

JANUARY 26 - FEBRUARY 1, 2024

PROMOTABLE ORGANIC CITRUS



GOOD NEWS! Organic Mandarins have shown superb quality on the Tango variety especially in the Organic “Cuties” label from California. Take advantage of our February promo and contest. Ask your rep about free POS material and display bins!

Organic Grapefruit is promotable with solid quality, and more reasonable prices.

The **Organic Lemon** market has dropped as supply is improving in California. It's a great time to promote!

California **Organic Navel Oranges** are showing strong quality, with pricing consistent while supply peaks on XL and Jumbo sizes.

Organic Cara Cara and **Blood Oranges** are peaking on larger fruit, with pricing remaining steady. Internal flesh is impressive!



OG WARM VEG

ALERT! As January comes to a close, **Organic Warm Vegetable** commodities continued to be very challenging to come by because of shortages in Florida and Mexico. Cold weather is majorly impacting production.

ALERT! The scarcity of **Organic Zucchini** and **Yellow Squash** stems from various issues in the various growing regions of Mexico. It is anticipated that supply shortages will persist into the first part of February. Expect high prices, pro-rates, and out-of-stocks.

NOTE: While **Organic Cucumbers** are still available and reasonably priced, the scarcity of other **Warm Vegetable** commodities has resulted in a decrease in the volume of supply.



OG AVOCADOS

Organic Hass Avocado supplies are expected to remain steady as we approach the “Big Game” on February 11th. 48 and 60 ct bulk, and 15/4 ct bags are available.

Equal Exchange brand **Fair Trade Organic Hass Avocados** from Mexico are expected in steady supply for February. 8/4 ct cardboard packs are available as well.

Now is the time to plan your promo and displays. “Avocados from Mexico” display bins are available to help with your promotional needs!



OG BERRIES

GOOD NEWS! **Organic Blackberry** supplies continue to increase from Mexico. Pricing will ease off to keep fruit moving, and quality has been excellent.

Organic Blueberry supplies will continue to increase, coming from Chile. Quality has been looking very nice so far. Promotions are set up for the 1st week of February as heavy arrivals are expected to kick off at FeBLUEary, leading to strong supplies and pricing through mid-February.

Organic Strawberries are steady out of Baja, California. Pricing will begin to ease off slightly as an improvement in production is expected. Quality has been good in all regions.

Greenhouse grown **Organic Strawberries** are available as well.

ALERT! **Organic Raspberries** continue to be limited in Baja, California and Central Mexico. The weather continues to be cool, keeping harvests light. Demand remains strong, while there is just not enough to go around. Supplies are expected to remain sparse over into mid-February until temperatures improve.



OG WATERMELONS

Organic Mini Watermelons are back in stock from Mexico. Quality looks very nice on new crop fruit. Supplies are limited, and pricing is higher to start the season.



OG BANANAS

We will see the 2024 Fair Trade Equal Exchange **Organic Banana** price decrease take effect with arrivals during the start of February.



OG LADY MOON FL VEG

NOTE: Lady Moon Farms in Florida is still harvesting **Organic Eggplant** and **Green Peppers**, but the volume remains small because of the weather.

NOTE: Also, **Organic Romaine** and **Leaf Lettuce** are still being harvested in Punta Gorda, FL, but the lack of rain and cold temperatures have resulted in lower yields. Supplies will be supplemented from west coast farms.



OG PEARS

Organic Pears from the Pacific Northwest are gearing up for our February display contest and promo.

Supplies and quality are in great shape on **Organic Green** and **Red Anjou**, plus **Organic Bosc**.

New crop **Organic Bartlett Pears** from Argentina expected to arrive in mid-February.



OG CAULIFLOWER

NOTE: **Organic Cauliflower** conditions changed quickly in late January. Due to heavy rains in the desert growth regions that have hampered harvesting, increased costs are anticipated as volume has decreased. The conditions are expected to be temporary as the weather improves.



OG CELERY

Organic Celery volume is increasing on a weekly basis. With additional growers and volume from the desert-growing regions arriving in late January, costs are expected to experience a decrease in mid-February as more volume becomes accessible.



OG ROOTS

Organic Red Turmeric from Florida is now available from Phoenix Rising Farms. This premium **Organic Turmeric** is the highest quality we have seen all year. Quantities will be limited!

