are lighter for mid-January, causing some upward price pressure. On **Green Grapes**, availability will transition to Jumbos and XLs.

Red Grape demand is higher with many looking to fill the gaps in **Green** supply with **Reds**.

Cotton Candy Grapes are available from Peru.



CV SCALLIONS

ALERT! **Scallion** production is minimal, with this issue continuing for the remainder of January. While prices are high, be prepared for shortages or outright gaps in supplies.



CV MINUTE MASHER POTATOES

For the start of February plan to introduce the Green Giant **Minute Masher Potatoes** just in time for Potato Lovers Month promotional displays. Stay tuned for more information as this convenience line makes it's return.



CV LETTUCES

Romaine Hearts and **Iceberg Lettuces** are reliably attainable, with reasonably priced promotional opportunities available through the middle of January.

Weather-related variables may cause prices to strengthen as January progresses. Stay tuned.

Californian and Arizona **Lettuces**, including **Boston, Leaf, and Romaine**, are in decent supply for mid-January.



CV PEPPERS

Color Bell Peppers are seeing a price drop to more normal levels. Demand has slowed due to the high pricing, and Mexico continues to ramp up product. Expect this pricing to improve into the end of January.

Varietal Chili Peppers are in-house with multiple varieties and outstanding quality. Retail packs and bulk are available.

15 lb **Red Elongated Peppers** will be promotable with outstanding quality for the middle of January. Get displays ready now.



CV BROCCOLI

Broccoli Crown volume is stable with continued production on the East and West Coasts and additional supply from Mexico. While West Coast pricing may increase due to weather-related concerns, overall market conditions are positive.

ALERT! Ecuadorian **Mango** supplies are winding down, and Peruvian fruit is limited, pushing prices up.

POM Wonderful **Pomegranates** are now done for the season, with limited supplies of other brands of California **Pomegranates** still available until the middle of January.

Fuyu Persimmons are still available from California for the end of January, while **Hachiya Persimmons** are finished for the season. **Sharon Fruit** from Europe will soon be available, albeit at higher prices than California fruit.

NOTE: **Ginger** supplies are tightening, with rising prices as the Peru season winds down.

NOTE: **Lime** pricing has increased due to limited supply from Mexico.

OTHER STORIES

Envy Apple Display Contest

January 8th-February 4th 2024

READY TO KICK OFF 2024'S DISPLAY CONTEST PROMOTIONAL YEAR?

Four Seasons Produce has teamed up with the Oppenheimer Group to bring you a display contest sure to make your competition ENVY-ious. BEAUTIFUL conventionally and organically grown Envy apples are ripe for promotion and ready for some creative display work! The stunning beauty and incredible versatility of this apple, coupled with the amazing flavor profile, check every box to be one of the fastest growing consumer favorites in the apple category, and a must for every apple section and display! So let's kick off the year with some fun and creativity, and make a splash with "the ultimate apple experience"!

DISPLAY CONTEST CRITERIA:

- Build a display of Envy apples so awesome, that even Johnny Appleseed would be ENVY-ious! ALL fruit MUST be purchased from Four Seasons Produce in order to qualify. Your display may contain other apples in it to add some color, but will need to be at least 75% consisting of the Envy apple
- Must purchase a total of 8 cases of apples during the contest period in order to qualify. This can be a combination of CV or OG fruit, both bulk and pouch bags.
- Must use Envy apple display bins/boxes OR signage in and on your displays. We also have some SWEET Envy Display Banners that are available! Talk with your Four Seasons Sales Rep or Merchandiser for details.
- All displays must remain up for at least one week.
- Send all contest photos to contests@fsproduce.com by Thursday February 8th 2024.



ENVY APPLE PRODUCT CODES:

238137--CV Envy 12/2lb pouch
6076--CV Envy 45/55ct 27lb Euro
238035--OG Envy 12/2lb pouch
42089--OG Envy 45/55ct 27lb Euro
23377--POS Envy Display Bin
229828--POS Envy Display boxes



DISPLAY CONTEST PRIZES:

Most Creative Display:

(Display will be judged off of overall eye appeal, creativity, and having all criteria met)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Biggest % of Increase Year Over Year:

(Display will be judged off of data with YOY increase in Envy Apple sales, same time period. Scan data will be needed in order to qualify)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Best Small Store Display:

(Display will be judged on overall eye appeal. This is for any store with 4 registers or less)

1st Place--\$300
2nd Place--\$200
3rd Place--\$100

Everyone is a winner! Each qualifying entry will get a SWEET Envy/Four Seasons T shirts just for entering!

For additional Envy apple information, click on the link below:

[The Ultimate Apple Experience | Envy Apple](#)

For more information or to get some sweet display tips or ideas, please talk to your Four Seasons Produce Sales Rep or Merchandiser

INSPIRATION CORNER

AURA APPLES
ARRIVING LATE JANUARY.
Item codes: **234664** bulk
238380 Pouch 12/2lb