NOTE: **Organic Ginger** continues to be in limited supply. In February, the industry is expected to see an even more limited supply chain.



OG GRAPES

NOTE: **Organic Grapes** are becoming tight or limited as South African vessels continue to face delays. We could possibly see a slight gap in fruit for the start of February.



OG CARROTS

ALERT! **Organic Cello Carrots** and **Baby Carrots** are expected to remain limited until mid-February, when production moves to the desert. Georgia operations are back up and running, but there is not enough to go around, so pro-rates or short gaps in product availability are still potential.



OG MANGOS

ALERT! Peruvian **Organic Mango** supplies are extremely tight. Four Seasons will have limited supplies as we head into February.

The current variety of fruit is the **Kent** variety from Peru. Be sure to get them while they are in stock.

Mexican **Organic Mangoes** are expected to start sometime by the end of February in limited volumes.



OG HOTHOUSE VEG

Organic Hothouse Vegetables have started to be harvested in greenhouses in the US. As more and more greenhouse growers start new crop items, we are hopeful that prices starting with **Organic Tomatoes** may start to drop starting mid-February.

Organic Euro Seedless Cucumbers and **Organic Color Bell Peppers** will follow as an industry, but there may be one-off situations for each specific grower-shipper.



OG WESTERN LETTUCE

GOOD NEWS! **Organic Romaine Hearts** and **Iceberg Lettuce** from Southern California and Arizona are still widely accessible, of outstanding quality, and reasonably priced.

Supplies of **Organic Romaine** and **Leaf Lettuce** will come from the desert-growing regions of the West Coast in late January. Improvements in Florida products are expected in February, but that is all reliant on better growing conditions.



OG ONIONS

NOTE: **Organic Onions** are in a tough spot in terms of remaining supply for the season, causing market pricing to continue to climb across the board.

We are expecting much higher **Organic Onion** pricing over the next few months, and we could see some gaps in supply, specifically on **Organic White** and **Red Onions**, over the next few months.



OG BRUSSELS SPROUTS

GOOD NEWS! January experienced an ongoing rise in the volume of **Organic Brussels Sprouts** as new production started in Mexico. Both Mexican and domestic quality have been exceptional.

The key to a successful promotional campaign in late January and early February will be competitive pricing combined with outstanding quality.

Include prepackaged **Organic Brussels Sprouts** for a quick and easy "grab and go" choice.



OG BROCCOLI

NOTE: As February approaches, the conditions for **Organic Broccoli** have started to change. The East Coast's output from North Carolina has ended, and the West Coast's supply volume is being adversely affected by the colder weather and inability to harvest due to extensive rainfall.

Quality is predicted to remain strong despite price increases as the start of February begins.



OG BABY ARUGULA

ALERT! **Organic Baby Arugula** continues to struggle in the winter growing regions due to cold weather impacting quality, with mildew and discoloration defects slashing yields. Expect fill-rates challenges from all salads brands with **Organic Baby Arugula** to linger into early to mid-February.



AVAILABLE NOW!



NORTHWEST PEAR DISPLAY CONTEST

February 5 - March 4 2024

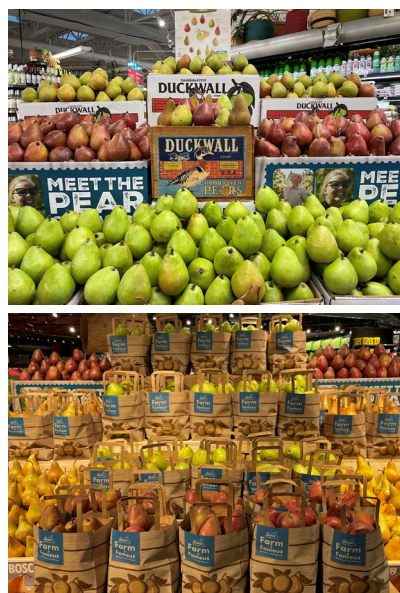


Want to hear about a “pear”-fect way to build your pear category sales?

Four Seasons Produce has teamed up with the Northwest Pear Bureau to bring you a display contest sure to have you go for the gold in pear sales and profits. Pears, both conventional and organic, have shown outstanding quality all season and the month February will surely be no different. Now is the perfect time to take advantage of some awesome promotional pricing, show off your pear flair, and have the chance to win some super cool prizes. So, “pear” up with your Four Seasons Sales Rep or Merchandiser and get some great plans in place for pear display builds and promotions in your stores!

CONTEST CRITERIA:

- Build a “PEAR”-fect display of beautiful pears from the Pacific Northwest. All fruit **MUST** be purchased from Four Seasons Produce.
- All displays must contain three (3) pear varieties of pears, either CV or OG (or both). Pear varieties for the duration of this contest will be Anjou, Red Anjou, and Bosc. We will also have Bartletts, Comice, Forelles, and Seckels while supplies last to help boost the category. All codes are provided on page 2.
- Must use Northwest Pear point of sale material in your displays. Point of sale signs will be provided by your Four Seasons Sales Rep or Merchandiser.
- All displays must remain up for a minimum of one week.
- Send all display pictures to contests@fsproduce.com by Thursday March 7th 2024



CONTEST PRIZES:

BEST SMALL STORE DISPLAY (4 registers or less)

- 1st Place—55in Flat Screen TV
- 2nd Place—Chromebook
- 3rd Place—Ring Security Camera

MOST CREATIVE DISPLAY

- 1st Place—iPad
- 2nd Place—Smartwatch
- 3rd Place—JBL Bluetooth Earbuds

BEST SOCIAL MEDIA POST PROMOTING PEARS

\$100 Gift Card

BEST PEAR DISPLAY THEME

\$100 Gift Card

BEST ALL ORGANIC DISPLAY

YETI Cooler

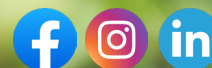
HIGHEST % OF INCREASE YOY IN PEAR CATEGORY SALES

\$100 Gift Card



PHONE: 1.800.422.8384

| www.fsproduce.com



ORGANIC CUTIES AND CV VINTAGE SWEET NAVEL DISPLAY CONTEST

FEBRUARY 4TH-FEBRUARY 25TH 2024



ATTENTION ALL CITRUS ENTHUSIASTS!

Four Seasons Produce has partnered with Sun Pacific Fruit to offer you an awesome chance to be creative, sell some awesome fruit, and win some really cool prizes. OG Cuties and CV Vintage Sweets Navels are two volume driving SKU's in the citrus category and perfect for promotion in February. While the fruit itself is absolutely amazing, the packaging is razor sharp and the high graphic bins and boxes make for a very attractive display in your produce department. A perfect opportunity to build an eye catching seasonal display with two incredible pieces of citrus!

DISPLAY CONTEST CRITERIA:

- Build a BEAUTIFUL display of Organic Cuties or CV Vintage Sweet navels in your department. All fruit MUST be purchased from Four Seasons Produce.
- Must purchase at least 10 cases of fruit during the contest period.
- Displays need to highlight the Cuties or Vintage Sweets Navel branding in your display, using the high graphic display bins or boxes.
- All display must remain up for a minimum of one week.
- Send all display contest pictures to contests@fsproduce.com by Thursday February 29th 2024.



DISPLAY CONTEST CODES:



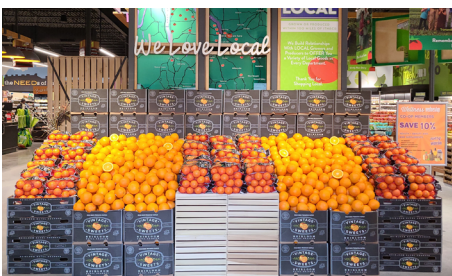
- 12169—CV 10/3lb Vintage Sweets Navel
- 234479—CV 36ct Vintage Sweets Navel
- 12165—POS Vintage Sweets Display Bins
- 234480—POS Vintage Sweets Display Box
- 44503—OG 15/2lb Cuties Mandarin
- 238249—POS Cuties Display Bin
- 238251—POS Cuties Display Box
- 238350—POS Cuties Mandarin Cutout



DISPLAY CONTEST PRIZES:

(displays will be judged on creativity and overall eye appeal)

FIVE winners in each of the categories below will have the opportunity to choose their prizes!



Prizes:

- Apple or Galaxy Smartwatch
- AirPods Pro 2nd Generation
- YETI Cooler
- Weber Charcoal Grill
- Gaming Chair and Headset
- New Golf bag and balls (choose from Titleist, Callaway, Nike or Cobra)

Categories:

- Best Organic Cutie Display
- Best Vintage Sweets Navel Display

THREE winners in each category will receive a \$50 Visa Gift Card!

So let's gear up, get our construction hats on, and have some fun building some sweet displays and selling some amazing citrus together.

For more information or tips on building a wicked contest display, please contact your Four Seasons Sales Rep or Merchandiser.

NOURISH
COLD PRESSED JUICE



OUR STORY

Nourish Cold Pressed Juice is pressed straight from our Farmhouse Kitchen in Kennett Square, PA. We are local and within 100 miles of New York. We create handcrafted immune-boosting beverages that inspire the community to care about the source of their food, the health of their body, and their connection to the health of our planet.

Nourish is a lifestyle. When you drink our functional beverages you have the power to support your immune system, reduce inflammation, increase antioxidants, hydrate your skin, improve gut health, detox, and balance hormones & brain chemistry to improve your mental health.

Being a B Corp means caring about people and the planet, being inclusive, equal, and diverse. Putting social & environmental responsibility at the heart of our decision-making, we lead by example. Together, we are a force for good!

Our juice gives back 1% of our annual sales towards protecting our planet for future generations. When you purchase our juice, you become a part of a collective global community taking action.

To read more click [here](https://www.nourishjuicebar.com) or go to www.nourishjuicebar.com.



WOMEN OWNED



PHONE: 1.800.422.8384

| www.fsproduce.com





WHY JUICE?

Fruits, vegetables and their juices are packed with vitamins and minerals and a whole host of other essential nutrients needed for optimum health, nourishing every cell and helping to cleanse toxins from the body. Juicing floods the body with micro-nutrients that are easily digestible, so your body will get more of what it needs with less food.

Drinking fresh fruit and vegetable juices every day will:

- Boost the immune system.
- Hydrate the body and improve your complexion.
- Help prevent and manage chronic diseases.
- Increase your energy.
- Improve brain health and prevent Alzheimer's disease.
- Lead to weight loss.
- Boost absorption of nutrients from vegetables and fruits.



CODE	DESCRIPTION	PK/SZ	UPC
238057	OG Juice Begin Again	6/12 oz	711841890087
238058	OG Juice Bitter Sweet	6/12 oz	632726364427
238059	OG Juice Ever Glow	6/12 oz	711841890070
238060	OG Juice Love It Up	6/12 oz	711841927714
238061	OG Juice Lemonade Charcoal	6/12 oz	711841890063
238062	OG Juice Heart Beet	6/12 oz	711841890094
238063	OG Juice Oh Snap	6/12 oz	632726364410
238064	OG Juice Stripped Down	6/12 oz	711841927875
238065	OG Juice Turmeric Pineapple	6/12 oz	711841890056
238067	OG Juice Lemonade Elderberry	6/12 oz	632726159177
238066	OG Juice Lemonade Lavender CBD	6/12oz	632726159214
238068	OG Juice Lemonade Ginger	6/12oz	632726159191
238069	OG Juice Wild One	12/4oz	711841890049
238070	OG Juice Golden Sun	12/4oz	711841890025
238072	OG Juice Black Magic	12/4oz	711841890032

CONVENTIONAL MARKET NEWS

JANUARY 26 - FEBRUARY 1, 2024

FEBRUARY BERRY OUTLOOK



GOOD NEWS! Overall, **Strawberry** supplies and prices are improving. Central Mexico had a flush of volume come on strong. There is mixed quality coming out of Mexico, with some growers having quality issues and others having nice fruit.

Florida **Strawberry** pricing holds a bit of a premium; however, it has dropped significantly to compete. Quality has been excellent coming out of Florida. Supplies should be steady heading into Valentine's Day, barring any weather issues.

GOOD NEWS! **Blackberry** supplies continue to increase outside of Mexico. Look for promotable volume and pricing with good quality.

Blueberry supplies continue to be steady from Chile, with some Peruvian becoming available again as well. The quality has looked very nice in both areas. Mexico is increasing production as well. Pricing continues to hold steady as supplies are not overly abundant. Chilean supplies are expected to increase in mid-February.

ALERT! **Raspberry** supplies tighten up outside of Mexico. El Nino weather patterns continue to hurt **Raspberry** production. Pricing is continuing to remain higher, and availability is limited.

For retailers with customers who appreciate premium fruit, consider adding Driscoll's **Sweetest Batch Blackberries** and **Sweetest Batch Blueberries** to your sets. **Sweetest Batch Strawberries** will be in season too.



CV SPECIALTY CITRUS

GOOD NEWS! **Vintage Sweet Heirloom Navels** are in peak season with excellent quality. These **Oranges** are from old line groves and are picked at ideal ripeness.

10/3lb bags in graphic boxes catch consumer attention. 36ct Jumbo **Vintage Sweet Heirloom Navel Oranges** will be also readily promotable!

February will be a great time to for display building since Four Seasons Produce and Sun Pacific will have a **Vintage Sweet Heirloom Navel Oranges** promo and display contest available for independent retailers.

GOOD NEWS! **SUMO Citrus** (Dekopon Mandarin) from California is in peak season with promotable availability for February! Bulk tray-packs and 2lb graphic bags ready for display.

Stem & Leaf Mandarins are now the "Tango" variety from California. 22lb Bulk cases for loose sale or in-store toting as well as 6/3lb Clamshell packs are in stock.

Minneola Tangelos are finally in season from California in 80ct bulk and 12/3lb bags.



CV TOMATOES

ALERT! The **Tomato** category continues to be a challenge with low volumes driving high prices.

Cluster Tomatoes along with **Grape** and **Cherry Tomatoes** are among the most limited with expensive prices.

ALERT! Like other **Tomato** producers, **NatureSweet** is severely challenged by cold weather delaying crops in their growing regions. Fill rates have been 25% or less.

NatureSweet believes the heavy pro-rates and out-of-stocks will continue through January and into early February based on what they're seeing. This impacts **Cherubs**, **Glorys**, **Constellations** and their other snacking **Tomato** lines.



CV CITRUS

GOOD NEWS!

Mandarins continue to show steady supply, with peak quality coming out of California on the "Tango" variety. There is a great supply in 10/3's, 15/2's, and 4/5's **Halos** from Wonderful.

Lemon prices continue to remain consistent with great quality. **Seedless Lemons** are available from Wonderful Citrus, and **Meyer Lemons** are available from Sunkist.

California **Navel Oranges** are peaking on large sized fruit, with smaller fruit becoming tight due to rain. XL and jumbo fruit is plentiful and promotable!

Cara Cara Oranges are in excellent supply in all sizes, with XL fruit being abundant. **Blood Oranges** continue in season with nice flesh color and bold flavor.

ALERT! The price of **Limes** will continue to spike, with demand outweighing limited supply from Mexico and other regions.



CV MANGOS

ALERT! As we head into mid-February, **Mangoes** will be very tight. Pricing is expected to reach all-time highs as volumes from Peru are severely hampered and Mexico's fruit is not quite up and running.

Prices out of Mexico are expected to be higher once they start until volumes pick up later in February and March.



CV CELERY

Throughout January, the supply of **Celery** on the West Coast has been improving due to the weekly increases in production from the desert-growing regions.

Late January is a wonderful opportunity to showcase improved costs to drive additional sales, while the quality is exceptional. Conditions will continue to improve through the beginning of February.



CV WATERMELON

Watermelons remain available from off-shore importers, and Mexico is beginning to see steady supplies as well. The quality has looked excellent.

Mini Watermelon supplies are steady from off-shore programs, and Mexico is coming in with steady volume as well. The quality has been very nice.



CV LETTUCES

Heavy rains in late January affected the desert farming region's **Lettuce** crop. A minor scarcity and increased expenses resulted from the inability to harvest crops due to unfavorable weather. Increases are anticipated to be temporary, though, since production will rise as weather conditions improve. Costs are still competitive, despite recent rises.



CV AVOCADOS

Hass Avocado sales remain strong as we finish the month of January. Look for opportunities to promote 32, 48, 60ct, and bagged fruit as we approach the big game.

Ask your Four Seasons rep for free point-of-sale bins to help drive sales from our partner Avocados from Mexico!



CV ARTICHOKE

GOOD NEWS! Robust supplies of Californian **Artichokes** will persist for the duration of January through the beginning of February, facilitated by promotional opportunities. To optimize sales and profit from competitive prices, increase your offering.



CV GRAPES

NOTE: **Green Grapes** have a limited supply and high prices. **Red Grapes** will be tight for the month of February, and prices will remain elevated.



CV BRUSSELS SPROUTS

GOOD NEWS! Late January continues to have a substantial supply of **Brussels Sprouts** readily accessible. For the balance of January, there will be competitive prices, superior product quality, and promotional possibilities.



CV MELONS

Cantaloupes will remain tight in Guatemala and Honduras due to decreases in production.

Honeydews will remain limited overall from all sources, with no relief in sight for the next 4 weeks.



CV CAULIFLOWER

Cauliflower pricing has started to change once more as January draws to an end. Expect lower prices and more availability through the start of February!



CV BROCCOLI

Late January maintains a steady supply of **Broccoli Crowns**. East coast supply from Georgia and Florida is still strong, despite the fact that west coast production has grown scarcer and more expensive. Additional choices from Mexico are also available at competitive costs.



CV PINEAPPLES

Pineapple prices are expected to tighten during the month of February.

Right now, prices are steady, and Four Seasons is offering 6, 7, and 8-ct sizes along with premium **HoneyGlow Pineapples** from Del Monte.



CV ONIONS

NOTE: **Onion** prices continue to face challenges as we get into the end of January. All colors and sizes continue to tighten up from all growing regions, causing pricing to jump up. **White Onions**, in particular, are virtually nonexistent, and we could possibly see a gap in supply as soon as the middle of next week. **Red** and **Yellow Onions** are in slightly better supply than the **Whites** – but pricing has now increased in these colors as well.

We could see a supply gap on jumbo size **Mayan Sweet Onions** from Peru for the start of February due to vessel delays.

There are high hopes of better availability in mid-February, but only time and sunshine will let us know how these prices will pan out.



CV BOWERY SALADS

ALERT! **Bowery** is having major production issues and has informed Four Seasons they will not have product to ship for at least a month on their indoor grown **Salads** and **Basil**.

Retailers cannot have holes on their shelves and we recommend stores switch over to the **Little Leaf Salad** line which is in reliable supply from their PA greenhouse operations.



CV ASIAN VEGETABLES

Retail packs of **Asian Vegetables** are now available from Melissa's on **Choy Sum, Bok Choy, Baby Bok Choy Leaves, Cabbage, Napa Leaves**.

Additionally **Asian Vegetable** retail pack offerings will be coming soon - stay tuned for more details!

NOTE: California **Pomegranates** are now done for the season. **Pomegranates** from Israel will start mid-February.

Pom Pom Arils from Pom Wonderful will be winding down. **Aril** supplies from other shippers may be limited until the Peruvian Import season is up and running later in mid-February and into March.

Fuyu Persimmons are now coming out of California. **Sharon Fruit** from Europe will be starting soon in a single-layer offering, but pricing will be higher per fruit than the California fruit.

ALERT! **Ginger** supplies are expected to be very tight as we head into mid-February. Pricing will be high as well.

ALERT! Crate and Tray **Sweet Corn** will have yet another significant price increase. Cool temperatures have a heavy impact on harvests. Expect smaller ears, lower quality, and high pricing for the remainder of January. **Bi-Color Corn** will be the only color for now.

NOTE: **Asparagus** is still expensive but has started to harvest in Caborca, Mexico, and will hopefully continue to ramp up into February. We are expecting more volume in early February if the weather cooperates.

The new Ecuadorian **Green Plantains** are here now with attractive pricing.

OTHER STORIES

Exotic Hot Peppers are in-house, with multiple varieties and outstanding quality. We are working on having an 8/1.75-ounce clam available in a **Red Thai** and a **Green Thai Pepper**. This should be available by early February.

We also have all color varieties of **Habanero** available in-house now in the 8/1.75-oz clamshell.

Kiwi prices are promotable, as volumes from Europe are steady. Four Seasons has a full complement of **Green** and **Gold** varieties currently in bulk and clamshell options.

NOTE: **Red Kiwi** from Italy will be winding for the end of January and the beginning of mid-February.